

PERIODICAL FORMATS IN THE MARKET

ECONOMIES OF SPACE AND TIME,
COMPETITION AND TRANSFER

9th ESPRit Conference | organised by
the DFG research unit »Journalliteratur«

PERIODISCHE FORMATE AUF DEM MARKT

ÖKONOMIEN VON RAUM UND ZEIT,
KONKURRENZ UND TRANSFER

9th ESPRit Conference | organisiert von
der DFG-Forschergruppe »Journalliteratur«



Ruhr-Universität Bochum / online

14.–17.06.2021 | Online Conference with Live Sessions

01.–17.06.2021 | Watch & Comment

CONFERENCE SCHEDULE

POSTGRADUATE WORKSHOP

FREITAG | FRIDAY
11.06.2021

12:45–13:00	<i>Opening of virtual rooms</i>	
13:00–13:15	WELCOMING	
13:15–13:40	Sopie van Os (<i>Nijmegen</i>) Transnational Dimensions of the Region in European Illustrated Periodicals, 1842–1900	Chair: Evangelia Stead (<i>Paris</i>)
13:40–14:05	Hannah Connell (<i>London</i>) »An absolute monarchy in editing is better than a constitutional democracy«: Editing <i>Sovremennyye zapiski</i> , 1920–1940	Chair: Laurel Brake (<i>London</i>)
14:05–14:30	Gaëtan Regniers (<i>Ghent</i>) The Translated Feuilleton: Between News and Fiction	Chair: Daniela Gretz (<i>Cologne</i>)
14:30–15:00	<i>Break</i>	
15:00–15:25	Giulio Argenio (<i>Venice/Verona</i>) Mass Culture From the Margins. Children Periodicals and the Socio-Technical Imaginary of Cold War Italy	Chair: Fabio Guidali (<i>Milan</i>)
15:25–15:50	Anna Axtner-Borsutzky (<i>Bielefeld</i>) Post-War Journal <i>Die Wandlung</i>	Chair: Volker Mergenthaler (<i>Marburg</i>)
15:50–16:15	Jelena Lalatović (<i>Belgrade</i>) The History of the Student Movement in Yugoslavia through the Lens of Periodical Genres	Chair: Fabio Guidali (<i>Milan</i>)

16:15–16:45

Break

16:45–17:10

Marianne Noel (*Paris*)

Institutionalizing Chemistry Through Journals (1789–2018).
Longevity, Publication Frequency, Places of Publication and Dynamics
of Sub-Disciplines

Chair: Laurel Brake (London)

17:10–17:35

Fernanda Conciani (*Québec*)

Portrayals of Brazil in Nineteenth-Century French Press (1847–1929)

Chair: Evangelia Stead (Paris)

17:35–18:00

FINAL Q&A

MAIN CONFERENCE PROGRAMME

MONTAG | MONDAY
14.06.2021

13:45–14:00 *Opening of virtual rooms*

14:00–14:30 **OPENING**
Welcome Addresses & Kickoff

14:30–15:30 **KEYNOTE I** *Chair: Kristin Ewins (Örebro)*
Will Slauter (*Paris*)
Periodicity, Timeliness, and the Limits of Copyright for the Periodical Press

15:30–15:45 *Break*

15:45–16:30 **Q&A PANEL 1 | TEMPORAL AND
CHRONOPOETIC PERSPECTIVES**
Chair: Nora Ramtke (Bochum)
James Mussell (*Leeds*)
Trading in Death: Periodicals, Seriality, Ephemerality

Sönke Parpart (*Marburg*)
Auf der Schwelle der Jahrhunderte.
1900 als liminaler Zeit- und Handlungsraum
in der Wiener Tagespresse
*[On the Threshold of the Centuries. 1900 as a Liminal
Temporal and Operative Space in Vienna's Daily Newspapers]*

Moritz Neuffer (*Berlin*)
From Chronopoetics to Anachronisms: Economies
of Timeliness in Modern Intellectual Journals

