

Continuities and Innovations: Popular Print Cultures — Past and Present, Local and Global

PopPrint

'08

August 27-30, University of Alberta, Edmonton, Canada



Conference and Festival Programme
2nd Floor, Humanities Centre, University of Alberta



Welcome Message

From the Conference and Festival Director

Welcome to “Continuities and Innovations,” the first International Conference and Festival of Popular Print Culture at the University of Alberta. The Conference and Festival are part of a larger research program on Popular Print: Past and Present, Local and Global. This program includes the multi-volume *Oxford History of Popular Print Culture*, to be published by the Oxford University Press. Several of the volume editors are at the Conference and giving presentations.

The larger research program also includes a series of database/websites documenting popular print, local and global, from sites around the world. To host this documentary material, the research program has developed a free, open-source database engine called “Streetprint” (www.streetprint.org) already being adopted by libraries, galleries, businesses, and individuals in several countries, for various purposes. The research program will continue to develop new versions of Streetprint.

The aim of the Conference and Festival and the research program of which they are a part is to address this situation: What most people read, we (university researchers) rarely study; what we study, most people don’t read—unless they have to, in school or a college course. Meanwhile, popular print has disappeared and continues to disappear, often read to pieces, and until recently seldom kept by libraries or national archives. To address this situation, it is necessary to bring together researchers, teachers, readers, writers, librarians, publishers, fans, collectors, book-sellers and others to share collections, experiences, knowledge, and insights. So, we are hosting a Comics Festival and a Writers Festival, alongside the Conference and open to the public. The research program on popular print culture will continue to develop new initiatives, and will host future conferences and festivals.

We on the organizing team hope you enjoy the 2008 Conference and Festival and your visit to Edmonton and the University of Alberta. And we hope to see you again for our next Conference!

Best wishes,

Gary Kelly

Conference and Festival Director

General Editor, *Oxford History of Popular Print Culture*

University Professor

Department of English and Film Studies

Edmonton Alberta Canada



ORGANIZING COMMITTEE Gary Kelly, Conference and Festival Director
Kirsten MacLeod, Conference Coordinator
Paul Campbell, Conference Coordinator
Melanie Faulknor, Conference Coordinator and Writers Festival Curator
Orion Ussner Kidder, Comics Festival Curator
Michelle Wolstenholme, Web & Graphic Designer

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**CONFERENCE & FESTIVAL
LOCATION** All conference and festival events:
2nd Floor, Humanities Centre, University of Alberta,
on Saskatchewan Drive.



Conference Protocol

In the interests of making our tightly scheduled days run as smoothly and fairly as possible, we ask that you take a moment to review this information for presenters and moderators.

1. Speakers and moderators should arrive 10 minutes before the panel begins to ensure each panel begins on time. Those requiring technical support should arrive slightly earlier, in case of any unexpected computer problems.
2. Each speaker will be introduced (name, university affiliation, title of paper) by the moderator, and given 20 minutes in which to deliver the paper. The moderator will show the speaker a sign when 5 minutes remain, and when 3 minutes remain. When 1 minute remains the moderator will display a sign to the speaker and the audience, and will do the same when time has expired. The moderator will stop the speaker one minute after time has expired. Time your presentations carefully to avoid this!
3. Once all presentations (not each presentation) are complete, the moderator will open up the floor to questions. The moderator will take note of the order in which hands are raised, and will be responsible for selecting the next questioner. If no questions are immediately forthcoming, the moderator will lead the discussion with an opening question. Moderators are also encouraged to involve all of the presenters in the question period – this may require posing questions to presenters who have not received many of them by the end of the period. All panels must end on time.
4. Moving between concurrent panels is acceptable, but please avoid leaving rooms and especially entering rooms when a speaker is presenting. If you do wish to move from one panel to another, please do so between presentations.
5. Since panels are being held in close proximity to others, it is important to be aware that your panel might end more quickly than the others. Maintaining relative quiet in the hallways will ensure panels are not interrupted by the noise of another panel ending.

Here's hoping for an on-time, congenial affair!

Sincerely,
The Popprint Team

Wednesday, August 27th

12:00 • CONFERENCE DESK OPENS

2nd Floor, Humanities
(by HUB passageway)

The conference desk will be open from 9am - 6pm throughout the conference. Pick up registration packages and sign up for special events.

1:00-2:30 • PLENARY I

Room HC L-1
Chair: Gail de Vos
(Library and Information Studies,
U Alberta)

TRINA ROBBINS (WRITER, COMIC ARTIST)

“Here are the Great Women Cartoonists”

Trina Robbins is one of the original Underground comix artists of the 1960s/70s. She is a founding member of *Wimmin's Comics*, a feminist comics anthology that ran from the 70s to the 90s. She has also written critical texts on female cartoonists and characters, including *The Great Women Superheroes* and *Woman and Comics*.

