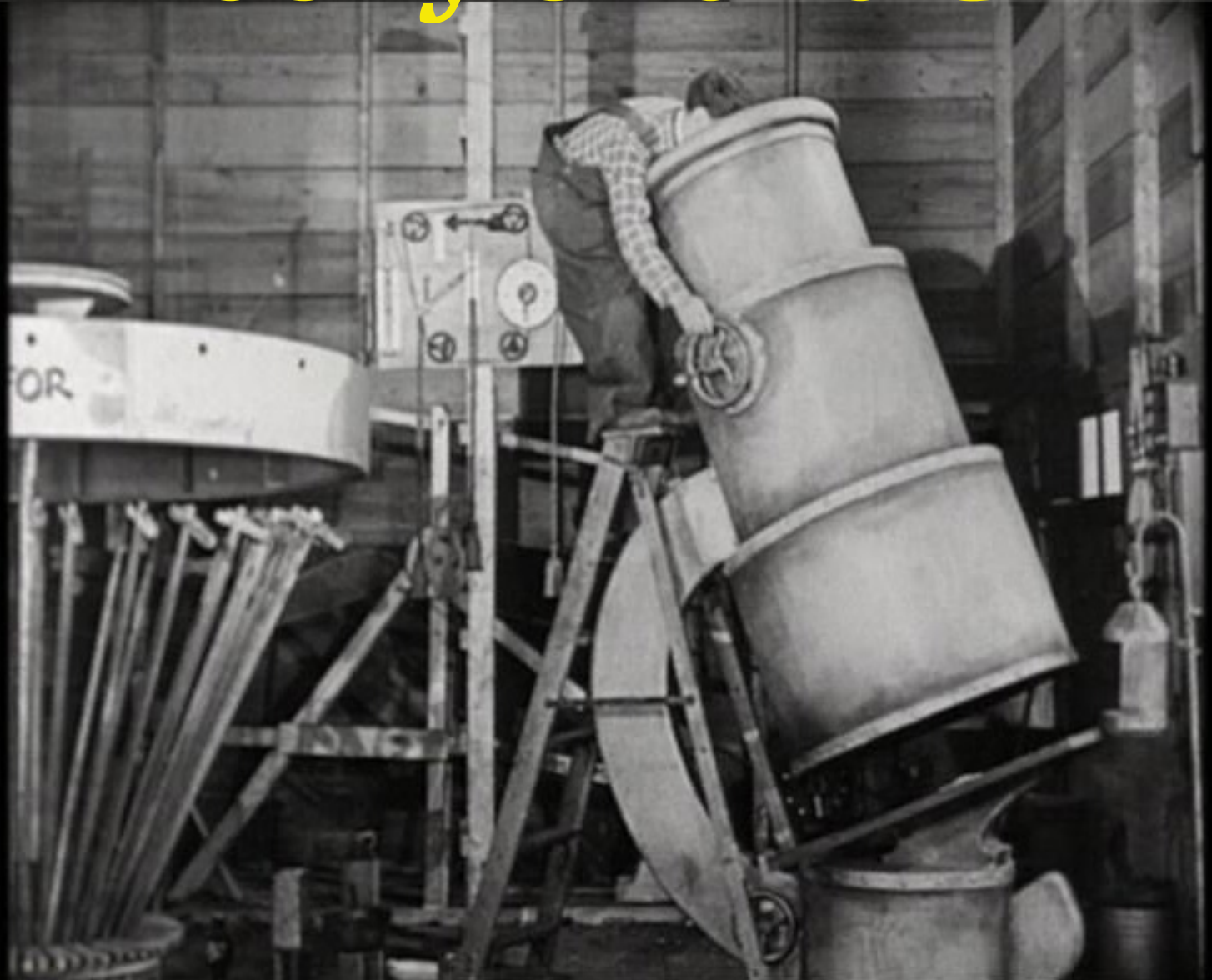


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Theory of the Gimmick



**Sianne
Ngai**

Professor of
English @
Stanford
University

**April 12
2016
5:00 pm**

Hagstrum Room
(University Hall #201)
1897 Sheridan Road, Evanston



Sianne Ngai

When we say a literary work is gimmicky, we mean we “see through it” — there is an undesired transparency about how an aspect of it has been devised and why. Sianne Ngai will explore the mix of attraction and repulsion the gimmick elicits, and its implications for determining aesthetic power.



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