

By the Book 8, Publishing and the Changing World

WEDNESDAY, 21 June 2023

Opening & Welcome

9.15-9.30
Paulo Faustino
Local co-organizer and director of the
Master in Communicatio and Creative
Industries

José Azevedo
Department director

Building Geral G: Floor: 0

Auditório - anfiteatro

9.30-10.30
Andre Breedt
Nielsen Book, United Kingdom
chair: Angus Phillips

10.30-11.00

break

SESSION 1

11.00-12.00
Bibliodiversity
chair: Eben Muse
Cat Mitchell
University of Derby, United Kingdom
*Cancel culture, own voices and
self-censorship: the place of disabled
sensitivity readers in the UK
publishing industry*
Sophie Noël
Université Paris Panthéon Assas, France
*Through the looking-glass: probing the
imaginary surrounding books in
French and British independent
bookshops*

**Institutional change: Publishing
research & education**
chair: Jaka Gerčar
Samantha Miller
University of Pretoria, South Africa
*Conducting research on a minority
language: The limitations, joys,
challenges and politics*
Fleur Praal
Leiden University, Netherlands
*The floor is yours: Structured debate
as a teaching method in Publishing
Studies courses*

Sala de Reuniões 2: Building: Geral (G) Floor: 2

Sala de Reuniões: Building: JCC - Nascente (EN) Floor: 1

12.00-13.00

lunch

SESSION 2

13.00-14.00
**Feminist politics and the book
industry**
chair: Anna Muenchrath
Beth Le Roux
University of Pretoria, South Africa
*Independent women publishers in
South Africa*
Ana Santos
Universidade de Aveiro, Portugal
*The changing status of women in
publishing: marketing and translation
in mid-century Portugal*

Distribution of ebooks & audiobooks
chair: Christoph Bläsi
Maciej Liguziński
Oslo Metropolitan University, Norway
*Contentions and compromises.
Scandinavian publishers' perception
of e-lending in public libraries*
Joana De Conti
Bookwire Brazil
*Digital publishing and the editorial
market: understanding the business
from the distributor perspective*

Sala de Reuniões 2: Building: Geral (G) Floor: 2

Sala de Reuniões: Building: JCC - Nascente (EN) Floor: 1

SESSION 3

Publishing Paradigms: Exploring Independent and Historical Shifts

chair: David Piovesan

Elizabeth Bobo

University of Louisiana at Lafayette,
United States

14.00-15.00

Literary Publishing Changes in Early Eighteenth-Century England

Anna Kiernan

Exeter University, United Kingdom

Independent Publishing in a Post-Digital World. Creative Campaigns and Promotional Opportunities

Advancing Inclusivity and Accessibility in Publishing

chair: Jocelyn Hargrave

Agata Mrva-Montoya

University of Sydney, Australia

Inclusive publishing: challenges and opportunities

Anna Cappellotto & Raffaele Cioffi

University of Verona, Italy &
University of Turin, Italy

Diversity, Inclusivity, Accessibility in Digital Scholarly Editing

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Sala de Reuniões: Building: JCC - Nascente (EN) Floor: 1

15.00-15.30

break

SESSION 4

Editorial Futures and Open Access: Dynamics & Collaboration

chair: Caroline Wintersgill

Katherine Day & Jocelyn Hargrave

University of Melbourne, Australia &
University of Derby, United Kingdom

15.30-16.30

Negotiating editorial futures for/in the twenty-first-century gig economy

Christoph Bläsi & Anna Klamet

Johannes Gutenberg University Mainz,
Germany & University of the Arts London,
United Kingdom

Sheer transparency can make the (open access) publishing world better. Effects of the cooperation between publishing studies research and academic service institutions

Resources of authorial identity building

chair: Beth Le Roux

Frania Hall

University of the Arts London,
United Kingdom

Publishing ecosystems - opportunities and challenges of digital connectivity

Madeleine Span

University of Applied Arts Vienna, Austria

The Economics of Self-Publishing

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16.30-17.30

Gisèle Sapiro

École des Hautes Études en Sciences Sociales, France

chairs: Kamila Augustyn & Madeleine Span

Auditorio -
anfiteatro Building
Geral G: Floor: 0

20:00

Conference dinner

Associate Partners



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THURSDAY, 22 June 2023

SESSION 5

Bookshops: Strategies for Success and Revitalization

chair: Sophie Noël

Eben Muse

Prifysgol Bangor University, United Kingdom

9.30-10.30
“The most difficult task of all”: Advising independent booksellers on the successful bookshop

David Piovesan

Magellan Laboratory - Université Lyon 3, France

Collective action : a pathway towards rebirth for European bookshops?

