



EVENTS AND LECTURES  
SUMMER SEMESTER 2021

PROFESSOR  
CLAIRE SQUIRES

Professor in Publishing Studies  
Director, Stirling Centre for International  
Publishing and Communication  
University of Stirling

## Highland Fling A Scottish Reading Adventure

- ▶ Monday, 5 July 2021, 17:00 hours s.t.
- ▶ For ZOOM details please register at: [events.gbz@gmail.com](mailto:events.gbz@gmail.com)

This lecture details what happened when, in the depth of the second Covid-19 lockdown, Professor Squires began reading books, novellas and short stories all with the same title: *Highland Fling*.

In choosing to repeatedly read books with the same title, Professor Squires takes an autoethnographic adventure into aspects of 21st-century reading, (self-)publishing and bookselling practices, as well as addressing constructions and clichés of Scottishness within a series of texts and genres.

Claire Squires is Professor of Publishing Studies at the University of Stirling, and Director of the Scottish Graduate School for Arts & Humanities (SGSAH). She is the author of *Marketing Literature: The Making of Contemporary Writing in Britain* (Palgrave, 2007), and is co-editor of *The Cambridge History of the Book in Britain Vol. 7: The Twentieth Century and Beyond* (CUP, 2019). With Beth Driscoll, she is co-founder of the Ullapoolism movement, and as Blaire Squiscoll, co-authored *The Frankfurt Kabuff* (Kabuff Books, 2019).

*Everyone is welcome to attend.*



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▶ or call: (030) 2093 99040

**Please note: due to changing COVID-19 restrictions, the details and the format of the events are subject to change.**

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