

1. Record Nr.	UNINA9910791194103321
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Titolo	The Postcolonial Cultural Industry [[electronic resource]] : Icons, Markets, Mythologies // by S. Ponzanesi
Pubbl/distr/stampa	London : , : Palgrave Macmillan UK : , : Imprint : Palgrave Macmillan, , 2014
ISBN	1-137-27259-7
Edizione	[1st ed. 2014.]
Descrizione fisica	1 online resource (281 p.)
Classificazione	LIT004010LIT004120LIT008000
Disciplina	809/.93358
Soggetti	Oriental literature Languages Language and languages Literature—Philosophy Culture—Study and teaching Literature Fiction Asian Literature Asian Languages Literary Theory Cultural Theory Postcolonial/World Literature
Lingua di pubblicazione	Inglese
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; Contents; List of Illustrations; Acknowledgements; Introduction; 1 The Postcolonial Cultural Industry: Notes on Theory and Practice; 2 Literary Prizes and the Award Industry; 3 Boutique Postcolonialism: Cultural Value and the Canon; 4 Advertising the Margins: Translation and Minority Cultures; 5 The Adaptation Industry: The Cultural Economy of Postcolonial Film Adaptations; 6 Postcolonial Chick Lit: Postfeminism or Consumerism?; Notes; Selected Bibliography; Index
Sommario/riassunto	The Postcolonial Cultural Industry makes a timely intervention into the field of postcolonial studies by unpacking its relation to the cultural industry. It unearths the role of literary prizes, the adaptation industry

and the marketing of ethnic bestsellers as new globalization strategies
that connect postcolonial artworks to the market place.
