

PROGRAM

“Transnational Periodical Cultures: Interdisciplinary Perspectives”

January 29-31, 2020

Johannes Gutenberg University, Mainz, Germany

Helmholtz Institute, Room 1395-00-133/135 (Ground Floor)

Wednesday, January 29, 2020

- 16:30 Registration
- 17:00 **Welcome**
Jutta Ernst, Oliver Scheiding, Conference Organizers (JGU Mainz)
Stefan Müller-Stach, Vice President for Research and Early Career Academics (JGU Mainz)
Michael Schreiber, Dean of the Faculty of Translation Studies, Linguistics, and Cultural Studies (JGU Mainz)
Alfred Hornung, Director of the Obama Institute (JGU Mainz)
- 17:30 **Opening Remarks**
Jean Lee Cole, Editor of *American Periodicals* (Loyola U, Baltimore)
Timothy Holmes on behalf of the conference series “Mapping the Magazine” (U of Cardiff)
- 17:45-19:00 **Keynote Address 1**
Chair: Oliver Scheiding
Jeremy Leslie (MagCulture, London): “We Love Magazines”
- 19:00 Reception

Thursday, January 30, 2020

- 8:30-10:30 **Session 1: Media Form and Agency**
Chair: Alison Martin
Stephen Donovan (Uppsala U): “Greenwood’s Bath: Investigative Journalism and a Short History of Immersion”
Madleen Podewski (FU Berlin): „Text, materielles Objekt, Medium, Datenbank, ‚Archiv‘? Wie wir Zeitschriften modellieren“
Gustav Frank (LMU München): „Macht oder machen: Zur Modellierung der Agentialität periodischer Artefakte“
Kai Kauffmann (U Bielefeld): „Zeitschriften als Akteur? Alte und neue Methodenfragen der Zeitschriftenforschung nach dem praxeologischen ‚turn““
- 10:30-11:00 Coffee Break

11:00-12:30 **Session 2: Markets and Institutions**

Chair: Bjørn von Rimscha

Florian Freitag (U Duisburg-Essen) and Filippo Carlà-Uhink (U Potsdam): "The Archival Afterlife of Beefcake Magazines"

Franziska Oehmer (U de Fribourg): „Leistungen von Zeitschriften in pluralen und individualisierten Gesellschaften – differenzierungstheoretische Überlegungen und empirische Evidenz aus der Perspektive der Kommunikationswissenschaft“

Corinna Norrick-Rühl (JGU Mainz): "Custom Media in the Twentieth Century: Observations on Corporate Publishing and Customer Magazines"

12:30-14:45 Lunch

14:45-16:45 **Session 3: Languages, Readers, Communities**

Chair: Jutta Ernst

Andrew Thacker (Nottingham Trent U): "Modernist Magazines at Large"

Jean Lee Cole (Loyola U, Baltimore): "What's so American about American Periodicals?"

Lianne Moyes (U de Montréal): "*Tessera* and the Cohabitation of Languages"

Daniela La Penna (U of Reading): "Making the Case for the Paradox of Embeddedness in Periodical Studies: Journal's Performance, Habitus, and Networks in Fascist Florence"

16:45-17:15 Coffee Break

17:15-18:30 **Keynote Address 2**

Chair: Dagmar von Hoff (JGU Mainz)

Nicola Kaminski (U Bochum): „Konzept Leseszene: (wie) macht sie Journallektüre sichtbar?“

Friday, January 31, 2020

9:00-10:30 **Session 4: Materiality, Typography, and Design**

Chair: Oliver Emrich

Ulysses Voelker (Hochschule Mainz): „Die Wirkung visueller Kommunikation auf die Bewertung von Information“

Antje Krause-Wahl (Goethe-U Frankfurt): "Becoming a Body: Magazine Cultures in the 1960s and 1970s"

Sabina Fazli (Georg-August-U Göttingen): "'Disruptive Content': *Momma Tried's* Experiments with the Magazine Form"

10:30-11:00 Coffee Break

- 11:00-12:00 **Session 5: Dynamics of Periodical Genres**
 Chair: Madleen Podewski
 Lena Wetenkamp (JGU Mainz) and Christian Luckscheiter (HU Berlin): „Essay und ‚Rundschau‘-Rubrik als Generatoren transnationalen Denkens in der *Neuen Rundschau* (1918-1933)“
 Ariane Martin (JGU Mainz): „Literatur, Kultur, Politik: Die Umfrage als Presseformat in den 1920er Jahren (am Beispiel Heinrich Manns)“
- 12:00-13:45 Lunch
- 13:45-14:45 **Session 6: Networks and Digital Media**
 Chair: Silvia Hansen-Schirra
 Sascha Wolfer (Leibniz-Institut für Deutsche Sprache, Mannheim): “Exploring Lexical Change in 70 Years of *Der Spiegel*”
 Timothy Holmes (Cardiff U): “Social Media Networks and Periodical Events”
- 14:45-15:15 Coffee Break
- 15:15-17:15 **Session 7: Emerging Scholars Forum**
 Chair: Patricia Plummer
 Jana Keck (U Stuttgart): “The Nineteenth-Century Digitized German and German-American Press: Negotiating Slavery in a Transatlantic Context”
 Whit Frazier Peterson (U Stuttgart): “Transnational Aesthetics in ‘Harlem Mecca’”
 Michael Lörch (JGU Mainz): “Translational Readerships of an East German Academic Journal”
 Mariana Hermanowski (JGU Mainz): “Materiality and Typography in Cuban Magazines”
- 17:15-18:30 **Final Discussion/Roundtable**
 Oliver Emrich (JGU Mainz)
 Jutta Ernst (JGU Mainz)
 Silvia Hansen-Schirra (JGU Mainz)
 Dagmar von Hoff (JGU Mainz)
 Nicola Kaminski (U Bochum)
 Alison Martin (JGU Mainz)
 Patricia Plummer (U Duisburg-Essen)
 Bjørn von Rimscha (JGU Mainz)
 Oliver Scheiding (JGU Mainz)
- 19:30 Conference Dinner