

## **Call for Papers**

### **By the Book2**

*Books and reading in an age of media overload*

### **Publishing Studies Conference**

**Villa Finaly, Florence, Italy**

**Thursday 18<sup>th</sup> and Friday 19<sup>th</sup> June 2015**

The digitization of knowledge and literature is fast changing the world of books, affecting reading habits and the very notion of literacy on the one hand and publishing business models on the other. The dominance of the large technology players means that many changes are largely beyond the control of individuals and society.

**By the Book2 will bring together scholars from the field of publishing studies to examine key issues around the digital transformation of the book, as well as to discuss the developing field of publishing studies.**

#### *Reading*

What is the fate of reading in an era of media overload? What are the book's main competitors in the struggle for the time and attention of consumers? How does the situation differ between countries and cultures? If studies show that readership of books is in decline, does this matter?

#### *Consumption*

What is the role of market forces in the spread of ebook reading? How are business models developing in the digital environment, and what do such changes mean for the traditional players in publishing and bookselling? What are the economic influences which are changing models of consumption?

#### *Screen reading*

Do people who read ebooks elicit different meaning from those people who read pbooks? How are reading and literacy affected by technological change? Are there any cognitive differences between reading linear texts and hypertexts? Can research on print and onscreen reading teach us anything about how technology and market forces shape human thought?

#### *Media convergence*

There has been much talk of media convergence now that many consumers are using mobile devices. What are the connections between books and film, TV and games, and how are these developing? Are the boundaries blurring between different media? What will be the difference between a book with multimedia content, a website, or a magazine?

### *Digital learning*

What is a digital textbook? Are tablets efficient learning tools in primary and secondary education, and who should produce the content for them? How does introduction of digital learning tools into schools influence the reading habits of children? Does gamification aid or hinder learning? What is the experience in higher education?

### *Geography of books*

Why is the growth of e-reading so different even in similarly developed countries? Are such differences here to stay? Will publishing industries around the world become significantly different because of this shift? What kind of cultural differences will emerge from this schism?

### *Publishing studies*

What kind of skills and competences are essential for the publishing professionals who work in such a digital and analogue environment? How should these skills and competences be taught and developed? What kind of theoretical knowledge is required? How should we teach book publishing in this time of digital transformation? What is the role of book history in the curriculum of publishing studies? How can we document the spread of ebooks and e-reading as most national libraries do not yet collect web pages and apps alongside ebooks and printed materials? What research projects should be developed, and what are the existing collaborations?

This is the second conference to bring together researchers and teachers of publishing studies from a range of countries. Participants in By the Book2 are welcome from all over the world. Also invited are industry practitioners who wish to contribute to the debates.

Proposals are invited for individual paper presentations or themed panels (with two or three contributors). The proposal should be of around 250 words together with a short biography of the participant/s. Subject to peer review, a selection of the best papers will be published in the premier publishing journal *Logos*.

Papers for submission to the conference should be sent by 16 February 2015 to Miha Kovač at: [miha.kovac@mkz.si](mailto:miha.kovac@mkz.si)

The fee for attendance at By the Book2 or the presentation of a paper (given it is accepted) is 200 euros. There is a reduced rate of 100 euros for PhD students who are not in tenured positions. This year there will be some accommodation available at the conference venue, the Villa Finaly, but equally delegates are free to make their own arrangements in the city. Delegates are responsible for their own travel arrangements.

### *Conference committee*

Christina Banou, Ionian University

Benoît Berthou, University of Paris 13 (LABSIC)

Melanie Ramdarshan Bold, University College London

Alberto Cadioli, University of Milan

Miha Kovač, University of Ljubljana

Sophie Noel, University of Paris 13 (LABSIC)

Angus Phillips, Oxford International Centre for Publishing Studies

Adriaan van der Weel, University of Leiden

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