



Booktok Trending In The Us

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Booktok Trending In The Us:

Social Reading Cultures on BookTube, Bookstagram, and BookTok Bronwyn Reddan, Leonie Rutherford, Amy Schoonens, Michael Dezuanni, 2024-04-30 This book examines the reading cultures developed by communities of readers and book lovers on BookTube Bookstagram and BookTok as an increasingly important influence on contemporary book and literary culture. It explores how the affordances of social media platforms invite readers to participate in social reading communities and engage in creative and curatorial practices that express their identity as readers and book lovers. The interdisciplinary team of authors argue that by creating new opportunities for readers to engage in social reading practices bookish social media has elevated the agency and visibility of readers and book consumers within literary culture. It has also reshaped the cultural and economic dynamics of book recommendations by creating a space in which different actors are able to form an identity as mediators of reading culture. Concise and accessible this introduction to an increasingly central set of literary practices is essential reading for students and scholars of literature, sociology, media and cultural studies as well as teachers and professionals in the book and library industries.

TikTok Cultures in the United States Trevor Boffone, 2022-04-03 *TikTok Cultures in the United States* examines the role of TikTok in US popular culture paying close attention to the app's growing body of subcultures. Featuring an array of scholars from varied disciplines and backgrounds this book uses TikTok subcultures as a point of departure from which to explore TikTok's role in US popular culture today. Engaging with the extensive and growing scholarship on TikTok from international scholars chapters in this book create frameworks and blueprints from which to analyze TikTok within a distinctly US context examining topics such as gender and sexuality, feminism, race and ethnicity and wellness. Shaping TikTok as an interdisciplinary field in and of itself this insightful and timely volume will be of great interest to students and scholars of new and digital media, social media, popular culture, communication studies, sociology of media, dance, gender studies and performance studies.

[The Whole-School Community Read](#) Margaux DelGuidice-Calemme, Jeannette Balantic, 2025-10-30 A comprehensive resource for librarians and teachers who want to implement a whole school community reading program in their schools.

[The Digital Future of English](#) Simone Murray, 2025-07-18 More than any other academic discipline literary studies is the creation of print culture. How then can it thrive in the digital era? Early 1990s predictions of the book's imminent demise presented a simplistic either or choice between the legacy of moribund print and triumphalist digital technology. Yet we have grown to experience the two media as complexly interdependent and even complementary. Clearly digital does not kill print. But literary studies in the digital era cannot simply resume business as usual. It is urgently necessary to reconsider the discipline's founding assumptions in light of digital technology. The digital era prompts a rethinking of literary studies object of study as well as its methods theories, audiences and pedagogical practices. What counts as literature necessarily shifts in an age of proliferating born digital texts and do it yourself DIY online publication. Where should literary studies sit institutionally and how might it graft contextually?

oriented social sciences methods onto its traditionally humanistic mode of textual analysis Why should literary study continue to marginalize emotional responses to texts when online communities bond via readerly affect Who is the audience for literary criticism in an age where expertise is routinely challenged yet communication with global book loving publics has never been technologically easier Finally how can we utilize digital tools to rejuvenate literary studies pedagogy and help English staff better connect with millennial age students Literary studies has been convulsed for decades by debates over electronic literature and more recently digitally aided distant reading But these discussions still mostly confine themselves to demarcating our proper object of study We need to think more expansively about digital technology's impact on the underpinning tenets of the discipline Literary Media Studies is pitched at fellow literary scholars book historians media theorists cultural sociologists digital humanists and those working at the interface of these converging disciplines It models constructive engagement with contemporary digital culture Most importantly it brings a burst of sorely needed optimism to the question of literary studies digital future

Theorising Modern Marketing in a Socially Digital Global Community
ELAINE L. RITCH.,2025 This book adopts a unique perspective in critically evaluating new perspectives of marketing that fall within ethical constructs including EDI equality diversity and inclusivity gendered implications and perspectives sustainability people and planet and intersections with consumer culture Marketing is often criticised as being commercially focused profit over people This book suggests that marketers could should include consideration for ethical implications

