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Samantha Rayner
*University College London*
and
Rebecca Lyons
*University of Bristol*

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THE DIGITAL AUTHOR

*Publishing in the Attention Economy*

R. Lyle Skains

*Bangor University*
ABSTRACT: This Element looks at contemporary authorship via three key authorial roles: indie publisher, hybrid author, and fanfiction writer. The twenty-first century’s digital and networked media allows writers to disintermediate the established structures of royalty publishing and to distribute their work directly to – and often in collaboration with – their readers. This demotic author, one who is “of the people,” often works in genres considered “popular” or “derivative.” The demotic author eschews the top-down communication flow of author > text > reader, in favor of publishing platforms that generate attention capital, such as blogs, fanfiction communities, and social media.

KEYWORDS: indie publishing, demotic author, fanfiction authorship, hybrid authorship, self-publishing

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