

# The Economy of the Short Story in British Periodicals of the 1890s (Literary Criticism and Cultural Theory)

Winnie Chan

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This materialist study of the short story's development in three diverse magazines reveals how, at the dawn of modernism, commercial pressures prompted modernist formal innovation in popular magazines, whilst anti-commercial opacity paradoxically formed the basis of an effective marketing strategy that appealed to elitism. Integrating methods of cultural studies with formal analyses, this study builds upon recent work challenging Andreas Huyssen's provocative formation, the "great divide" of modernism.



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