It's not Rocket 88 Science: The Publishing Strategy and Reception of Rocket 88’s Intermedial Music Biographies on Porcupine Tree, Devin Townsend, and Opeth

Through the internet and digitisation new publishing strategies in book publishing are needed. One such strategy by the UK publisher Rocket 88 is analysed here. They have released a plethora of books on music, of which three are analysed here: Time Flies: The Story of Porcupine Tree by Rich Wilson, Only Half There by Devin Townsend, and Book of Opeth by Opeth. These books are released in an interesting manner, in that they come as both a Classic edition and a limited Signature edition, and these books often come with exclusive music as well. The design and production qualities are furthermore expansive and of high quality. This strategy is analysed by exploring how the materiality, paratextuality, and intermediality of these books contribute to the acquisition of symbolic and economic capital as seen in book reviews. The results show that, while some of these aspects of the publishing strategy seem somewhat effective, most of them do not have a significant effect. Keywords: Book Publishing, Bourdieu, Symbolic Capital, Economic Capital, Paratext, Materiality, Intermediality, Reception, Music Biography, Rocket 88, Porcupine Tree, Devin Townsend, Opeth, Time Flies: The Story of Porcupine Tree, Only Half There, Book of Opeth

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