2:30-2:45 • COFFEE

Humanities Atrium

2:45-4:45 • PANEL SESSION I

A RELATIONSHIPS BETWEEN PRINT AND IMAGE

Room HC 2-7
Chair: Megan Bertagnolli
(U Alberta)

Shannon Perry (Library and Archives Canada): “Richard Harrington’s Padlei Photographs in Popular Print”

Sondra Cappuccio (U Nebraska): “Constructing the Literary Tattoo: The Influence of Popular Print Media on American Tattoo Culture”

Emily Auger (Independent Scholar): “Alan Lee’s *Lord of the Rings*’ Illustrations as Text Interlace”

B COMICS AND GRAPHIC NOVELS

Room HC 2-26
Chair: Sorouja Moll
(Concordia U)

Samantha Kelsh (Wilfrid Laurier U): “On Language: Comic Book/ Graphic Novel/ Sequential Art”

Orion Kidder (U Alberta): “Sequential Constructions: The Parallel Theories of McCloud and Groensteen on Comics”

John Cameron (Dalhousie U): “‘The Stops that hinder study quite and train our intellects to vain delight:’ Shakespeare Comic Books”

Miles Tittle (U Ottawa): “Manifold Sources: P. Craig Russell’s *Salomé*”

4:45-5:00 • COFFEE

Wednesday, August 27th



5:00-6:15 • PLENARY 2

Room HC L-1
Chair: Regula Qureshi
(Department of Music,
U Alberta)

JOEL KROEKER (PERFORMING ARTIST)

“Targeting Utterances through the Liminal Mist: How the Canadian Singer/Songwriter Uses Words, Music and Image to Negotiate Genre, National Identity and Aesthetic”

Joel Kroeker is an international performing artist on True North Records/Universal. Since earning an MA in Ethnomusicology (University of Alberta) Joel has played over 500 solo shows touring extensively with Randy Bachman (The Guess Who), Bruce Cockburn, Hawksley Workman, Sarah Harmer and Colin James and had 19 of his songs covered last year. Joel has just returned from touring Cambodia, Laos, Nepal and India. Along with an ARIA award for “Film Score of the Year” his third album, “Closer to the Flame”, just won “Album of the Year” and his bilingual song “Déjà vu” was in the top 10 for 18 weeks after the video hit number one.

Joel Kroeker, House Concert

Thursday, August 28th

Doors open at 7pm; Show starts at 8pm. 12610 - 106 Ave (just West of downtown, and immediately North of the museum) Edmonton, Alberta. For tickets or more info please visit www.joelkroeker.com or contact Eric van Walsum: ericvw@interbaun.com or 780-720-7384.

SEEING THE WORLD OF SOUND: THE COVER ART OF FOLKWAYS RECORDS
Co-Curated by Joan Greer, Department of Art and Design (University of Alberta)
and Margaret Asch • Hallway, 2nd floor Humanities Centre, University of Alberta

The University of Alberta is home to a complete set of Folkways recordings donated by Folkways Records founder, Moses Asch. Asch’s aim in establishing the company was to record and document sound from around the world. In a unique partnership with the Smithsonian Institution, the University of Alberta has digitized and archived the collection, creating *folkwaysAlive!*, a resource for research, teaching and community engagement.

These panels celebrate the rich visual archive found in the cover art and design of this collection and explore how the visual relates to and complements the recorded sound. They represent a portion of a larger exhibition of Folkways Records cover art that was held at the Fine Arts Building Gallery in 2005 that is currently being developed as a virtual exhibition. These panels have also been exhibited at the Smithsonian Institution in Washington DC and folk music festivals in Alberta.



Thursday, August 28th

9:00-10:15 • PLENARY 3

Room HC L-1
Chair: Mark Simpson
(English and Film Studies,
U Alberta)

CHRISTINE BOLD (GUELPH U)

“Cowboys and Publishers: U.S. Popular Print Culture, 1880-1924”

Christine Bold is Professor of English at the University of Guelph. She is author of three books—*Writers, Plumbers, and Anarchists: The WPA Writers' Project in Massachusetts* (University of Massachusetts Press, 2006); *The WPA Guides: Mapping America* (University Press of Mississippi, 1999); and *Selling the Wild West: Popular Western Fiction, 1860-1960* (Indiana University Press, 1987)—as well as numerous chapters and articles on popular culture and cultural memory. She has also coauthored the award-winning book *Remembering Women Murdered by Men: Memorials across Canada* (Sumach Press, 2006) by the Cultural Memory Group, a collaboration between academics and social justice workers. Professor Bold's scholarship has been supported by substantial grants from the Social Sciences and Humanities Research Council (SSHRC) of Canada and awards from the United States Embassy and the Canada-U.S. Fulbright Program. She has served as president of the Canadian Association for American Studies (1995-97) and has coedited the *Canadian Review of American Studies* (1991-97). Currently, she is writing a revisionist history of popular westerns, supported by a SSHRC research grant .

