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**The Failure of Success? Postcolonial Analysis and Its Spread**

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**Abstract**

Postcolonial theory has 'colonised' many more disciplines now than its origins in literary and political studies. This has produced challenges of application within academe and hostility from media commentary. I canvas some benefits and shortcomings of this situation and argue for a carefully nuanced articulation of discipline focus and interdisciplinarity.

**Keywords:** Postcolonial, literary and political studies, academe, media commentary, Interdisciplinary.