

Symposium Schedule [time in GMT]

10:00 Opening remarks (Peter Robinson, BKAS Director)

Questions and discussion of issues raised by individual presentations

10:15 'Book Advertising Culture in Victorian Periodical Spaces' [David Finkelstein]

10:35 'Readers as Advertisers in British Girls' Magazines at the Turn of the Century' [Muta Yukiko]

10:55 'Serial Trailers in the Sunday Magazine of the New-York Tribune, 1900-1914' [Peter Robinson]

11:15 'The Clash of Imperiums Japanese postcards, American Dustjackets, ca. 1930s - 1960s' [Peter O'Connor]

11:35 'Academic Book Advertising: An Editorial Perspective' [Chelsea Low, Routledge]

11:55 'Utilising Publisher Archives: A Case Study of the Cambridge University Press' [Peter Robinson]

Break

12:10 Open discussion guided by the following topics:

'The future of book advertising'

'The commodity status of the book'

'Expanding the application of the study of book advertising to new fields'

Final Remarks

Note

A number of publishers and colleagues have expressed interest in the project, but have unfortunately not been able to attend. For this reason, I would like to record the BKAS Symposium, and post an edited version of the discussions on the BKAS website. The edited video will be distributed to contributors prior to posting for approval. Should you not wish your comments to appear in the edited video, please let me know, so that I can edit them out. Naturally, given the objectives of the project, which is ostensibly to explore the potential of the study of book advertising, it is hoped that your contributions can be made available to as wide an audience as possible.