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### A Reflection on the “Pop” Literary Trend

Narjes Khodaei <sup>✉</sup>  0000-0002-1668-8247

1. Department of French Language and Literature, Faculty of Literature and Humanities, Shahid Beheshti University, Tehran, Iran. E-mail: [n\\_khodaei@sbu.ac.ir](mailto:n_khodaei@sbu.ac.ir)

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<p><b>Article type:</b> Research Article</p> <p><b>Article history:</b> Received: 11 November 2022 Received in revised form: 19 December 2022 Accepted: 28 December 2022 Published online: Summer 2024</p> <p><b>Keywords:</b> Avant-garde, everyday life, literary event, media patterns, pop, superficiality.</p>	<p>The German literature of the 1960s and 1970s witnessed the emergence of a young generation that avoided fixed patterns of identity and reflected its individual and social experiences with a language inspired by the elements and rhythms of up-to-date music. The writers of this literary trend, soon called “pop”, shed their intense light on the areas where the media signs and patterns and the advertisement images were mixed with the warp and woof of life. They focused on where the commodification of relations in modern industrial societies had taken root. In the first stages of its emergence, pop literature did not obtain much success in the German literary community. Still, the second wave of this current appeared in the 1990s with increased power and greater reliance on the new media of the digital age and was widely welcomed by the audience. The present article first focuses on the cultural origin and literary approaches that have contributed to the formation of German pop literature and then analyses its similarities with and differences from the parallel currents of that era. In its theoretical section, the article examines the viewpoints of pop literature critics. It also explores why some critics consider this trend a pioneer of the postmodernist movement. The author notes that remarkable convergences can be observed between the two currents, but compared to pop literature, which tends to reflect the personal and social experiences of the young generation and is inevitably connected with reality, postmodernists are more inclined to fantasize and destroy the mimetic imagination of the audience. Afterwards, three pop writers whose works display various examples and interpretations of this emerging literary movement are briefly introduced: First, Rolf Dieter Brinkmann, who is considered one of the pioneers of German pop literature, and in different works and essays, has de-sanctified the humanistic and critical tradition of German literature, is discussed. Then Rainald Goetz, who has a clear desire to capture the present moment and, in his works, has established a deep connection with internet media writing style, is studied. In the end, a novel by Christian Kracht, which depicts the incoherence of personal communication and the confusion of opaque identities through the use of symbols and signs, is examined. The selected works have employed diverse narrative techniques, but they all have opened the gate of the literary text to global signs, which is evolving due to the influx of media and mass culture. According to the results of the present article, the reflection of the sense and style of the young generation’s life, particular focus on the representation of the current time, intentional superficiality, a tendency toward activism, and the presentation of the literary text as a media event are among the most significant components of the pop trend</p>

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