



Third international ESPRit conference

April 2014

## **Backroom business: the production of periodicals**

Radboud University Nijmegen, 10-11 April 2014

**Registration deadline: 1 April 2014**

**Fee** EUR 75,-  
**Dinner** EUR 25,-  
(payment details in attachment)

**ESPRit website**  
[www.ru.nl/esprit](http://www.ru.nl/esprit)

### **Location conference**

De Lindenberg  
Valkhofzaal  
Ridderstraat 23  
6511 TM Nijmegen  
The Netherlands  
<http://www.delindenberg.com/>

## Schedule

Thursday, 10 April 2014

08:30 Registration

09:00-09:30 Welcome

09:30-11:00 **Panel session 1a: Backroom business in the 18<sup>th</sup> and early 19<sup>th</sup> century**

-Tilda Maria Forselius, Ph.D (Göteborgs Universitet): Swedish weeklies in the 18<sup>th</sup> century  
-Steven van Impe MA (City of Antwerp): Behind the scenes of the Antwerp *Gazette* in the 18<sup>th</sup> century  
-Johanne Kristiansen MA (Norwegian University of Science and Technology): The politicisation of the *Monthly Review* in the aftermath of the French Revolution

**Panel session 1b: Engraving and visual design I**

-dr. Sarah Dewis: 'Directions for Drawing Trees': the development of wood engraving and lithography in John Loudon's *Gardener's Magazine* (1826-44) and his *Arboretum et Fruticetum* (1835-38)  
-Andrew Hoyt MA (University of Minnesota): Breaking with verisimilitude: an anarchist printmaker's protest against mimicking the machine  
-Professor Brian Maidment (Liverpool John Moores University): The draughtman's contacts – Robert Seymour in 1832

11:00-11:15 Coffee break

11:15-12.45 **Panel session 2a: Editing and production practices**

-dr. Merja Helle, Maija Töyry, Sammye Johnson (Aalto School of Arts, Design and Architecture ): Editing and planning for quality journalism: modifying magazine production practices  
-Louise Kane MA (De Montfort University): 'Tall Oaks from Little Acorns grow': *The Acorn* (1905-6) and the Back Room  
-Sofia Tzima MA (University of Strasbourg): Zygos: the delicate balances of a Greek art magazine

**Panel session 2b: Genre, gender and politics**

-dr. Maija Töyry and Sammye Johnson (Aalto University School of Arts, Design and Architecture): 18<sup>th</sup> and 19<sup>th</sup> century Finnish women's magazines as genre copies and gender contract models  
-Marit Turk BA and Daniëlle Arets MA (Design Academy Eindhoven): Design in Items magazine, from 1982 to 2012  
-Evgeniya Vorobieva, Ph.D. (Moscow Pedagogical University) and Olga Breininger-Umetayeva MA (Harvard University): The structural

functions of literary periodicals in comparative perspective: the 'thick journals' as a reproduction of Soviet sociocultural system, and their substitutes in other literary traditions

12:45-14:00 Lunch

14:00-15:00 **Keynote: Professor David Abrahamson (Northwestern University)**  
*Periodicis Redux: Long-Form Journalism's Future in the Brave New Digital World.*

15:00-15:15 Coffee break

15:15-16:45 **Panel session 3: Women's Magazines**

-dr. Fiona Hackney (Falmouth University): The 'woman's point of view' in editorial and advertising: British women's magazines 1919-1939  
-dr. Rachel Ritchie (Brunel University): The four sisters of '72: new women's magazines and their editors in Britain during the early 1970s

16:45-18:00 Drinks

18:00 Optional diner buffet

#### **Friday, 11 April 2014**

09:00-09:30 Coffee/Tea

09:30-11:00 **Panel session 4a: Periodicals across borders**

-dr. Celia Aijmer-Rydsjö (University of Gothenburg) and AnnKatrin Jonsson Ph.D (University College of Telemark): Expatriate Modernist Magazines in Europe  
-Professor Laurel Brake (Birkbeck, University of London): European periodicals and 'modern languages' in 19<sup>th</sup>-century Oxford: the Taylor Institute  
-Professor Marysa Demoor (Ghent University): Between the shells: the production of trench journals, 1914-

**Panel session 4b: Engraving and visual design II**

-Nanna Särkkä MA (Aalto University): In the margin: research on visual production of magazines  
-Thomas Smits MA (Radboud University Nijmegen): The representation of wood-engravers as artists in illustrated Newspapers, 1840-1860  
-Lucy Warwick MA (Oxford Brookes University): Wood engravers for the Society for the Diffusion of Useful Knowledge's *The Penny Magazine*, 1826-1846

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| 11:00-11:15 | Coffee break  |
| 11:15-12:45 | <b>Panel session 5: Economics of journal publishing</b><br><br>-dr. Helleke van den Braber (Radboud University Nijmegen): Dutch little magazine <i>De nieuwe gids</i> and its informal patronage system<br>-dr. Leticia Villamediana González (Queen's University Belfast): Political power and patronage in the production of 18th-century Spanish periodicals<br>-dr. Matthew Philpotts (University of Manchester): Territorialising the Magazine: the 1930 periodical project and the function of advertising  |
| 12:45-14:00 | Lunch   |
| 14:00-15:00 | <b>Keynote: Professor Joanne Shattock (University of Leicester)</b><br>George Eliot and Margaret Oliphant Behind the Scenes   |
| 15:00-15:15 | Coffee break  |
| 15:15-16:45 | <b>T.I.G.R.E. panel (Texte et Image Groupe de Recherche à l'École)</b><br><br>-Phillip Leu, Patrima Ph.D. (Université de Versailles): 'Getting bigger' Transforming La Plume into a Limited Company<br>-Elisa Grilli MA (University of Reims), 'Funding and the making of culture': the case of The Evergreen<br>-Professor Evangelia Stead (Université de Versailles), 'Economics of the illustration': <i>The Revue Illustrée</i> between the press and the ideal book<br>-dr. Helene Vedrine (Université Paris IV-Sorbonne): Adverts and the contemporary spirit (1890-1930) |
| 16:45-17:00 | Coffee break  |
| 17:00-18:00 | <b>ESPRit panel</b>   |
| 18:00       | Drinks  |