



By the Book 6

Power dynamics in publishing

Wednesday 26 June

9:15 Opening – *Richelieu Room (2d floor)*

9:30 - 10:30 Keynote

Sophie Noel (France) - Independence and autonomy: rhetorical usage of ambivalent notions in the publishing industry in France, and beyond

10:30 -11:00 Coffee break – *Lully room (ground floor)*

11:00 - 12:30 Power and representation – *Richelieu Room (2d)*

Chairing : Alexis Weedon

Leander Reeves (UK) - Is magazine publishing still powerful enough to shape societal values?

Jiřina Šmejkalová (Czech Republic) - Internationalizing the pedagogy of book studies

Samantha Miller (South Africa) - Afrikaans fiction: publishing a minority language

12:30 - 13:30 Lunch - *Lully room (ground floor)*

13:30 – 15:00 Translation dynamics - *Richelieu Room (2d floor)*

Chairing : Rose Leighton

Renata Zamida (Slovenia) – Policy-making and support to international literature exchange

Ana Kvirikashvili (Georgia) - Translation support policies in Georgia

Laura Di Giuseppe (UK) – Marketing strategies for the translation market

15:00 – 15:30 Tea break - *Lully room (ground floor)*

15:30 – 16:45 Parallel sessions

A - Digital delivery and cover design - Raphael Room (ground floor)

Chairing : Ann Steiner

Zoran Velagić (Croatia) - Symbolic power of (e)books

Philip Shaw (UK) - Investigating the learning benefits of the digital delivery of textbooks

Josipa Selthofer (Croatia) - Visual communication of book covers in Croatia

B - Representation in book markets - Stendhal Room (2d floor)

Chairing : Renata Zamida

Andrius Suminas (Lithuania) – ‘Unseen Lithuania’ - unseen book promotion campaign

Sara Kärrholm (Sweden) - Political implications of the ‘silences’ on the contemporary book market for children’s literature

16:45 - 17:30 - EuroPub meeting - *Richelieu Room (2d floor)*

17:30 – Aperitif *Gardens/Luly Room (ground floor)*

Thursday 27 June

9:00 - 10:00 Keynote - *Richelieu Room (2d floor)*

Erika Bianchi (Italy) – Writing and being published in Italy

10:00 - 10:30 Coffee break - *Luly Room (ground floor)*

10:30 - 12:30 – Panel session - *Richelieu Room (2d floor)*

Plan-S: from principles to practice - *Chaired by Anna Tammaro (Italy)*

Emma Lazzeri, Biblioteca Istituto di Scienza e Tecnologie dell'Informazione

Elena Giglia, Operas, Open Edition

Massimiliano Carloni, Clarivate Analytics

11:30 - 12:30 Digital books - *Richelieu Room (2d floor)*

Chairing : Heiko Hartmann

Arūnas Gudinašius (Lithuania) - Illegal book usage from the point of view of readers, publishers and authors

Ann Steiner (Sweden) - Publishing children's digital books in Sweden

12:30 -13:30 Lunch - *Luly Room (ground floor)*

13:30-14:45 Parallel sessions

A - Collaboration and legitimacy Raphael Room (ground floor)

Chairing : Miha Kovacs

Avril Gray (UK) - Advocacy in Action – how a publishing programme represents homeless readers in Scotland

Gerardo Kloss (Mexico) – Publishing education in Mexico

Christoph Bläsi (Germany) - Looking *into* cookbooks can be a publishing studies activity: the preservation and integration of the 'other' in cookbooks

B - Publishing as power - Stendhal Room (2d floor)

Chairing : Leander Reeves

Elza Ungure (Latvia) – Experiencing power: the effect of social transformations on the book publishing practice

Miriam Johnson (UK) - The power to publish

Sarah Franklin (UK) - Language is power: breaking down linguistic barriers to inclusivity in publishing

14:45 – 15:15 Tea break *Luly Room (ground floor)*

15:15 – 16:45 Globalization and Knowledge Publishing - *Richelieu Room (2d floor)*

Chairing : Avril Gray

Rita Faire (UK) – Co-edition practices in the small nations of Europe

Ute Volkmann (Germany) - Academic publishers between economic and scientific logics

Ana Maria Tammaro (Italy) - Open textbooks: pedagogy, practice and partnership

16:45 - 17:30 Panel session - *Richelieu Room (2d floor)*

Chairing : Andrius Suminas

Rose Leighton (Netherlands), Okke Schlüter (Germany) and Angus Phillips (UK) - Designing an International Publishing minor: three universities, one goal

17:30 Conclusions