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“Enter the Gimmick: Technique and Enchantment in the Novel of Ideas”

Sianne Ngai is an award-winning scholar and literary critic specializing in American literature, literary and cultural theory, and feminist studies. She is the author of Our Aesthetic Categories: Zany, Cute, Interesting (2012), winner of the MLA James Russell Lowell Prize and the PCA/ACA Ray and Pat Browne Award; and Ugly Feelings (2005). She is currently at work on a new book, Theory of the Gimmick, which explores the uneasy mix of attraction and repulsion produced by the gimmick across a range of forms specific to Western capitalism.

Ngai was a recipient of a 2007-08 Charles A. Ryskamp Fellowship from the American Council of Learned Societies and in 2014-15 was a Fellow at the Institute of Advanced Studies in Berlin, Germany. She served as six-week faculty at the Cornell School for Criticism and Theory in the summer of 2014. In 2015 she was awarded an honorary D. Phil in humanities from the University of Copenhagen in Copenhagen, Denmark.

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