

COURSE DETAIL

MARKETING THE MARGINS: CASE STUDIES IN THE CULTURAL MARKETPLACE

Country

United Kingdom - England

Host Institution

King's College London

Program(s)

King's College London

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

English

UCEAP Course Number**UCEAP Course Suffix****UCEAP Official Title**

MARKETING THE MARGINS: CASE STUDIES IN THE CULTURAL MARKETPLACE

UCEAP Transcript Title

CULTURAL MARKETPLCE

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course draws on approaches from Cultural Studies to examine the relationship between literature as a creative industry and literature as aesthetic practice. Students address the role which publishing houses and literary prizes have to play in the circulation of these cultural products, and reflect on the ways in which migrant and minority authors negotiate the literary marketplace, issues of cultural capital, and exoticism, both within and beyond their literary works.

Language(s) of Instruction

English

Host Institution Course Number

5AAYML01

Host Institution Course Title

MARKETING THE MARGINS: CASE STUDIES IN THE CULTURAL MARKETPLACE

Host Institution Campus

King's College London

Host Institution Faculty**Host Institution Degree****Host Institution Department**

Languages and Literature

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