10:15-10:30 • COFFEE

Humanities Atrium

Thursday, August 28th

10:30-12:30 • PANEL SESSION 2



A CRIME AND PRINT MEDIA

Room HC 2-7
Chair: Will Straw
(McGill)

Jaclyn Reid (McGill): "Print as Crime: A Social History of the 1857 Obscene Publications Act in Nineteenth-Century London"
Alison Jacques (McGill): "Toronto Confidential: Postwar Tabloids as Popular Press"
Susana Vargas Cervantes (McGill): "El/La Mateviejitas: The Look of a Serial Killer in Mexico City"
Will Straw (McGill): "The Nota Roja and Its Intertextual Fields"

B FADS, HOAXES, SENSATIONALISM, AND HYSTERIA

Room HC 2-26
Chair: Heather Zwicker
(U Alberta)

David Briggs (U Alberta): "Visual Terrors: Reading 1950s Horror Posters"
Mario Castagnaro (Carnegie Mellon): "Lunar Fancies and Earthly Truths: Locke's Moon Hoax and the Penny Press."
Sorouja Moll (Concordia U): "Pixelated Vagina: Britney Spears and Translating Hysteria in Pop Media"
Zach Dubinsky (Canadian Broadcasting Company): "A Social History of the Crossword Puzzle"

C POPULAR CULTURE AND READING COMMUNITIES

Room HC 2-29
Chair: Maria Staton
(Indiana Academy for Science,
Mathematics, and Humanities)

Lisa Macklem (U Western Ontario): "Fan Fiction: The Global Spider Web"
Eve Smith (Liverpool John Moores U): "Reading Terry Pratchett's *Discworld*"
Allison Sivak (U of Alberta): "From Closed Community to Fan Fiction: The Transition of *Dykes to Watch Out For* from Print to Web"
Marni Stanley (Vancouver Island University): "Drawn Out: Queer Comics and Finding Community"

D PRINT AND MEDIA TECHNOLOGIES

Room HC 2-30
Chair: David Buchanan
(U Alberta)

Annie Murray (McGill): "The Most Popular Encyclopedia Never Printed"
Cortney Lohnes (U Alberta): "YouTube: Video Blogs, Performance, and Transformation on the Internet?"
Edward Bishop (U Alberta): "Instrument of Fraud, Sex, and Violence: The Ballpoint Pen"
Mike Perschon (U Alberta): "Faerie in the Age of Mechanical Reproduction: Digital Malleability and the Online Oral Tradition"



Thursday, August 28th

12:30-1:30 • LUNCH

1:30-2:45 • PLENARY 4

Room HC L-1
Chair: Peter Sinnema
(English and Film Studies,
University of Alberta)

BRIAN MAIDMENT (SALFORD U)

“Graphic Bric-a-Brac? British Visual Culture and the Market Place 1820-1850”

Brian Maidment is Research Professor in the History of Print at Salford University, UK. He has written on a wide range of nineteenth century topics, including writing by working men and women, Ruskin, and Victorian periodicals. More recent work has been on visual culture in the 1820s and 1830s, especially the illustration of down market magazines, books and fiction, following on from his 1996 book *Reading Popular Prints 1780-1870*. His most recent book is *Dusty Bob - A Cultural History of Dustmen 1790-1870* (2007) which draws on a broad range of texts and images drawn from journalism, fiction, the theatre and caricature. Current projects include a book called *Comedy, Caricature and the Social Order 1820-1850* and editing the Victorian volume of the *Oxford History of Popular Print Culture*.

2:45-3:00 • COFFEE

**POPFEST
COMICS FESTIVAL & WRITERS FESTIVAL**

August 28th-30th, 2nd Floor Humanities Centre, University of Alberta

All festival events are FREE.

Join any of the daily workshops with comic artists, science fiction and mystery writers, romance novelists and children's illustrators. Festival guests include Paula Eykelhof, Executive Editor of Harlequin Enterprises; Rachel Edidin, Assistant Editor at Dark Horse Comics; Stella MacLean, Harlequin Superromance Author; Jay Bardyla, Owner of Happy Harbor; and Malcolm Azania, Television/Radio Host and Author. PopFest will host a special autograph session with International best-selling author Janette Oke.

Thursday, August 28th

3:00-4:30 • PANEL SESSION 3



A FEMINISM AND POPULAR PRINT

Room HC 2-7

Chair: Kristine Smitka
(U Alberta)

(organized by Women's Studies, U Alberta)

Tessa Elizabeth Jordan (U Alberta): "Not Simply Consumers: Second-Wave Feminist Periodicals and Participatory Publishing"

Michelle Meagher (U Alberta): "Heresies: Constructing a Collective, Imagining a Community"

Jo-Ann Wallace (U Alberta): "Marcet Haldeman-Julius: Feminism, Freethought, and the Little Blue Books"

B THE BOOK ARTS AND THE ART OF THE BOOK

Room HC 2-26

Chair: Mario Castagnaro
(Carnegie Mellon)

Ginny Kilander (U Wyoming): "The Drop of Ink That Makes People Think': Pre-1915 Publications of the Roycroft Print Shop, East Aurora, New York, USA"

Hanna Chuchvaha (U Alberta): "Folk Devils and the Modernist Demonism: On the Primitive Discourse in Russian Arts of the Early Twentieth Century"

Megan Bertagnolli (U Alberta): "Artists' Books from the Home Museum Collection"

C COLLECTING AND PUBLISHING POPULAR PRINT

Room HC 2-29

Chair: Orion Ussner Kidder
(U Alberta)

Stephanie Bacon (Boise State U): "Tiny School of Global Domination: A Stamp Collection"

Bart Beaty (U Calgary): "On Junk, Investments and Junk Investments: The Evolution of Comic Book Collectibles"

Gary Kelly (U Alberta): "Popular Romanticism"

D GENRE FICTION

Room HC 2-30

Chair: Heidi Laudien
(Manhattan College)

Ramit Ring (US Military Academy, West Point): "Where Have All the Cowboys Gone?"

