

University of Ljubljana



**OXFORD
BROOKES
UNIVERSITY**



Call for Papers

Reconfiguring the Reader

By the Book7

23 to 25 June 2020

Villa Finaly, Florence

By the Book7 has the theme 'Reconfiguring the Reader'. In our screen world reading culture is changing by the day, as new practices - digital and analogue - spring up and proliferate. In addition postmodern theories of translation and adaptation have shifted the focus from the creative inspiration of the author to the collaborative formation of the text by intermediaries who read and transform the text for new audiences, as well as those individual readers themselves. The patterns of reading are like thumb prints, unique and diverse, influenced by the geography of book culture. In this conference we seek papers which address contemporary research issues within the industry, or for the industry. We ask what insights into the changing dynamics of book culture can we provide for each industry member of the publishing chain.

We welcome proposals for research talks and/or presentations on any of the following topics:

- Reading motivations
- Reading effects
- AI applications
- Library readers
- Social books
- The reader as author
- Participant reader / user
- Bibliometrics and their uses
- Collaborative textual production
- Reading in an increasingly multimodal environment

Papers are also welcome on other topics, not directly related to the overall theme, where the case is made that they address the contemporary needs of the publishing industry, publishing pedagogy or further academic research in the field.

The By the Book conference is for the presentation of research into contemporary publishing relevant a) to industry, b) to pedagogy and c) the teaching of publishing studies. We welcome presentations in the standard 20-minute talk format and also seek to encourage alternative formats and panel proposals.

To make good use of the event with experts from publishing research, pedagogy/teaching and practice, we aim to bring together research results and best practices in productive discussions. To achieve this, we will seek to arrange genuinely related contributions in panel sessions, and will exchange abstracts between contributors of the sessions in advance. We will also ask session moderators to chair an overarching discussion (this might not be possible in the open topic track). We ask contributors to talk to slides and pose questions rather than read a text ready for publication.

The timetable for the conference is given below:

Time	23 to 25 June 2020	
Venue	Villa Finaly, Firenze	
Publication of CfP	October 2019	
Proposal deadline	15 February 2020	

Author notification	End of February 2020 (provisional)	
Reconfirmation of attendance from authors	Early March 2020 (provisional)	
Publication of programme	March 2020	

The conference fee is 265 euros including for attendance without presenting a paper. There is a reduced rate of 100 euros for PhD or Master's students. There will be some accommodation available at the conference venue, the Villa Finaly, to be arranged once papers are accepted. Delegates should make their own arrangements for travel.

The European Publishing Studies Association (EuroPub), founded in 2016, aims to foster the exchange of knowledge around the contemporary book trade. Since 2012, the By the Book conferences have provided a forum for current research into the key issues and innovations around publishing in Europe and globally, providing insights into the contemporary industry. The annual conferences have successfully showcased research on trends in publishing and reading, digital publishing, open content, curation, publishing education and preparation for employment, and been a forum for comparative studies in publishing across national and international boundaries.

Associate Partners

Brill and the journal *Logos*



BRILL



Please complete this form and return to the organizers as a word.doc attachment to the Scientific Committee at the email address btb.proposals@gmail.com. If you have any additional questions about the conference please contact Miha Kovač (miha.kovac@mkz.si). Deadline for abstracts is 15 January 2020.

Personal details

Title:

First name:

Surname:

Institutional affiliation:

Address:

Email:

Text/telephone:

Conference presentation proposed

Single paper presentation

Title:

Abstract (400 words):

Theme addressed in CFP (or original non-thematic contribution):

Technical requirements other than powerpoint:

Alternative format presentation

Title:

Abstract (400 words):

A large, empty rectangular box with a black border, occupying the upper half of the page. It is intended for a main contribution or abstract.

Theme addressed in CFP (or original non-thematic contribution):

A horizontal, empty rectangular box with a black border, located below the text 'Theme addressed in CFP (or original non-thematic contribution):'. It is intended for a brief description of the theme.

Technical requirements other than powerpoint:

Panel proposal (3 papers)

Title of panel:

Theme addressed in CFP (or original non-thematic contribution):

Chair (name)

Email of chair:

Paper 1

Title and full name of presenter

Institutional affiliation:

Email:

Title of paper:

Abstract (400 words):

Paper 2

Title and full name of presenter

Institutional affiliation:

Email:

Title of paper:

Abstract (400 words):

Paper 3

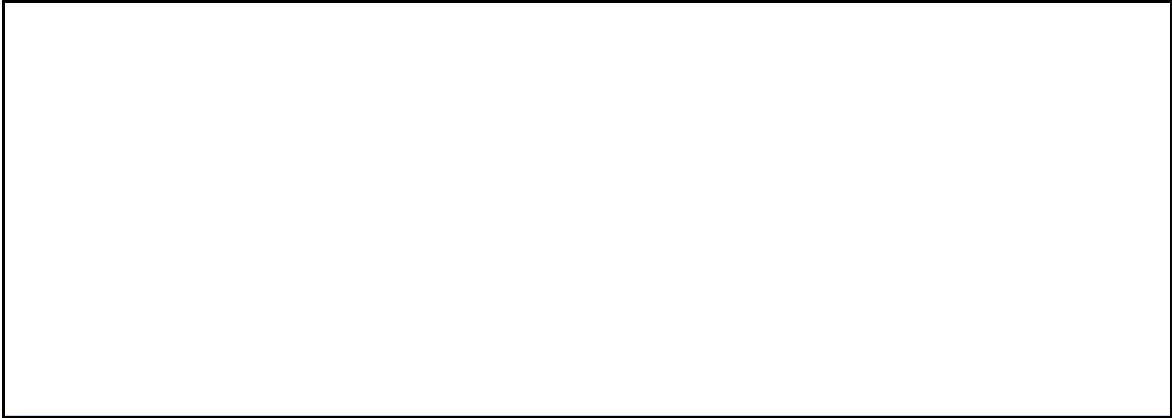
Title and full name of presenter:

Institutional affiliation:

Email:

Title of paper:

Abstract (400 words):



Technical requirements other than powerpoint

Signature

Date

(End)