
Publishing in the 21st Century

By the Book 7

Conference



MSH Paris Nord

20, av. George Sand, 93210 La Plaine Saint-Denis

20 – 21 June 2022



Monday 20 June

9.30 - 10.30

Keynote Amphithéâtre

Word of mouth and social media – chair Angus Phillips

· Naomi Bacon, Founder and Director of Tandem Collective

10.30 - 11.00

Tea & coffee break

11.00 - 12.30

Parallel sessions

a. Amphithéâtre *Audio – chair Jocelyn Hargrave*

- Maciej Liguziński – When the audiobook boom meets the public libraries
- Karl Berglund – Repeaters, swappers, and superusers: types of readers in the age of streamed audio (virtual presentation)

b. Room 409 *Reading – chair Helge Rønning*

- Kamila Augustyn – What we talk about when we talk about books: an analysis of readers' experiences
- Laura Bousquet – Social reading platforms
- Simon Frost – Reading and wanting – making the world of symbolic goods go round

c. Room 410 *Digital transformation – chair Josipa Selthofer*

- Christian Briganti – Indicators of situational contexts and modalities (creating content by providing appropriate modalities, such as texts, images, audio, gestures, and more)
- Arūnas Gudinavičius and Vincas Grigas – Two decades of ebook publishing in a small language market: publishers vs pirates
- Oswin Tickler – Oswin & the Algorithm: Fusing frontiers (new ways of utilizing digital print technologies as a means of creating magazine covers)

12.30 - 13.30

Lunch

13.30 - 14.30

Round table Amphithéâtre

Diversity and inclusion in the arts - tackling key issues in teaching and practising applied humanities

· Antonia Mackay, Miriam Johnson, Sarah Franklin and Alexandra Shakespeare

14.30 - 15.00

Poster session Amphithéâtre – Chair Miriam Johnson

- Ines Hocenski – Business activity of Croatian publishers during the COVID-19 pandemic
- Philippa Sims – What is the most compelling way to present digital exhibitions for museums and special collections?
- Anna van Elst – Differences in cognitive load, engagement and enjoyment between human and synthetically narrated audiobooks across genres

15.00 - 15.30

Tea & coffee break

15.30 - 17.00

Parallel sessions

a. Amphithéâtre *Contemporary publishing – chair Tore Slaatta*

- Rita Faire and Cecilia Bennett – ‘Voice of a generation’: interrogating poles of symbolic capital within contemporary anglophone fiction
- Anna Muenchrath – Amazon Crossing: algorithms, translation and publishing in the 21st century

b. Room 409 *Pedagogy – chair Antonia Mackay*

- Maria João Antunes, Pedro Cardoso and Cristina Carrington – Teaching the editorial process and online publishing
- Rose Leighton, Lieke Biesma & Polly Silk – The Book Fair Game: teaching international rights trading in a shared module
- John Rodzvilla – Dealing with software obsolescence in the publishing classroom
- Josipa Selthofer – Changes in publishing study curricula from 2015 to 2022

c. Room 410 *Innovation – chair David Barker*

- Frania Hall – Don’t disrupt the day job: para-organisations and new innovative practices in publishing
- Anna Klamet – How small entrepreneurial publishing houses in Europe are changing the publishing landscape
- Robbe Vandersmissen – On the emergence of hybrid publishing companies in the Swedish literary publishing field

Tuesday 21 June

9.30 - 10.30

Keynote **Amphithéâtre**

Book Wars – chair Christoph Bläsi

- John Thompson, Emeritus Professor of Sociology at the University of Cambridge

10.30 - 11.00

Tea & coffee break

11.00 - 12.30

Parallel sessions

a. Amphithéâtre *Reading – chair Lieke Biesma*

- Christoph Bläsi and Dörthe Fröhlich – Fundamentals for reading surveys as well as reading promotion in the 21st century
- John Rodzvilla – How fiction apps are using microtransactions to get young adults to read
- Arūnas Šileris – Digital social reading as a way to drive student engagement during literature classes

b. Room 409 *Publishing and policy – chair Cristina Carrington*

- Paulo Faustino – The Portuguese book industry: cluster, market and public policy
- Helge Rønning and Tore Slaatta – European book laws: Past, Present and Future

c. Room 410 *Authorship – chair Andrius Šuminas*

- Miriam Johnson – The role of the author brand and social media
- Madeleine Span – Austrian Self-Publishing and the contemporary book market

12.30 - 13.30

Lunch

13.30 - 14.30

Parallel sessions

a. Amphithéâtre *Bookstores – chair Anna Klamet*

- Lucie Alexis and Sophie Noël – The media coverage of culture during lockdown: the case of book retail in France
- Eben J. Muse – ‘That she existed in her own right: evolving representations of woman booksellers in the bookstore novel

b. Room 409 *Publishing and diversity – chair Rose Leighton*

- David Barker – Authorship in non-fiction publishing
- Vincas Grigas and Arūnas Gudiničius – ‘Frankly, my dear, I don’t give a damn’: accessibility of books in Lithuania

c. Room 410 *Publishing and outsourcing – chair Frania Hall*

- Jocelyn Hargrave – (Im)mutable publishing ecologies: editors’ place within the COVID-19 gig economy
- Kristina Lundblad – Costs of form: academic publishers, product quality, and the outsourcing of typesetting

14.30 - 15.30

Amphithéâtre

Contemporary publishing – chair Miha Kovač

- Jaka Gerčar – The obliteration of publisher identity: probing Roberto Calasso’s notion of publishing as form
- Andrius Šuminas – A brand born from books: Lithuanian children’s book brand Nelly Jelly going global

15.30 - 16.30

Tea & coffee break followed by closing session in the Amphithéâtre

How to get to the Maison des sciences de l’Homme Paris Nord (MSH Paris Nord)

MSH Paris Nord

20, avenue George Sand
93210 La Plaine Saint-Denis
mshpn-contact@mshparisnord.fr
<https://www.mshparisnord.fr/>

Comité d’organisation

Benoît Berthou, Christoph Bläsi,
Miha Kovač, Victoria Laurent,
Federica Malinverno, Sophie Noël,
Angus Phillips, Iľaki Ponce Nazabal

The **MSH Paris Nord** is located in the North of Paris, and very easy to access by metro (line 12). It is **3 minutes’ walk** from the station **“Aubervilliers-Front populaire”** on **line 12**, and 30 mn from the centre of Paris.



Once you get off at “Aubervilliers-Front populaire”, take **exit n°3** which will lead to **Avenue George Sand**, where the MSH building is located.



You can also use the **RER, line B** (station **“La Plaine Stade de France”**). It will take about **15 mn’s walk** to the MSH.