Ellen Singleton (U Western Ontario): "Hoydens, Homemakers and Wholesome Chaps: Gender, Sexuality and Physical Activity in Vintage Book Series for Girls and Boys"

Jodene Wylie (Lakehead U): "Gossip Girl and the Social Panopticon"

4:30-4:45 • COFFEE



Thursday, August 28th

4:45-6:00 • PLENARY 5

Room HC L-I
Chair: Alvin Schrader
(Library and Information Studies,
U Alberta)

PIERRE GAMACHE (LIBRARY & ARCHIVES CANADA)
“Library and Archives Canada: Popular Content and Access”

Pierre Gamache is currently Director General in the Care of Collection branch of Library and Archives Canada. Pierre started his career in 1982 with the National Library of Canada in a music specialist position. Throughout the years Pierre has occupied a variety of managerial positions at the National Library, including acting Director General in Research and Information Services. Pierre holds a Bachelor's Degree in Music History, and a Master's Degree in Library Science, both from McGill University. His interest in popular culture dates back from previous experience in the music field.

6:00 • RECEPTION AT FAB GALLERY

All registered conference participants are invited to a catered reception. The Gallery is currently featuring the exhibition “Artists’ Books from the Home Museum” (see description below). Food is free and there is a minimal charge for alcoholic beverages (\$2.00 for a glass of wine).

ARTISTS’ BOOKS FROM THE HOME MUSEUM

Curated by Megan Bertagnolli, BA(Hon) History of Art Design and Visual Culture
FAB Gallery, 1-1 Fine Arts Building, University of Alberta

Gallery hours: Tuesday – Friday, 10 a.m. – 5 p.m., Saturday 2 – 5 p.m

Artists’ Books from the Home Museum offers an exciting glimpse into the vanguard of the artist book movement. The artists represented by this exhibition chose to work in this format to afford them the opportunity to have their works seen by a broader audience than traditional art forms like painting or sculpture. This was in part because their works could be circulated outside of the conventional gallery system. While the designation of “book” has been applied to these works, some of these artists manipulate our assumptions about what a book is and make use of the medium to call attention to how we engage with them as objects. Examples of this include Ed Ruscha’s concertina-folded panorama *Every Building on the Sunset Strip* and Bruce Fier’s *Book of Change* which consists of seven lead pages weighing forty pounds each with two wooden crates as the cover.

An online exhibition of *Artists’ Books from the Home Museum* is available at http://exhibits.library.ualberta.ca/streetprint_museum/



Friday, August 29th

9:00-10:15 • PLENARY 6

Room HC L-1
Chair: Patricia Demers
(English and Film Studies,
U Alberta)

RICHARD NILE (CURTIN U)

“The Century Belongs to the Novelist”

Richard Nile has held academic positions at: the University of Queensland, variously as Deputy Director, Executive Director and Director of the Australian Studies Centre (1993-2000); London as Deputy Director of the Menzies Centre (1989-1992); and the UWA and UNSW as a lecturer (1986-1989), before arriving at Curtin University in 2000 as the foundation Professor of Australian Studies and Director of the Australian Studies Centre (2000-2003) and the Australia Research Institute (2004-2008). He was elected to the Royal Society of Arts in 2006 and appointed as the University of Copenhagen’s Distinguished Visiting Professor (Australian Studies) in 2007. Professor Nile edited the *Journal of Australian Studies* for 11 years to 2007 before taking over *Australian Culture and History* (both are rated Class A journals), and has edited and produced the work of hundreds of scholars across approximately 1000 research publications. He co-founded the International Australian Studies Association and the European Australian Studies Association, and created the Australian Public Intellectual Network <http://www.api-network.com>. He serves on editorial boards across Australia, Europe, India, USA and Canada. Professor Nile has published 16 books, including global editions and multiple translations, 40 refereed articles/chapters, 50+ feature articles for national media.

