Record Nr. UNINA9910791062603321 Autore Narayanan Pavithra Titolo What are you reading?: the world market and Indian literary production // Pavithra Narayanan New Delhi:,: Routledge,, 2012 Pubbl/distr/stampa **ISBN** 1-138-66248-8 1-317-80926-2 1-315-81598-2 1-317-80927-0 Descrizione fisica 1 online resource (326 p.) Disciplina 070.50954 Soggetti Book industries and trade - India Anglo-Indian literature - History and criticism Indic literature Indic literature (English) - History and criticism Lingua di pubblicazione **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Nota di bibliografia Includes bibliographical references and index. Nota di contenuto Cover; Half Title; Title Page; Copyright Page; Dedication; Table of Contents: Acknowledgements: Introduction: Literacy, Language and Literature; 1. Speaking in Tongues: The Politics of Language in India; 2. The Disease of Gigantism: Global Plans and Local Consequences; 3. Fit to Print: The Transnational Publishing Industry; 4. India Shining: Territories and Translation; Conclusion: Academic Imperialism; Bibliography; About the Author; Index This book offers a material critique on various aspects of Indian literary Sommario/riassunto production and its reception by its audiences. Taking a historical and contemporary lineage into account, the author variously discusses the social, political, and economic factors that impact upon and determine choices in the publishing world. Examining the constructions of the archive of postcolonial works by Indian writers in relation to nationalist histories, language wars, and the relationship between economic policies and literature, the book forcefully argues that why we read

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