

# LITERARY AND CULTURAL MANAGEMENT

## A Brief Guide to the Self-Study Units

### GETTING STARTED: FOCUS, STRUCTURE, BLOG

The SSU chapters cater for different modules. Start by choosing what you want to study: the presentation and mediation of literature to audiences (outside views)? how publishing works? or the inside of the industries by doing an internship? Learn about the structure and create a blog for following your progress.



### UNDERSTAND THE FOUNDATIONS

Getting your theoretical foundations straight is important for studying what the literary and cultural industries do. In this step you learn to think about books not as works of art and understand how publishing processes work, and you may also get an insight into Bourdieu's field theory for added theoretical heft.

### DON'T JUST LOOK - OBSERVE!

Whenever you want to learn about practices you have to know where to look - and you have to know how to look, and what to look out for. This is called observation. Most people have only a vague idea of how to observe properly, so this chapter shows you the ropes. (If you know about participant observation already, you can skip it!)




### SHARPEN YOUR FOCUS.

If you want to do an internship in a literature or cultural industry area you need to know a little more about the shape and functions of that area. Internship candidates can learn about museums, literary and other, about cultural heritage, and literary tourism to prepare them better for their internships.

### FINALLY: ROLL UP YOUR SLEEVES.

Time for hands-on practice! Depending on your chosen module you either observe mediating practices at readings, lectures and literary productions, or you work alongside professionals in an internship. Choose between publishers, museums, festivals, ... any literary area will do. Your study focus: understanding the realities of the industries.



**JOB ORIENTATION: UNDERSTANDING THE LITERARY AND CULTURAL INDUSTRIES.** 

MODULES AVAILABLE FOR BA AND MA STUDENTS OF ENGLISH/ELLC AND WORLD LITERATURE.

Registration for the SSUs is through StudIP: search for Foundations, Perspectives on the Literature and Culture Industries or Forms of Literary Reception