10:15-10:30 • COFFEE

Humanities Atrium

Friday, August 29th

10:30-12:30 • PANEL SESSION 4



A POPULAR FEMINISMS

- Room HC 2-7 Elizabeth Groeneveld (Guelph U): “‘Join the Knitting Revolution’: Third-Wave
Chair: January Lim Feminist Magazines and the Politics of Domesticity”
(U Alberta)
Heidi Laudien (Manhattan College): “The Birth of the Pindarick Lady:
Elizabeth Singer Rowe and *The Athenian Mercury*”
Sarah-Jean Krahn (McMaster): “Neoconservative Colonization of Feminism
on the College Campus: The Independent Women’s Forum ‘Takes Back the
Date’”
Sara Rozenberg (U Toronto): “Nostalgia and Feminist Movements”

B THE BOOK TRADE

- Room HC 2-26 Judy Deuling (Victoria U, Wellington): “The Epigrams of Catullus and Martial:
Chair: Christina Chang Books and Bookselling in Rome 100 BC-AD 100 —Literary topos or
(U Michigan) Literary reality?”
Alison Rukavina (U Alberta): “Hoping for ‘very large sale in Australia’”:
Authors and the Late Nineteenth Century International Book Trade”
James Wallace (McGill): “Popular Print Networks in Eighteenth-Century
Scotland”
Kirsten MacLeod (U Alberta): “Contemporary Popular Print Culture in
France”

C FOLKTALES, MYTHS, LEGENDS, AND NATIONAL ICONS

- Room HC 2-29 Denis Hlynka (U Manitoba): “The Mazeppa Legend in North America”
Chair: Mike Perschon Dave Reynolds (Memorial U): “Superheroes and the Propaganda Monologue
(U Alberta) of the Second World War”
Joanne Elvy (Algoma U): “Elpidio Valdés: Historical Memory in Contemporary
Cuba; the Popularizing of Identity, Nationalism & Belonging”
Somaya Sami Sabry (U Western Ontario): “Which way is East Sheherazade?
Translating Sheherazade in Arab Women’s Writing and Hollywood Cinema”

D POPULAR PRINT AND NATION I

- Room HC 2-30 Oksana Cheyesh (U Alberta): “The Feminine, Power, and Technology in
Chair: Robyn Fowler non-Western Cultures”
(U Alberta)
J. Eric Steenburgen (U Alberta): “Mapping the Populous: Representations of
the Body in 17th century Dutch Print”
Chung-in Im (Sungkyunkwan U): “Re-membering the Past and Re-living
History: The Internet Rallies against US Beef Imports in South Korea, 2008”
Nduka Otiono (U Alberta) “Rumors and the Popular Press in Nigeria:
Transformations and Trans-fictions”

Friday, August 29th

12:30-1:30 • LUNCH



1:30-2:45 • PLENARY 7

Room HC L-1
Chair: Sylvia Brown
(English and Film Studies,
U Alberta)

JOAD RAYMOND (U OF EAST ANGLIA)

“Early Modern Popular Print Culture”

Joad Raymond is Professor of English Literature at the University of East Anglia. He is the author of *The Invention of the Newspaper* (1996), *Pamphlets and Pamphleteering in Early Modern Britain* (2003), and the editor of books on newspaper history and Milton. He has written widely on literature, the book trade, news and political culture. He is presently completing a book entitled *Paradise Lost: Angels and the Early-Modern Imagination*, editing the *Oxford History of Popular Print Culture, vol. 1: Beginnings to 1660*, and editing Milton's Latin prose defences for the forthcoming *Complete Works*, all for Oxford University Press.

2:45-3:00 • COFFEE

BOOK DISPLAY AND SALE

August 28th-30th, Humanities Centre, University of Alberta

A book display and sale will take place at the Humanities Centre in rooms 2-21 and 2-22, running from Thursday August 28 to Saturday August 30. The display/sale will be open to conference goers, festival attendees, and the general public from 9am to 6pm each day. In addition to the popular fiction genres being provided by Audrey's Books and the more academic selections presented by the University of Alberta Press, *On Spec* magazine will be selling their science fiction wares, and Happy Harbor Comics will be featuring a wide array of graphic novels and interesting collectibles. The display/sale will also play host to several visiting authors who will be present for signings, including Bronwyn Storm, Mary M. Forbes, Sarah Jackson, and Sharon Wildwind. The final day of the display/sale will feature an autograph signing session with Janette Oke, noted Christian Romance author, from 11am till noon.

Schedule of Author Appearances

Thursday August 28

9:00-12:00 Bronwyn Storm

12:00-6:00 Bronwyn Storm, Mary M. Forbes

Friday August 29

9:00-12:00 Bronwyn Storm

12:00-6:00 Sarah Jackson, Bronwyn Storm,
Mary M. Forbes

Saturday August 30

9:00-6:00 Sarah Jackson, Bronwyn Storm,

Sharon Wildwind

11:00-12:00 Janette Oke

Friday, August 29th

3:00-4:30 • PANEL SESSION 5



A EARLY MODERN POPULAR PRINT

Room HC 2-7
Chair: Sara Kowalski
(U Alberta) **(Organized by Medieval and Early Modern Institute,
U Alberta)**

Lianne McTavish (U Alberta): "Consuming Midwifery: Early Modern French
Obstetrical Treatises and Their Audiences"

Sara Waurechen (U Alberta): "Splay Feet and Sweaty Bodies: Interacting
with the Uncouth in Weldon's 'A description of Scotland'"

Rosalind Kerr (U Alberta): "Souvenir Programs and Commercial Theatre"

