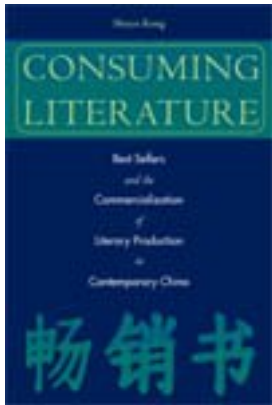


Consuming Literature



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著者:Shuyu Kong

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This book examines the changes taking place in literary writing and publishing in contemporary China under the influence of the emerging market economy. It focuses on the revival of literary best sellers in the Chinese book market and the establishment of a best-seller production machine.

The author examines how writers have become cultural entrepreneurs, how state publishing houses are now motivated by commercial incentives, and how “second-channel,” unofficial publishers and distributors both compete and cooperate with official publishing houses in a dual-track, socialist-capitalist economic system. Taken together, these changes demonstrate how economic development and culture interact in a postsocialist society, in contrast to the way they work in the mature capitalist economies of the West. That economic reforms have affected many aspects of Chinese society is well known, but this is the first comprehensive analysis of market influences in the literary field. This book thus offers a fresh perspective on the inner workings of contemporary Chinese society.

作者介绍:

Shuyu Kong is Assistant Professor of Chinese Literature at the University of Alberta's Department of East Asian Studies.

目录:

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标签

海外中国研究

文学

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当代史

评论

考察80年代以来社会主义文学体制逐渐解体，市场经济成为文学出版主导原则的历史。国家权力并未完全退出文化管理的领域，但国家的经济支持则几乎完全断绝，体制下的出版社与刊物、处于灰色地带的书商/出版商发展出规避管理、迎合大众文化口味而进行盈利的种种策略。读到一些内容使人怀旧，比如打造《哈佛女孩刘亦婷》的作家出版社、采用图书俱乐部模式经营的席殊书屋等。

对中国人来说没什么新鲜的内容

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