



University of Ljubljana



# Building audiences for the book in an age of media proliferation

**By the Book 2016**

International Symposium

23 and 24 June 2016  
Villa Finaly, Firenze

Organizers

Benoît Berthou (Paris 13 University, Sorbonne Paris Cité)  
Miha Kovač (University of Ljubljana, Slovenia)  
Angus Phillips (Oxford Brookes University, United Kingdom)

Thursday 23 June

9:00-9:30 Introduction – Benoît Berthou, Angus Phillips, Miha Kovač

9:30-10:30 Bookstore Controversies – chair Angus Phillips

- Laura Dietz, Anglia Ruskin University (UK), 'Speaking the Language of Amazon'
- Sophie Noel, Paris 13 University (France), 'The independent bookshop in perspective'

10:30-11:00 Coffee break

## 11:00-12:15 Books and Audiences – chair Miha Kovač

- Paul Docherty, University of Stirling (UK), ‘Pubs, Publishers and Public Libraries’
- Claudio Franco, University of Bedfordshire (UK), ‘Audiences of the Future’
- Kim Maya Sutton, Jade Hochschule Wilhelmshaven (Germany), ‘The Influence of Literary Blogs’

## 12:15-13:15 Lunch break

## 13:15-14:45 Parallel sessions

### Session 1 ‘Academic Publishing and Open Access Models. How open is open enough?’ – chair Anna Maria Tammaro

- Anna Maria Tammaro, IFLA Section Library Theory and Research (Italy)
- Pierre Mounier, Open Edition (<https://www.openedition.org><<https://www.openedition.org/>>, France)
- Fulvio Guatelli, Firenze University Press ([www.fupress.com](http://www.fupress.com)<[http://www.fupress.com](http://www.fupress.com/)>, Italy)
- Tullio Basaglia, CERN (<http://library.web.cern.ch><<http://library.web.cern.ch/>>, Switzerland)
- Paola Gargiulo, OpenAIRE ([www.openaire.eu](http://www.openaire.eu)<<http://www.openaire.eu/>>, EU)

### Session 2 – chair Ann Steiner

#### Panel 1 ‘Chinese contemporary Literature in the Age of Virtual Publication’

- Nadia Sartoreti, University of Geneva (Switzerland), ‘Making Chinese Contemporary Popular Literature: Novels as Consumer Goods’
- Morgane Gonseth, University of Geneva (Switzerland), ‘Author’s Changing Identities in the New Media Era’

#### Panel 2 ‘Building Values and Audiences Through Literary Prizes’

- Stevie Marsden, University of Stirling (UK), ‘A Brilliant Womans' Guide to a Very Modern Book Club’
- Melanie Ramdarshan Bold and Corrina Norick-Ruhl, University College London (UK), ‘Audience Building and the Three Per Cent Problem’

## 14:45-16:00 Parallel sessions

## Session 1 Academic and Textbook Publishing: Present and future – Heiko Hartmann

- Padmapriya Padmalochanan, Royal Melbourne Institute of Technology (Australia), 'Academic Publishing Scenario'
- Anna Maria Tamaro, University of Parma (Italy) and International Federation of Library Associations and Institutions (IFLA), 'The Fourth Paradigm: Digital scholarship innovation and scholars' attitudes'
- Christoph Bläsi, Johannes Gutenberg University Mainz (Germany), 'The Quality of Schoolbooks, Digital Schoolbooks and other Learning Materials'

## Session 2 Ebooks, Paratext and Multimodal Storytelling – chair Elena Maceviciute

- Ann Steiner and Sara Karrholm, Lund University (Sweden), 'A Paratextual Turn?'
- Ivona Despot, Nives Tomašević and Ivana Ljevak, Ljevak Publishing (Croatia), 'Between Pages and Games'
- Alexis Weedon, University of Bedfordshire (UK), 'Exploring the Effects of Multichannel Storytelling'

16:00-16:30 Tea break

16:30-18:00 EuroPub international association : inaugural meeting

EuroPub is an international association aiming to promote research, teaching and collaboration in the area of publishing studies. Its objective is to facilitate exchanges and cooperation through a network of academics sharing best practice, data and resources. During this inaugural meeting there will be a discussion the planned activities and structure of the association.

Friday June 24

9:00-10:15 Parallel sessions

Session 1 Academic Publishing in Continental Europe – chair Adriaan van der Weel

- Heiko Hartmann, Hochschule für Technik, Wirtschaft und Kultur Leipzig (Germany), 'Academic Publishing in the Humanities'
- Luisa Gaggini, Casalini Libri (Italy), 'Humanities & Social Sciences Research Works in Non-English language'
- Arūnas Gudiničius, Elena Macevičiūtė and Andrius Šuminas, Vilnius University (Lithuania), 'E-books in Lithuanian Academic Libraries: Finding the role in the digital environment'

## Session 2 Literature and Publishing – chair Melanie Ramdarshan Bold

- Mary Ann Kernan, City University London (UK), 'The Second Arden Shakespeare Series'
- Giulia Trentacosti, Edinburgh Napier University (UK), 'English Originals vs Translations'
- Asta Urbanavičiūtė, Vilnius University (Lithuania), 'Lithuanian Literary Magazine Kultūros barai – cultural mission in a modern way'

10:15-10:45 Coffee break

## 10:45-12:15 Publishing Studies here and now – Zoran Velagić

- David Emblidge, Emerson College (USA), 'A Publishing Studies Online Database'
- Franjo Pehar, Krešimir Zauder and Nikolina Peša Pavlović, University of Zadar (Croatia), 'Publishing Studies: Towards an ontology based approach'
- Rose Leighton and Miriam Rasch, Hogeschool van Amsterdam (Netherlands), 'Skills for Publishing'

12:15-13:15 Lunch Break

## 13:15-14:45 Self-Publishing, Blogs, Fan Fiction – chair Benoît Berthou

- Alison Baverstock, Kingston University (UK), 'Are the two key stakeholders in publishing now the author and their editor?'
- Kinga Kasperek, University of Silesia (Poland), 'Writer is Dead'
- Alexandra Borg, Uppsala University (Sweden), 'New Routes to Self-Publishing'
- Sylvie Bosser, Paris 8 University (France), 'Self-publishing platforms: competitors or recruiting grounds for specialised publishing houses within the field of genre literatures'

#### 14:45-16:00 e-Publishing Business Models – chair Alexis Weedon

Tom Wilson and Elena Maceviciute, University of Borås (Sweden), 'Divided Positions and Common Expectations'

Anna Klamet, Edinburgh Napier University (UK), 'E-Publishing in the small nations of European Union'

Zoran Velagić, Osijek University (Croatia), 'Paratexts and ebooks'

#### 16.00-16:30 Tea Break

#### 16:30-17:45 Marketing, Branding and Materiality of the Book – chair Sophie Noel

Andrius Suminas, Vilnius University (Lithuania), 'Branding and Communication Strategies'

Pamela Shultz-Nybacka, Södertörn University (Sweden), 'Co-authoring and Co-editing the Twilight Brand'

Agathe Nicolas, CELSA Paris Sorbonne University (France), 'From the 'book to read' to the 'book to collect" : Harry Potter and the French editor's digital platforms''

#### 17:45-18.00 Conclusion – Benoît Berthou, Angus Phillips, Miha Kovač