B LABOURING CLASSES AND POPULAR CULTURE

Room HC 2-26
Chair: James Wallace
(McGill) Isobel Grundy (U Alberta): "How Can a Luxury Purchase Be
Popular? Books and Non-privileged Readers in the Long Eighteenth
Century"

Suzanne Rintoul (McMaster): "The Racialization of Woman Abuse in
Nineteenth-Century Street Literature"

Yvon Laplante (U Quebec, Trois-Rivières): "The Myths and Realities
of Cultural Development in Popular Context: The Case of Québec"

**C COMMERCE, CONSUMPTION, AESTHETICS, AND
POPULAR MEDIA**

Room HC 2-29
Chair: Joanne Elvy
(Algoma U) Sidney Eve Matrix (Queen's U): "What Not To Wear Circa 1950:
Tastemakers and Cultural Capital in the Canadian Popular Press"
Paul Fortunato (U of Houston, Downtown): "Oscar Wilde's Journalism:
The Aesthetics of Lying in the *Pall Mall Gazette* and the *Woman's World*"
Mehita Iqani (London School of Economics): "The Mechanics of Gloss:
The Social and Aesthetic Continuity of Paper and Ink in Quasi-public
Spaces"

D VISUAL CULTURE AND PRINT

Room HC 2-30
Chair: Betsy Boone
(U Alberta) Christina Chang (U Michigan): "From Canvas to Yesterday's
Newspapers: The New Ground of Contemporary Painting"
Lian Duan (Concordia U): "Chinese Landscape Motif in Japanese
Erotic Prints"
Joan Greer (U Alberta) "A Step Forward for Women in the Late
Nineteenth-Century? A Male Artist's Decorative Visual Language in
an Early Feminist Periodical"

4:30-4:45 • COFFEE

Friday, August 29th

4:45-6:00 • PLENARY 8

Room HC L-I
Chair: Gary Kelly
(English and Film Studies,
U Alberta)

PAULA EYKELHOF (HARLEQUIN CANADA)

“From Writer to Reader – and Reader to Writer”

Paula Eykelhof is an Executive Editor at Harlequin and MIRA Books. She has been with the company, working in-house, since 1986. She was responsible for running a number of romance series, as well as editing the work of mainstream authors like New York Times bestselling writer Debbie Macomber, with whom she has worked for almost 25 years. She has an MA in English from York University and has also been a researcher at the CBC.

6:30 • GROUP DINNERS AT LOCAL RESTAURANTS

The conference organizers have made group reservations at and will lead excursions to various restaurants in Edmonton. There will be sign-up sheets at the conference information desk. Participants are required to pay for their own dinners.

Saturday, August 30th

9:00-10:15 • PLENARY 9

Room HC L-I
Chair: Gary Kelly
(English and Film Studies,
U Alberta)

ADAM KRIMS (NOTTINGHAM U)

“In What Sense is Hip-Hop Culture ‘Urban’?”

Adam Krims is Professor of Music Analysis at the University of Nottingham. He is author of the award-winning *Rap Music and the Poetics of Identity* and, most recently, *Music and Urban Geography* (Routledge 2007). He specializes in political economy, music recordings, and urban change. He is currently researching classical recordings and spatial design in the context of urban development in Paris.

10:15-10:30 • COFFEE

Humanities Atrium



A MUSIC AND/AS POPULAR PRINT

Room HC 2-7
Chair: Stephanie Yorke
(U New Brunswick)

Larissa Wodtke (U Waterloo): “Does NME Even Know What a Music Blog Is?: The Rhetoric of MP3 Blogs and Social Meaning”
Kenneth A. McLeod (U Toronto): “Mothership Connections: Science Fiction and Afro-futurism in Popular Music”
Katelyn Knox (UCLA) “Coupé-Décalé, the Culture of Opulence, and the Recreation of an African Identity through Popular Music”

B WOMEN READERS: CONSUMPTION AND IDENTITY

Room HC 2-26
Chair: Elizabeth Groeneveld
(Guelph U)

Sarah Jefferies (U Alberta): “Sex and the Television: Reading Home Box Office’s *Sex and the City*”
Melissa Li Sheung Ying (U Alberta): “Romancing the eBook: Reading the Romance in a Digital Culture”
Ada Sharpe (U Alberta): “Let Them Eat Marie Antoinette: Consuming the Queen of Excess”
Melissa Walker (Guelph U): “The School of Hard Knocks: Narrative Strategy and Female Self-improvement in Dinah Craik’s *A Life for a Life*”

C POPULAR PRINT AND NATION II

Room HC 2-29
Chair: Alison Rukavina
(U Alberta)

Leah Skinner (U Alberta): “A New World, A New Narrative”
Daniel Johnson (U Alberta): “Rhetorical Removals in South Edmonton: Media Representations of the Papaschase Cree First Nation”
Maria Staton (Indiana Academy for Science, Mathematics, and Humanities): “The Indian Noble Savage: Patriotism vs. Mercy”
Zach Dubinsky (Canadian Broadcasting Corporation): “A New Look at Crime Comics”