**Q&A PANEL 2 | TRANSCULTURAL AND
TRANSREGIONAL PERSPECTIVES I**
Chair: Mara Logaldo (Milan)

Sandra Parmegiani / Rosalie Engels (*Guelph*)
Transcultural Journalism: Italian Periodicals
and the English Novel

Júlia Fazekas (*Budapest*)
Literary Magazines in the Market –
Hungarian Periodicals and European
Connections in the 1840s

Moritz Döring (*Mainz*)
Time and Space in Mastheads and Wrappings:
*Über Land und Meer, Das Buch für Alle, Alte
und Neue Welt* and the *Illustrierte Welt*

Yvonne Albers (*Marburg*)
How to Edit a Revolution: *Mawaqif* as Chronotope
of the Arab Long Sixties (1968–1975)

16:30–17:00 *Active Break (Body & Brain)*

17:00–17:45 **Q&A PANEL 3 | TRANSCULTURAL AND
TRANSREGIONAL PERSPECTIVES II**

Chair: Usha Wilbers (Nijmegen)

Haimo Stierner (*Oldenburg*)
Transregional Networks in Literary Journals
of Early Modernity

Maaheen Ahmed (*Ghent*)
Children's Magazines in Interwar France:
Competition, Change and the Role of Comics

Jana Keck (*Stuttgart*) /
Mila Oiva (*Tallinn*) /
Paul Fyfe (*Raleigh*)

Lajos Kossuth and News Transfer
in the International Press System

Will Straw (*Montreal*)
Moral Panics and Cross-Border Traffic

**Q&A PANEL 4 | 18TH CENTURY
ECONOMIES**

Chair: Marcus Krause (Cologne)

Wiebke Hemmerling (*Göttingen*)
Serial Supplements. On Journalistic
Information Policy in the 18th Century

Mary Chadwick (*Huddersfield*)
Time and Space, Print and Script:
Eighteenth-Century Manuscript Magazines

Richard B. Appgar (*Sewanee*)
Gathering a Nation: *Journal von und für
Deutschland* as Precarious Network

Andreas Golob (*Graz*)
Commerce – Competition – Crime:
Approaches towards the Dark Side of the
Late Eighteenth-Century Newspaper
Business in Central Europe

17:45 *The Lounge*

DIENSTAG | TUESDAY 15.06.2021

12:45–13:00 *Opening of virtual rooms*

13:00–14:00 **ESPRit Business Meeting**

14:00–14:30 *Break*

14:30–15:30 **KEYNOTE II**

Chair: Christian A. Bachmann (Bochum)

Ruth Mayer (*Hanover*)

Girls Girls Girls Girls Girls: The Trans-Atlantic Mass Magazine Culture of the 1920s as a Gendered Affair

15:30–15:45 *Break*

15:45–16:30 **Q&A PANEL 5 | MEDIA TRANSFER**

AND MEDIA COMPETITION

Chair: Vincent Fröhlich (Marburg)

Agnes Hoffmann (*Basel*)

»Die zahlreichen und sich durchkreuzenden Aussagen der Tagespresse« – Medienkonkurrenz um 1848 im Spiegel der Satire (*Neue Rheinische Zeitung, Der Freischärler, Fliegende Blätter*)

[»The Many, Overlapping Statements of the Daily Press« – *Satirical Portrayals of Media Competition Around 1848* (*Neue Rheinische Zeitung, Der Freischärler, Fliegende Blätter*)]

Daniela Gretz (*Cologne*)

The Paradoxical Market Strategies of the *Blätter für die Kunst* [»Papers for Art«] (1892-1919): Irregular Appearance – International Transfer – Transnational Nationalism

Q&A PANEL 6 | MA(R)KING FRIENDS AND ENEMIES: COMPETITION STRATEGIES AMONG THE GERMAN-LANGUAGE CULTURAL PRESS IN THE FIRST HALF OF THE 19TH CENTURY

