By the Book6
Power dynamics in publishing
Villa Finaly, Florence (Italy)
26 and 27 June 2019

Wednesday 26 June

9:15 Opening – EuroPub and scientific committee

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

11:00 – 12:30 Power and representation

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

13:30 – 15:00 Translation dynamics

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

15:30 – 16:45 Parallel sessions

a. *Digital delivery and cover design*

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*

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

17:30 - Aperitif

Thursday 27 June

9:00 – 10:00 Keynote

Erika Bianchi (Italy)

10:00 – 10:30 Coffee break

10:30 – 11:30 – Panel session

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

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

Arūnas Gudinavicius (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

13:30-14:45 Parallel sessions

    c.   Collaboration and legitimacy

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

    d.   Publishing as power

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

15:15 – 16:45 Globalization and Knowledge Publishing

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

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

17:30 Conclusions

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Conference Committee

Chair Alexis Weedon, University of Bedfordshire

Andrius Suminas, Vilnius University

Anna Maria Tammaro, University of Palma

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Avril Gray, Napier University

Heiko Hartmann, HTWK, Leipzig

Leander Reeves, Oxford Brookes University

Ondrej Vimr, University of Bristol

Rose Leighton, Hogeschool van Amsterdam

Stevie Marsden, University of Leicester

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Samantha Rayner, UCL

Heiko Hartmann, HTWK, Leipzig

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Europub Organization Committee

Benoît Berthou, University Paris 13 Sorbonne Paris Cité

Miha Kovač, University of Ljubljana

Angus Phillips, Oxford International Centre for Publishing

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