



## **Commodifying (Post)Colonialism: Othering, Reification, Commodification and the New Literatures and Cultures in English. (Asnel Papers)**

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## Commodifying (Post)Colonialism: Othering, Reification, Commodification and the New Literatures and Cultures in English. (Asnel Papers)

Since its inception in the 1980s, postcolonial theory has greatly enriched academic perspectives on culture and literature. Yet, in the same way that colonial goods and services have long contributed to economic and political growth, postcolonial topics have also become a profit-generating commodity. This is highly apparent in the success of the postcolonial novel or in the ability of film to cross over from Asia, Africa and elsewhere to paying audiences in Europe and America. The contributions in this volume, in their various ways, take a critical look at artistic responses to the commodification of colonial and postcolonial histories, peoples, and products from the eighteenth century to the present. They explore, in particular, what literary and cultural texts have to say about commodification after the end of colonialism and how the Western culture industry continually capitalizes on representations of the postcolonial Other. Contributors: Samy Azouz, Lars Eckstein, Rainer Emig, Wolfgang Funk, Jens Martin Gurr, Birte Heidemann, Sissy Helff, Graham Huggan, Stephan Laqué, Oliver Lindner, Ana Cristina Mendes, Sabine Nunius, Carl Plasa, Katharina Rennhak, Ksenia Robbe, Cecile Sandten.

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