

By the Book

The book and the study of its digital transformation

Publishing Studies Conference

Villa Finaly, Florence, Italy

23 and 24 May 2014

Organization

Benoît Berthou (Sorbonne Paris Cité University, LABSIC-Research Center for Information and Communication Sciences, France)

Miha Kovač (University of Ljubljana, Slovenia)

Angus Phillips (Oxford International Centre for Publishing Studies, United Kingdom)

Associate partners

Association for Publishing Education

Brill

Federation of European Publishers

Friday 23 May

9.00 am

Opening – Benoît Berthou, Miha Kovač, Angus Phillips

9:20 to 11.00 am

Session 1 - Understanding innovation

- Gavin Stewart (University of Bedfordshire, United Kingdom), 'Foucault's Ghost?: The phenomenology of privacy and breach within the e-reading experience'
- Alexis Weedon (University of Bedfordshire, United Kingdom), 'A leap in innovation? The digital book as disruptive technology'
- Claudio Pires Franco (University of Bedfordshire, United Kingdom), 'The digital book (r)evolution: Barriers to innovation'
- Rose Leighton (Hogeschool van Amsterdam, Netherland), 'A publishing studies museum'

Pause

11:20 am to 1.00 pm
Session 2 - Readership evolution?

- Nick Canty (University College London, United Kingdom), 'Books, bricks and literary boosters'
- Iain Stevenson (University College London, United Kingdom), '«The gift is mine, the choice is thine»: Book Tokens and the expansion of reading'
- Laura Dietz (Anglia Ruskin University, United Kingdom), 'Life as a novel after death as a book? Reputation and legitimacy of post-print fiction'
- Louis Wiart (Sorbonne Paris Cité University, France), 'The economics and business models of book social networks in France'

Lunch

2.00 to 3.20 pm
Session 3 – Book sectors 1: Academic publishing

- Lara Speicher (University College London, United Kingdom), 'Open access publishing of scholarly monographs in universities'
- Mary Ann Kernan (City University London, United Kingdom), 'The impact of globalization on academic publishing: A Routledge case study, 1960 to 2013'
- Nicolas Malais (Paris West University), 'Book digitalization and the future of research libraries'

Pause

3.40 to 5.20 pm
Session 4 – Book globalization and national identities

- Franía Hall (London College of Communication, United Kingdom), 'Digital convergence and collaboration culture – Publishing in the context of the wider creative industries'
- Melanie Ramdarshan-Bold (Loughborough University, United Kingdom), 'National and regional identity in a global context: Cultural constructions in the globalized publishing field'
- Elena Macevičiute and Tom Wilson (University of Borås, Sweden), 'The ebook phenomenon in Sweden'
- Daniel Boswell (Anglia Ruskin University, United Kingdom), 'Catalan publishing in the twentieth century'

Saturday 24 May

9.20 to 10:20 am

Session 5 - Book sectors 2: Non-fiction and heritage

- Heiko Hartmann (HTWK, Leipzig, Germany), 'How digital publishing creates new kinds of printed books. The evolution of non-fiction (travel guides, atlases, cookbooks) in print'
- Rachel Noorda (University of Stirling, Scotland), 'Books as souvenirs: The tourism and heritage book market'

Pause

10.40 am to 12.00 pm

Session 6 – Toward new teaching models?

- Judith Watts (Kingston University, London, United Kingdom), 'Catching up with the past: The use of historical case studies in a contemporary curriculum'
- Anke Vogel and Corinna Norrick-Ruhl (Mainz Institute for Book Studies, Germany), 'Teaching sustainability: Bringing “green publishing” to the book studies classroom'
- Liam Borgstrom (University of Pretoria, South Africa), 'Teaching publishing architecture'

12.00 to 1.00 pm

Session 7 - Teaching publishing in the digital age

- Elizabeth le Roux (University of Pretoria, South Africa), 'How should we teach book publishing in this time of digital transformation? A view from the South'
- Anna Faherty (Kingston University, United Kingdom), 'Pedagogy for digital publishing'

Lunch

2.00 to 3.20 pm

Session 8 – Studying publishing 1 – national approaches

- Sophie Noël (Sorbonne Paris Cité University, France), 'Is there a specific approach to publishing studies in France? Provisional assessment and methodological proposals'
- Nives Tomašević and Ivana Ljevak (University of Zadar, Croatia), 'The current state of publishing studies in Croatia'
- Aušra Navickienė (Vilnius University), 'The system of publishing studies in Lithuania: Experiences and prospects'

Pause

3.40 to 5.00 pm

Session 9 – Studying publishing 2 – methodological approaches

- Stevie Marsden (University of Stirling, Scotland), 'By the book: The book and the study of its digital transformation'
- Zoran Velagić and Franjo Pehar (University of Zadar, Croatia), 'Methodological approaches to modern publishing: Current constraints and future prospects'
- Bertrand Legendre (Sorbonne Paris Cité University, France), 'Publishing researches: the Socio-economical approach'

5.00 pm

Conclusions – Benoît Berthou, Miha Kovač, Angus Phillips

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