

The workshop series will be continued:

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|-----|--------------|-----------------------------------|
| II | Nov 21, 2018 | Unternehmen und Akteure |
| III | Dec 12, 2018 | Zeitschriften und Digitalisierung |
| IV | Jan 16, 2019 | Zeitschriften, Gestaltung, Design |

Transnational Periodical Cultures

Workshop I
October 17, 2018

Markets, Standardization and Adaptation



Organized by the „Transnational Periodical Culture“ research group

Jutta Ernst
Dagmar von Hoff
Bjørn von Rimscha
Oliver Scheiding



Deutsches Institut



www.transnationalperiodicalcultures.net

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Impulsfonds Forschungsinitiative Rheinland-Pfalz



Workshop I

① Workshop venue:

Senatssaal der Naturwissenschaftlichen Fakultät, 7th floor, room 07-232
Anselm-Franz-von-Bentzel-Weg 12, 55128 Mainz

② Lunch venue:

Baron, Johann-Joachim-Becher-Weg 3, 55128 Mainz



Program, Wednesday October 17, 2018

10:00 Welcome Address

Björn von Rimscha (Johannes Gutenberg University Mainz)

10:15 Jean Chalaby (City University, London)

The TV Format Trade: Bringing the Local and the Global Together

11:15 Coffee break

11:30 Pamela Nölleke-Przybylski (Catholic University Eichstätt-Ingolstadt)

The Tradability of Print Formats

12:30 Lunch

13:30 Diana Cooper-Richet (Université de Versailles Saint-Quentin-en-Yvelines)

Transnational Circulation of Editorial Models: How the Archetype of the Review of Literary Criticism Travelled from Scotland to France and on to Brazil in the First Decades of the 19th Century.

14:30 Coffee break

14:45 Andreas Vogel (WIP, Cologne)

Lizenzen als Geschäftsstrategien von Zeitschriftenverlagen in Deutschland

15:45 Coffee break

16:00 Sven Diersks (HMKW, Frankfurt)

Perlen im Niedergang?! Können Zeitschriftenkonzepte heute noch erfolgreich sein?

17:00 Wrap-up

18:30 Dinner (optional)

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