Politics of the book industry

chair: Katherine Day

Jaka Gerčar

University of Ljubljana, Slovenia

Book impact between national and international markets

Helge Rønning & Tore Slaatta

University of Oslo, Norway & OsloMet - Oslo Metropolitan University, Norway

An Analysis of the new Norwegian Book Law seen in Comparison with the Rise of Fixed Book Price Regimes in Europe

Sala de Reuniões 2: Building: Geral (G) Floor: 2

Sala de Reuniões: Building: JCC - Nascente (EN) Floor: 1

10.30-11.00

break

SESSION 6

Book fairs and cultural representation

chair: Paulo Faustino

Fernando García Naharro

Universidad Complutense de Madrid, Spain

11.00-12.00

Spilling Creativity. Books Fairs and Spanish Cultural Diplomacy

Mihael Kovač

University of Ljubljana, Slovenia

Guest of honors or guest of horrors: what works in GOH programs

Politics of the digitising book industry

chair: Agata Mrva-Montoya

David Barker

University of Derby, United Kingdom

Exploring the Co-Existence of Print and Digital, Scholarly and Trade Content

Sara Tanderup Linkis

Lund University, Sweden

Enhanced Audio: Reimagining and Recirculating Literary Classics in Audiobook Format

Sala de Reuniões 2: Building: Geral (G) Floor: 2

Sala de Reuniões: Building: JCC - Nascente (EN) Floor: 1

12.00-13.00

lunch

SESSION 7

Intersections of Creativity and Literary Controversies

chair: Tore Slaatta

Sara Kärholm

Lund University, Sweden

13.00-14.00

Creative Work, Social Marketing and Crime Writing

Evolution of Libraries and Media Giants

chair: Helge Rønning

Agnieszka Fluda-Krokos

Jagiellonian University, Poland

Pedagogical libraries and their role in formation of reading habits

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SESSION 7

13.00-14.00

Lore De Greve

Ghent University, Belgium

*“So much for literary democracy”:
Journalistic Capital and the Purpose of
Scandal Surrounding Literary Prizes
on Social Media*

Jana Klingenberg

University of Pretoria, South Africa

*The changing role of Nasionale
Pers/Napers: a South African
industry giant*

SESSION 8

**New technology and the book
industry**

chair: Fleur Praal

Anna Muenchrath

Florida Institute of Technology, United States

*Publishing Translations with
Algorithms*

Oswin Tickler

University of the Arts London,
United Kingdom

Coding the Printed Page: A Year On

**Innovative Models of Cooperation
and Expansion**

chair: Frania Hall

**Kamila Augustyn, Maciej Liguziński
& Dorota Siwecka**

University of Wrocław, Poland & OsloMet -
Oslo Metropolitan University, Norway

*Polish public libraries' e-lending
cooperation with a commercial
aggregator Legimi*

Samantha Miller

University of Pretoria, South Africa

*Afrikaans literature beyond borders:
Exploring a co-competition business
strategy*

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15.00-15.30

break

SESSION 9

Publishing research & education

chair: David Barker

15.30-16.30

Louisa Preston, Rita Faire, Caroline Wintersgill & Alastair Horne

University of Stirling, United Kingdom

*Creative and Practice-Based Approaches to Research and Education within
Publishing Studies (round table)*

Anna Mangen

16.30-17.30

University of Stavanger, Norway

chair: Mihael Kovač

17.30-18.00

Closing session

Building Geral G: Floor: 0

Audifório - anfiteatro

University of Porto, Portugal



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