Chair: Volker Mergenthaler (Marburg)

Anna Ananieva (*Tübingen*)

Kultureller Konsum und Strategien der Gemeinschaftsstiftung im Medium der Zeitung [»Shaping Imagined Audiences through Cultural Consumption: On the Competition of Local Models for Transregional Media Praxis developed in Stuttgart, Leipzig, and Weimar«]

Malte Lorenzen (*Bielefeld*)

»Die Zukunft« im Kriegszustand. Maximilian Harden's Zeitschrift als Beispiel internationaler Medienkonkurrenz im Ersten Weltkrieg

[*The Future in a State of War. Maximilian Harden's Journal as an Example of International Media Competition in the First World War*]

Urte Helduser (*Cologne*)

Competition and Transfer in the Feuilleton of the Interwar Period: The Viennese *Arbeiter-Zeitung* between Vienna and Berlin

Rolf Haaser (*Tübingen*)

Eskalierende Polemik. Die Konkurrenz zwischen dem *Freimüthigen* und der *Zeitung für die elegante Welt* im Jahr 1803

[*Escalating Polemics. The Media Competition between Der Freimüthige and the Zeitung für die elegante Welt in 1803*]

Hedwig Pompe (*Bonn*)

»Backing up Your Friends«. Selbstverstärkung und Markteroberung

[*Backing up Your Friends«. Self-enhancement and the Market*]

16:30–17:00

Active Break (Body & Brain)

17:00–18:00

**PLENARY PANEL | SPACE, TIME, AND TRANSLATION
IN MAGAZINES OUTSIDE THE MAINSTREAM PRESS,
1910s TO THE PRESENT**

Chair: Frank Newton (Mainz)

Jutta Ernst (*Mainz*)

Against the Grain: The Refusal to Translate, Foreign-Language Use, and Aesthetic Distance in Modernist Little Magazines

Sabina Fazli (*Göttingen/Mainz*)

»Here, we represent South Asians«: Diasporic Space and Time in Independent Magazines

Oliver Scheiding (*Mainz*)

Indie Mags in the Digital Era: The Politics and Geographies of Environmental and Technological Change in Avant-Garde Magazines

18:00

The Lounge

MITTWOCH | WEDNESDAY 16.06.2021

13:45–14:00 *Opening of virtual rooms*

14:00–15:00 **ROUND TABLE | EUROPEAN PERIODICAL RESEARCH
2020/2030 – SOME VOICES AND VISIONS**

Chair: Evangelia Stead (Paris)

Discussants: Fionnuala Dillane (*Dublin*)
Jutta Ernst (*Mainz*)
Fabio Guidali (*Milan*)
Mara Logaldo (*Milan*)
Jens Ruchatz (*Marburg*)

15:00–15:15 *Break*

15:15–16:00 **Q&A PANEL 7 | ILLUSTRATED PRESS
IN THE 19TH CENTURY: COMPETITION
AND TRANSFER**

Chair: Andreas Beck (Bochum)

Jakob Kihlberg (*Uppsala*)
Public Meetings in European Illustrated News
Magazines during the 1840s

Bruna Oliveira Santiago (*Lisbon*)
The Portuguese-speaking Press from the Digital
Humanities Point of View: using QGIS and GEPHI
to track the Nineteenth Century Illustrated Press

Margu rite Corporaal (*Nijmegen*)
Transferring Connemara: European Illustrated
Periodicals as Transnational Agents of Regional
Remediation, 1870–95

**Q&A PANEL 8 | APPROACHING
FEMINIST PERIODICALS**

Chair: Fionnuala Dillane (Dublin)

Artemis Alexiou (*York*)
Feminist Periodicals in Space And Time:
The Perpetual Transformation of the *Women's
Penny Paper* (Oct 1888 – Dec 1890), *Woman's
Herald* (Jan 1891– Dec 1893) and *Woman's
Signal* (Feb 1894 – Mar 1899)