D READERS AND READING

Room HC 2-30
Chair: Sarah-Jean Krahn
(McMaster)

Nickianne Moody (Liverpool John Moores U): “Media Culture, Readers, Booksellers and the Internet: The Decision to Re-stock Romance in Four UK Bookshops”
Emily Perez (U Southern California): “Library Spaces, Gendered Places: The Construction of the Gendered Reader in Libraries”
Robyn Fowler (U Alberta): “A Reading Life: Grandmother’s Notebooks and an Archive of Reading Popular Texts”
Paul Campbell: (U Alberta): “‘I’ll know it when I see it’: Reader Response in Defining Popular Fiction”

Saturday, August 30th

12:30-1:15 • LUNCH



1:15-2:15 • PLENARY 10

Room HC L-1
Chair: Gary Kelly
(English and Film Studies,
U Alberta)

JANETTE OKE (NOVELIST)

Talk and Q&A

Janette Oke lives in Alberta, Canada, and is a writer of historical novels, children's stories, and inspirational gift books. Her first novel, a prairie love story titled *Love Comes Softly* (Bethany House, 1979), was followed by more than 75 other books, which have sold over 23 million copies and been translated into fourteen languages, reaching both religious and general markets. She has received numerous awards, including the Gold Medallion Award; The Christy Award of Excellence; the 1992 President's Award for significant contribution to Christian fiction, from the Evangelical Christian Publishers Association; and in 1999 the Life Impact Award from the Christian Booksellers Association International.

2:15-2:30 • COFFEE

2:30-4:00 • PANEL SESSION 7

A POPULAR POETICS

Room HC 2-7
Chair: Tessa Elizabeth Jordan
(U Alberta)

Barbara Romanik (U Manitoba): "The Ragingly Smart, Rude and Sneaky Urban Guide to Winnipeg: Looking at the Archives of the Aboriginal Winnipeg Writer and Artist Marvin Francis"

Leslie Robinson (U Alberta): "Street Sociable: Edmonton Vernacular Print Culture"

B TENSIONS BETWEEN THE HIGH AND THE POPULAR IN MEDIA, NARRATIVE, AND RECEPTION

Room HC 2-29
Chair: Oksana Cheyresh
(U Alberta)

Patricia Demers (U Alberta): "Testing the Limits of Popularity and Posthumous Publication: Patricia Blondal's *A Candle to Light the Sun*"
Suzanne Bowness (U Ottawa): "Writing Above Reproach: Edmund E. Sheppard's Editorializing Around Popular Literature in *Saturday Night*"

C POWER AND PRINT

Room HC 2-30
Chair: Sarah Jefferies
(U Alberta)

David Buchanan (U Alberta): "Romancing the Skeptron: Popular Literature and Power"
Stephanie Yorke (U New Brunswick): "Stakes on a Plane: Lacanian Paranoia and Popular Media in Ian McEwan's *Saturday*"
Claire Grogan (Bishop's U): "Wield the pen, and shed the ink': Political Cartoons and Thomas Paine's *Rights of Man*"

Writers Festival



Edmonton's first festival for authors, aspiring writers and fans. The programme will include panels, readings, signings and showcases with writers and fans from all genres in popular print. A chance to experience and appreciate why we love what we read and the people behind the stories. The writers festival includes a special autograph party by Janette Oke.

GUEST SPEAKERS • Paula Eykelhof, Executive Editor at Harlequin and MIRA Books. Paula has been with the company, working in-house, since 1986. She was responsible for running a number of romance series, as well as editing the work of mainstream authors like New York Times best-selling writer Debbie Macomber, with whom she has worked for almost 25 years. She has an MA in English from York University and has also been a researcher at the CBC. Session Title: "Publishing your Romance Novel"

Mary M. Forbes, self-published romance author of *Hawk's Gift* and *Alberta Wild Rose*. With the help of a best-selling self-published Canadian author, Forbes decided to self-publish her own manuscripts. She is a graduate of Western University and worked as a professional editor before deciding to write. Session Title: "The Pros & Cons of Self-Publishing"

Janette Oke lives in Alberta, Canada, and is a writer of historical novels, children's stories, and inspirational gift books. Her first novel, a prairie love story titled *Love Comes Softly* (Bethany House, 1979), was followed by more than 75 other books, which have sold over 23 million copies and been translated into fourteen languages, reaching both religious and general markets. She has received numerous awards, including the Gold Medallion Award; The Christy Award of Excellence; the 1992 President's Award for significant contribution to Christian fiction, from the Evangelical Christian Publishers Association; and in 1999 the Life Impact Award from the Christian Booksellers Association International.

Session Title: Booksigning with Janette Oke

Sarah Jackson, graphic designer and illustrator of *A Jam Story* series. She has greeting card designs and illustrations sold throughout North America and illustrated the children's book, *The Shapes That Tessel Ate*, that was selected for the University of Alberta's Coutts Education Collection.

Session Title: "Question and Answer About Book Creation and Illustration"

More ...

