

# 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  
01.-17.06.2021

# CONFERENCE SCHEDULE

# POSTGRADUATE WORKSHOP

FREITAG | FRIDAY  
11.06.2021

All Times are in CEST (UTC+2)

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12:45–13:00	<i>Opening of virtual rooms</i>	
13:00–13:15	<b>WELCOMING</b>	
13:15–13:40	<b>Sophie van Os</b> ( <i>Nijmegen</i> ) Transnational Dimensions of the Region in European Illustrated Periodicals, 1842–1900	<i>Chair: Evangelhia Stead (Paris)</i>
13:40–14:05	<b>Hannah Connell</b> ( <i>London</i> ) »An absolute monarchy in editing is better than a constitutional democracy«: Editing <i>Sovremennyye zapiski</i> , 1920–1940	<i>Chair: Laurel Brake (London)</i>
14:05–14:30	<b>Gaëtan Regniers</b> ( <i>Ghent</i> ) The Translated Feuilleton: Between News and Fiction	<i>Chair: Daniela Gretz (Cologne)</i>
14:30–15:00	<i>Break</i>	
15:00–15:25	<b>Giulio Argenio</b> ( <i>Venice/Verona</i> ) Mass Culture From the Margins. Children Periodicals and the Socio-Technical Imaginary of Cold War Italy	<i>Chair: Fabio Guidali (Milan)</i>
15:25–15:50	<b>Anna Axtner-Borsutzky</b> ( <i>Bielefeld</i> ) The Post-War Journal <i>Die Wandlung</i> (1945–1949) and the Transatlantic Influence on Intellectual Exchange	<i>Chair: Volker Mergenthaler (Marburg)</i>
15:50–16:15	<b>Jelena Lalatović</b> ( <i>Belgrade</i> ) The History of the Student Movement in Yugoslavia through the Lens of Periodical Genres	<i>Chair: Fabio Guidali (Milan)</i>

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16:15–16:45

*Break*

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16:45–17:10

**Marianne Noel** (*Paris*)

*Chair: Laurel Brake (London)*

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

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17:10–17:35

**Fernanda Conciani** (*Québec*)

*Chair: Evangelia Stead (Paris)*

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

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17:35–18:00

**FINAL Q&A**

# MAIN CONFERENCE PROGRAMME

MONTAG | MONDAY  
14.06.2021

All Times are in CEST (UTC+2)

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

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

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

Chair: *Usha Wilbers (Nijmegen)*

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

**Jana Keck (Washington DC) /**  
**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

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**Q&A PANEL 4 | 18<sup>TH</sup> CENTURY ECONOMIES**

Chair: *Marcus Krause (Cologne)*

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

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

**Richard B. Apgar (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

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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 19<sup>TH</sup> CENTURY**

*Chair: Volker Mergenthaler (Marburg)*

**Anna Ananieva (Tübingen)**

*Shaping Imagined Audiences through Cultural Consumption: On the Competition of Local Models for Transregional Media Praxis developed in Stuttgart, Leipzig, and Weimar*

**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]*

Malte Lorenzen (*Bielefeld*)

»Die Zukunft« im Kriegszustand. Maximilian Hardens 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*]

Hedwig Pompe (*Bonn*)

›Backing up Your Friends‹. Selbstverstärkung und Markteroberung

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

Urte Helduser (*Cologne*)

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

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: Evangelhia 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 19<sup>TH</sup> 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)

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

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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

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**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

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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)*

Maya 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 Aesthetics and Politics of Style in Literary and Visual Images of the *Sport im Bild* (1921–1932)

Gábor Dobó (*Budapest*)

Capitalism and Radical Imagination in Avant-garde Periodicals

## 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*

16:15–17:15

*Virtual Guided Museum Tour: Heinrich Heine as Author and Journalist* Nora Schön, Heinrich Heine-Institut Düsseldorf

17:15–17:45

## CLOSING PLENARY

*Chairs: Christian Bachmann (Bochum), Kristin Ewins (Örebro), Nora Ramtke (Bochum)*



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