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Title

Literatura, Mercado y nación: la literatura Latina en los Estados Unidos

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1 "By 2050, half of America's population will be minorities. The future of this industry lies in finding out who they are and what they want", Jim Powell, experto internacional de marketing en la Christian Booksellers Association" (citado en Clemens).

1 Para una excelente crítica de este paradigma nacionalista y monolingüe, véase Shell.

1 Karin Kiser, citando al Departamento (Ministerio) de Comercio de los Estados Unidos reportaba un valor de 368 millones para este Mercado en 2000. (Kiser, 2000: 47)

1 Lo que existe de dicha esfera pública literaria es precario: El Andar fue una de las publicaciones que sin éxito comercial se propusieron llenar este vacío. Recientemente ha aparecido la Primera Revista Latinoamericana de Libros (PRL) que, a la manera del New York Review of Books, reseña en español libros literarios y académicos publicados en inglés y español. Una alternativa emergente la constituyen sitios electrónicos como La bloga que ofrece "Chicana, Chicano, Latina, Latino, & more. Literature, Writers, Children's Literature, News, Views & Reviews" <http://labloga.blogspot.com/>

1 "Elevated book selling from a business to a campaign in support of underserved populations. Martínez' unique brand of entrepreneurship and advocacy is an important complement to institutional and program efforts to enrich and anchor the lives of a large and growing population in America".

1 "Throughout the month of May, booksellers, librarians, and others in the book industry are encouraged to promote reading among Latinos in their communities, and to raise awareness of the rich variety of books authored by Latinos that are available, in both English and Spanish" (PLVA Task Force)

1 "Promoting books and literacy among Latinos is good for business and good for communities. Serving this segment of the population is critical, as the Latino population is the fastest growing in the United States. Latino Books Month provides a focus and resources for booksellers, librarians, and others who wish to promote books and reading in their communities by hosting reading groups, bilingual readings of favorite books, in-store displays, and other events".

1 "The main claim of this book is that historically, Chicano/a literature has been defined as much by its readers as by its texts and authors. Expanding the main hypothesis, I was interested in researching how writers and audiences interacted in different periods, from colonial times onward. (...) Chicano/a literature has manifested different characteristics based on who its intended readers were, what the material conditions of publication and distribution were like, the linguistic choices available for literary communication, and the geographical mobility of writers and readers. Others factors, both literary and extra-literary, have played a role in shaping Chicano/a literature as well, including class status of its ideal readers (...) gender differences in access to both reading and writing, and literary tastes acquired in Mexico or in other countries by readers of Chicano/a literature".

1 "Adriana López [...] placed Spanish-language book sales in the United States at \$400 million in 2001. Impressive, but she can only guess about sales of Latino books written in English. "I am dying, everybody's dying for those numbers" she said. [...] "When the (book) industry gives us [Latinos] special attention, they tend to give us Spanish language sections" Lopez said. "There is still confusion over what language we speak. I think that hurts us in that it divides our market. If I ran a book store, I'd line up the Latino books in English or Spanish side by side like a platter of enchiladas. That brings up the question: What is a Latino book?"

1 "Few American literary critics work on the vast multilingual literature of the United States. Most simply raise up English-language works written by members of America's various ethnic and racial groups—often in the name of multicultural diversity— even as they dismiss American literary works written in languages other than English. Thus they encourage reading English-language literature by Americans of Chinese ethnicity but ignore Chinese-language American literature."

1 Alberto Sandoval y Frances Aparicio, por un lado, y Frauke Gewecke, por el otro, proporcionan excelentes y amplios panoramas sobre la literatura Latina en los Estados Unidos.

1 "Books authored by Latinos that are available, in both English and Spanish".