Elo se Forestier (*Ghent*)
Periodicals as Vectors of Cultural Transfer:
The French and British Roots of Swedish
Feminism in late 19C Swedish Periodicals

Marianne Van Remoortel (*Ghent*)
 Periodical Poetry and Emancipatory Thinking in
 Late-Nineteenth-Century Europe: The Case of
 the Belgian-Dutch Feminist-Socialist *De Vrouw*
 (1893–1900)

Barbara Winckler (*Münster*)
 Beyond the Journal's Core: Traces of
 Editor-Reader Interaction and the Economic,
 Administrative, and Social Situation in the
 Beirut-based journal *al-Mar'a al-Jadida* (*The
 New Woman* 1921–27)

16:00–16:30 *Active Break (Body & Brain)*

16:30–17:15 **Q&A PANEL 9 | COLONIAL PERIODICALS /
 POSTCOLONIAL PERSPECTIVES**

Chair: Aled Gruffydd Jones (Athens)

Shromona Das (*New Delhi*)
 Laughing Like a Man: Caricature, Humour and
 Gender in Colonial Bengali Periodicals

Frank Newton (*Mainz*)
 Indigenous Agency: The Case of *The Eskimo
 Bulletin* (1893–1902(?))

Jemima Paine (*Liverpool*)
 Pan-Africa: Imagined and Enacted in the
 Periodical Press

**Q&A PANEL 10 | RE-USING PICTURES:
 SHOWCASING THE JOURNAL'S MEDIALITY**

Chair: Peter Buse (Liverpool)

Jens Ruchatz (*Marburg*)
 Photographic Migrations.
 Negotiating the Distinction of Periodical and
 Book

Alice Morin (*Marburg*)
 Transatlantic Crossings:
 French/American (Re)Uses of Editorial Images
 in *Vogue* 1920s–1940s

Vincent Fröhlich (*Marburg*)
 Film is what belongs to film.
 The re-use of photographic pictures and
 typographies in illustrated film magazines

17:15 *The Lounge*

DONNERSTAG | THURSDAY
17.06.2021

13:45–14:00

Opening of virtual rooms

14:00–15:00

Keynote III

Chair: Nicolas Pethes (Cologne)

Corinna Norrick-Rühl (*Münster*)

Periodicity, Subscription and Mass Circulation: Mail-Order Book Culture Reconsidered

15:00–15:15

Break

15:15–16:00

Q&A PANEL 11 | CAPITALISM AND THE MODERN PRESS

Chair: Fabio Guidali (Milan)

Maja J. Lo Bello (*Budapest*)

From Marginalia to Bookends: Industrialization, Capitalism and Advertising in Hungary's High Modern Journal *Nyugat* (>West<)

Marcus Krause (*Cologne*)

Riding the Flow of Luxury. The *Sport im Bild* (1921–1932) as a Marketplace and a Utopia of Aesthetic Capitalism

Gábor Dobó (*Budapest*)

Capitalism and Radical Imagination in Avant-garde Periodicals

Conor Linnie (*Dublin*)

Irish Modernism in the Marketplace: Envoy Magazine and the Commercialisation of Post-War Irish Art

Q&A PANEL 12 | GOING INTERNATIONAL THROUGH THE PERIODICAL PRESS: MILAN AS CULTURAL WORKSHOP IN THE 1960s AND BEYOND

Chair: Andrea Chiurato (Milan)

Dario Boemia (*Milan*)

The Role of Milan in the Cultural Industry. The Literary Pages in the Italian Press in the Second half of the Twentieth Century

Stefano Locati (*Milan*)

Fear and Loathing in Kung Fu Land. Reviews of Martial Arts Films on Italian Periodicals in the 70s

Mara Logaldo (*Milan*)

Re-contextualisation Through Translation. When »Peanuts« Comics Became »Linus« (Milan, 1965)

16:00–16:15

Break

16:15–16:45

CLOSING PLENARY

Chair: Monika Schmitz-Emans (Bochum)