By the Book
Power dynamics in publishing
Villa Finaly, Florence (Italy)
26 and 27 June 2019

Wednesday 26 June

9:15 Opening - EuroPub and scientific committee

9:30 - 10:30 Keynote
Sophie Noel (France) - Independence and autonomy: rhetorical usage of ambivalent notions in the publishing industry in France, and beyond

10:30 -11:00 Coffee break

11:00 - 12:30 Power and representation
Leander Reeves (UK) - Is magazine publishing still powerful enough to shape societal values?
Jiřina Šmejkalová (Czech Republic) - Internationalizing the pedagogy of book studies
Samantha Miller (South Africa) - Afrikaans fiction: publishing a minority language

12:30 - 13:30 Lunch

13:30 – 15:00 Translation dynamics
Renata Zamida (Slovenia) – Policy-making and support to international literature exchange
Ana Kvirkashvili (Georgia) - Translation support policies in Georgia
Laura Di Giuseppe (UK) – Marketing strategies for the translation market
15:00 – 15:30 Tea break

15:30 – 16:45 Parallel sessions

   a. Digital delivery and cover design
Zoran Velagić (Croatia) - Symbolic power of (e)books
Philip Shaw (UK) - Investigating the learning benefits of the digital delivery of textbooks
Josipa Selthofer (Croatia) - Visual communication of book covers in Croatia

   b. Representation in book markets
Andrius Suminas (Lithuania) – ‘Unseen Lithuania’ - unseen book promotion campaign
Sara Kärrholm (Sweden) - Political implications of the ‘silences’ on the contemporary book market for children’s literature

16:45 - 17:30 - EuroPub meeting

17:30 - Aperitif

Thursday 27 June

9:00 - 10:00 Keynote
Erika Bianchi (Italy)

10:00 - 10:30 Coffee break

10:30 - 11:30 – Panel session

   Chaired by Anna Tammaro (Italy) - Plan-S: from principles to practice
Emma Lazzeri, Biblioteca Istituto di Scienza e Tecnologie dell'Informazione
Elena Giglia, Operas, Open Edition
Massimiliano Carloni, Clarivate Analytics

11:30 - 12:30 Digital books
Arūnas Gudinavicius (Lithuania) - Illegal book usage from the point of view of readers, publishers and authors
Ann Steiner (Sweden) - Publishing children’s digital books in Sweden

12:30 -13:30 Lunch

13:30-14:45 Parallel sessions

c. Collaboration and legitimacy

Avril Gray (UK) - Advocacy in Action – how a publishing programme represents homeless readers in Scotland
Gerardo Kloss (Mexico) – Publishing education in Mexico
Christoph Bläsi (Germany) - Looking *into* cookbooks can be a publishing studies activity: the preservation and integration of the ‘other’ in cookbooks

d. Publishing as power

Elza Ungure (Latvia) – Experiencing power: the effect of social transformations on the book publishing practice
Miriam Johnson (UK) - The power to publish
Sarah Franklin (UK) - Language is power: breaking down linguistic barriers to inclusivity in publishing

14:45 – 15:15 Tea break

15:15 – 16:45 Globalization and Knowledge Publishing

Rita Faire (UK) – Co-edition practices in the small nations of Europe
Ute Volkmann (Germany) - Academic publishers between economic and scientific logics
Ana Maria Tammaro (Italy) - Open textbooks: pedagogy, practice and partnership

16:45 - 17:30 Panel session

Rose Leighton (Netherlands), Okke Schlüter (Germany) and Angus Phillips (UK) - Designing an International Publishing minor: three universities, one goal

17:30 Conclusions

Conference Committee

Chair Alexis Weedon, University of Bedfordshire
Andrius Suminas, Vilnius University
Anna Maria Tammaro, University of Palma
Avril Gray, Napier University
Heiko Hartmann, HTWK, Leipzig
Leander Reeves, Oxford Brookes University
Ondrej Vimr, University of Bristol
Rose Leighton, Hogeschool van Amsterdam
Stevie Marsden, University of Leicester

**Paper Review Panel**
Alexis Weedon, University of Bedfordshire
Samantha Rayner, UCL
Heiko Hartmann, HTWK, Leipzig
Ondrej Vimr, University of Bristol

**Europub Organization Committee**
Benoît Berthou, University Paris 13 Sorbonne Paris Cité
Miha Kovač, University of Ljubljana
Angus Phillips, Oxford International Centre for Publishing

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