

1Q84 as global literature:

Murakami Haruki between talent and book sales

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Abstract: This paper argues that Murakami Haruki's recent novel 1Q84's global popularity and record sales attest not only to Murakami's critic and reader-approved talent but his ability to proactively promote and preserve the Murakami brand of fiction through his collaboration with his English language translators and publishers. Following Pierre Bourdieu's argument in *The Rules of Art* that the value of the work of art does not solely come from the "creative power of the artist" but from the literary "field of production," this essay sets an exposition on the intricate relationship between the author and the literary field in creating value of the author's new work on the basis of the author's reputation as an agent or player of the field. By describing the relationship of the author Murakami Haruki to his literary field, this essay seeks to illuminate some aspects in the production and reception of literature in the age of globalization.

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