The Reading Lives of Teens Chin Ee Loh,2024-11-04 In these changing times of global flows of media and technologies and reports of declining reading enjoyment researchers policymakers and educators need to engage anew with essential issues of what counts as reading what kinds of reading matter and how to support teen reading engagement in school and out of school settings Bringing together contributions from well known and emerging adolescent literacy researchers from different disciplinary perspectives this edited collection consolidates contemporary research on teens' volitional print and digital reading whether in school or out of school contexts The first part of the book offers overviews of what teens are reading followed by chapters on community support on reading and new ways of researching teen reading With chapters from North America Europe Australia Asia and the Middle East the collection will offer multifaceted and complex insights into what how and why teens read in different contexts Reflection questions at the end of each chapter encourage readers to consider how the research can be applied in their own research policy and practice contexts This book will be of interest to researchers policymakers and educators who are invested in supporting adolescent engaged reading with evidence based policies and strategies

The Business of Being a Writer, Second Edition Jane Friedman,2025-04-18 A thoroughly revised edition of the comprehensive guide to building and maintaining a successful career in writing Writers talk about their work in many ways as an art as a calling as a lifestyle Too often missing from these conversations is the fact that writing is also a business and those who want to make a living from their writing must understand the basic business principles underlying the

industry The Business of Being a Writer offers the business education writers need but so rarely receive Jane Friedman is one of today's leading experts on the publishing industry Through her website social media presence online courses email newsletters and other media she helps writers understand how to navigate the industry with confidence and intentionality This book advises writers on how to build a platform in a way that aligns with their values how to spot critical mindset issues that might sabotage their efforts before they even begin how to publish strategically and what it means to diversify income streams beyond book sales For this second edition Friedman has updated every topic to reflect how the industry has evolved over the past half decade New features include a section on business and legal issues commonly faced by writers exercises at the end of each chapter and a wealth of sample materials posted on a companion website Reaching beyond the mechanical aspects of publishing The Business of Being a Writer will help both new and experienced writers approach their careers with the same creative spirit as their writing Friedman is encouraging without sugarcoating reality blending years of research with practical advice that will help writers market themselves and maximize their writing related income Her book will leave them empowered confident and ready to turn their craft into a sustainable career [Still Reading Romance](#) Josefine

Smith,Kathleen W. Taylor Kollman,2025-04-22 In a world that commodifies feminism is adapting romance novels for small and big screen projects and the Romance Writers Association is evolving to a more inclusive representative group it is imperative for researchers to reevaluate the cultural assumptions and gender norming work happening in the romance genre It is time to question the cultural capital of traditional archetypes explore the experience of romance readers and question how romance and cultural studies researchers create quantitative qualitative and mixed methods research This work centers around a data set collected with a revised version of Janice Radway's Reading the Romance survey that will be shared with all the authors of this anthology By having access to this pool authors will have the opportunity to explore different elements of reader experience and cultural norms in romance fiction and potentially reflect on changes since Janice Radway's seminal work The norms and negotiations readers experience while consuming romance is especially interesting as romancelandia becomes a more mainstream part of popular culture with the popularity of Bridgerton and romance series like Ice Planet Barbarians exploding on BookTok No other book in romance or popular culture studies identifies a data set as the connecting element and to do so creates an exciting opportunity to create a more inclusive study of popular romance offer truly interdisciplinary research on the question of how readers read romance and generate diverse areas of future scholarship This edited volume explores multiple issues in romance fiction based on survey data from real romance readers An updated version of Janice Radway's influential survey looking at romance readers in the early 1980s this time scholars explore romance readers habits and attitudes in the twenty first century Each contributor in this volume uses the same survey data to make unique statements about gender intersectionality popular fiction and popular culture By using a common data set but approaching it from different perspectives this unique volume is able to apply multiple methodologies to the same subject

Hooked Emily McIntire,2022-09-20 Once upon a time there was a little boy His belly full of laughter his life full of joy Until one day something changed stripped his innocence away The hole inside making space for the devil to come and play His dreams gone forever he grew up way too fast An endless night of crocodiles and watches made of glass He grew into a villain the taste of vengeance on his tongue Craving to make his enemies pay for the misdeeds they had done Instead he found a Darling girl and refused to let her go For what better way to make the man pay than to steal his little shadow

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