

## The Speakers

### Blake Morrison

is a poet, novelist, and a Professor of Creative Writing at Goldsmiths College, London. In the 1980s and 90s, he worked for the *Times Literary Supplement* and as literary editor for *The Observer* and *The Independent on Sunday*. His books include two memoirs, *And When Did You Last See Your Father?*, which was made into a film, and *Things My Mother Never Told Me*; two collections of poetry, *Dark Glasses* and *The Ballad of the Yorkshire Ripper*; an account of the James Bulger murder case, *As If*; and three novels, *The Justification of Johann Gutenberg* (a fictional portrait of the 15th-century printer), *South of the River* (a 'state of the nation' novel set during the Blair years) and *The Last Weekend*, a psychological thriller published last year.

### Christoph Reinfandt

is Professor of English literature at the University of Tübingen and one of the organisers of this lecture series.

### Jon Elek

Jon Elek worked as a lecturer in the English Department at University College London following the completion of a Ph.D. in literature. He then published fiction and non-fiction at Penguin before joining AP Watt as an agent in 2009. He represents writers in all areas of the market.

### Alex Bowler

is Senior Editor at Jonathan Cape, where he has edited the likes of Martin Amis, Julian Barnes and Ian McEwan. His commissions include Tom McCarthy's novel *C* that was shortlisted for the Man Booker Prize in 2010.

### Iain Stevenson

is Director of Teaching at Publishing Centre of University College London. His latest monograph *Book Makers: British Publishing in the Twentieth Century* was published by British Library Publishing in 2010. Before entering academic life, Iain was a publisher for over thirty years.

## The Speakers

### Sandra Müller

is a lecturer and researcher at the Centre for British Studies in Berlin (Humboldt-Universität zu Berlin). At the Centre for British Studies, she teaches classes on contemporary British literature, the literary field in Britain and project management, and is in charge of Public Relations and Marketing.

### Ellen Dengel-Janic

teaches English Literature and cultural studies at the University of Tuebingen. She is one of the organisers of this lecture series and currently teaches a seminar on the marketing of postcolonial writing. She has published on South Asian literature in English and Indian Diasporic literature and film.

### Lisa Peter

is a lecturer and research fellow of English literature and cultural studies at the University of Tübingen. She currently teaches a cultural studies seminar on the literary market and is responsible for organising this lecture series.

### Nicholas Spice

has been Publisher of the *London Review of Books* since 1982. He is an occasional contributor to the *LRB* and has written for it about fiction, music and psychoanalysis.

### Claire Squires

is Director of the Stirling Centre for International Publishing and Communication at the University of Stirling. Her books include *Marketing Literature: The Making of Contemporary Writing in Britain* (2007) and *Philip Pullman: Master Storyteller* (2006). In 2011, she became a prize judge for the Saltire Scottish Books of the Year.



# The Literary Market in the UK

Lecture Series Summer Term 2011

Universität Tübingen

Prof. Dr. C. Reinfandt, Lisa Peter M.A., Dr. Ellen Dengel-Janic

**Englisches Seminar**

Wilhelmstraße 50 · 72074 Tübingen

Telefon +49 7071 29-78470

[www.uni-tuebingen.de/engl/](http://www.uni-tuebingen.de/engl/)

Philosophische Fakultät  
**Englisches Seminar**



# The Lecture Series

This lecture series is part of a thematic focus on market influences on contemporary literary fiction. It asks how literature actually comes into being in Britain:

A number of professionals from British publishing will first address questions of literary production, such as creative writing classes, the mediating function of literary agencies in the contemporary publishing industry, and the influence of the editor on a manuscript.

The second part of the lecture series will be concerned with the structure of the British book market and with the marketing of literary fiction: how is a particular text (or a particular author) advertised and presented nowadays? Which restrictions do authors, editors, and booksellers face in this process?

Finally, the reception of literary fiction will be addressed: how do we as readers get to know about those works of fiction that are considered 'worthwhile reading'?

This lecture series brings together professionals both from academia and the British publishing industry and sets out to offer students a glimpse behind the scenes of book production, as well as a cultural studies approach to the relevance of economic influences on cultural production.

With the generous help of:

DEZERNAT II STUDIUM UND LEHRE  
Career Service  
Reihe: Berufswege



# Programme

The lecture series starts on May 3 and takes place every Tuesday at 18.15 in Hörsaal 036, Neuphilologikum (Wilhelmstraße 50). All lectures are delivered in English and will be followed by a short question and answer session.

03.05.2011

**Blake Morrison**

“Reflections on an Era of Transition: Authors, Publishers and the Teaching of Creative Writing“

10.05.2011

**Christoph Reinfandt**, Eberhard Karls Universität Tübingen

“The Present in Perspective: Mapping the Literary Field Today“

17.05.2011

**Jon Elek**, literary agent at A P Watt, London

“What Literary Agents Do“

24.05.2011

**Alex Bowler**, editor at Jonathan Cape, London

“The Ever-Changing Rules: Acquiring, Editing and Publishing Literary Fiction in the UK“

31.05.2011

**Iain Stevenson**, University College London Centre for Publishing

“Literature Kindled: The Changing Market for Books in Britain“

07.06.2011

**Sandra Müller**, Centre for British Studies, Berlin

“Sell, Sell, Sell? Marketing Books“

21.06.2011

**Ellen Dengel-Janic**, Eberhard Karls Universität Tübingen

“The Postcolonial Writer as Commodity“

28.06.2011

**Lisa Peter**, Eberhard Karls Universität Tübingen

“A Book’s Face: Cover Design as Marketing Strategy“

05.07.2011

**Nicholas Spice**, *London Review of Books*

“Literary Magazines in the Digital Age“

12.07.2011

**Claire Squires**, Stirling Centre for International Publishing and Communication

“Literary Prizes and Publishing Culture in the UK “