



# Translation in a Global Market (Special Issue of Public Culture: Millinneial Quartet)

*Emily Apter*

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What is the impact of globalization on texts and media? To what extent do artists and writers consciously or unconsciously build translatability into their work? *Translation in a Global Market* addresses these questions as well as the problems that may arise from a global market in cultural and aesthetic forms. For instance, what does a global market that increasingly rewards translation-friendly works that cross linguistic and cultural boundaries mean for publishing in non-Western languages? What are the politics of an emergent internationalized aesthetic that privileges metropolitan over vernacular genres? And why do specific cultural objects arrive and circulate in various public spheres? The essays in this volume critically investigate these questions without assuming that these objects were destined to arrive in those public spheres.

*Translation in a Global Market* assembles contributors from several academic disciplines as well as visual artists for a closer look at the formation of an international canon and at the kinds of texts that gain international visibility. The essays urge a shift in emphasis from global literacy—which implies the use of a standard language and a preference for translatability in texts—to transnational literacy, which places minority and diaspora literatures in direct conversation with each other rather than with Paris, London, or New York.

*Contributors.* Dina Al-Kassim, Emily Apter, Timothy Brennan, Elena Climent, Maryse Condé, Michael Eng, Renée Green, Rainer Ganahl, Sarah M. Hudgins, Michael North, Gayatri Chakravorty Spivak

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