Susan MacGregor. Her published work has appeared in *On Spec*, *Northern Frights*, and other venues. In 1998, her anthology, *Divine Realms*, which features seventeen writers from across Canada and the U.S., was published through Ravenstone Press in Winnipeg. Her most recent book, *The ABC's of How NOT to Write Speculative Fiction* was published in 2006 by the Copper Pig Writer's Society. Session Title: "The ABC's of How Not to Write Speculative Fiction"

Stella MacLean is a Harlequin author from Atlantic Canada. Her first novel, *Heart of My Heart* was published by Harlequin in April 2008 and a second title is forthcoming. Session Title: "Publishing your Romance Novel"

Bronwyn Storm, romance writer based in Edmonton. Author of short stories "I Love You a Latte" and "The Genie's Curse" and a novel to be released this winter *Ethan's Chase* by The Wild Rose Press. Session Title: "Writing and Being Published in the Romance Industry"

Diane Walton An editor with *On Spec* since the premiere issue in 1989, and she is currently Managing Editor. She is a published author, with stories on CBC's "Alberta Anthology" as well as in *On Spec*, *Northern Frights*, and *Divine Realms*. Session Title: "The ABC's of How Not to Write Speculative Fiction"

Sandra Ward, Publicist for the Canadian Authors Association Alberta Branch. Sandra will present the workshop "Beginning Your Children's Book." She has written many picture books and is in the process of submitting her latest and patiently waiting for replies.

Sharon Wildwind, author of the Elizabeth Pepperhawk/Avivah Rosen Vietnam veteran mystery series. She also wrote a non-fiction book about her year as a nurse with the US Army in Vietnam and has a mystery-romance series in progress set at a nursing station in Northern Alberta. Session Title: "Avoid the 3rd-Person Myth: Turn Telling into Showing"

Comics Festival



The Comics Festival aims to create a space in which creators, vendors, publishers, fans, and academics can talk, compare experiences, and learn more about the culture, business, and art of comics.

GUEST SPEAKERS • Malcolm “Minister Faust” Azania is the former host of Help TV! and has written two novels: *Coyote Kings of the Space-Age Bachelor Pad* and *From the Notebooks of Doctor Brain*. His CJSR programme, *The Terrordome*, is a venue for political activism and discussion on issues of “Afrikans, their communities, histories, politics and cultures.” Session Title: “Creating Communities”

Jay Bardyla has owned Happy Harbor Comics since 1999 and has since turned it into a hub of comics-related events and culture. He has organised *Pure Speculation* for two years, hosts regular Comics Jams and other community events at Happy Harbor “Volume 1” (downtown), and has appeared on Help TV. Session Title: “Creating Communities”

Rachel Edidin is an assistant editor at Dark Horse Comics, a board member of *Girl-Wonder.org*, and an independent writer, journalist, and scholar. She is a regular contributor to *Sequential Tart* and has most recently been published in *Gulf Coast*. Session Title: “Straddling Fields” & “The Pro Panel”

Andrew Foley is the co-creator/writer of *The Holiday Men*, (with Calgary artist Nick Johnson), *Parting Ways* and *Done to Death* (with DC/WildStorm artist Fiona Staples), among others that have yet to be published (or, in many cases, finished.) In addition to writing, he also edits a number of comics for the Vancouver company Zeros 2 Heroes. Session Title: “The Pro Panel”

Trina Robbins is one of the original underground comix artists of the San Francisco scene in 1960s and 70s. She is a founding member of *Wimmin’s Comics*, a feminist comics anthology that ran from the 70s to the 90s. She has also written critical texts on female cartoonists and characters, including *The Great Women Superheroes* and *Woman and Comics*. Session Title: “Straddling Fields”

Bob Prodor is a local Edmonton illustrator and comic book creator. Notable past work includes gig posters for Green Day, Nirvana and the Misfits, an album cover and comic book for award winning country music artist Corb Lund, and editorial illustrations for *Vue Weekly* news magazine. Bob’s labour of love, however, is his self published comic book, *Wine, Women and Song*. Session Title: “The Pro Panel”

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 Kris Calhoun
 Mark Madsen
 Tram Nguyen
 Jill Shillabeer
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 TIX on the Square
 University of Alberta Conference Fund
 University of Alberta Press
 Virgin Comics
 Women's Studies Program



CATERING Absolutely Edibles Catering & Cafe

CONFERENCE SCHEDULE AT-A-GLANCE

	Wednesday August 27	Thursday August 28	Friday August 29	Saturday August 30		
9:00		Plenary #3 Christine Bold	Plenary #6 Richard Nile	Plenary #9 Adam Krims		
9:15						
9:30						
9:45						
10:00						
10:15		Coffee	Coffee	Coffee		
10:30		Panel Session #2 A. Crime and Print Media B. Fads, Hoaxes, Sensationalism & Hysteria C. Popular Culture and Reading Communities D. Print and Media Technologies	Panel Session #4 A. Popular Feminisms B. The Book Trade C. Folktales, Myths, Legends, & National Icons D. Popular Print and Nation	Panel Session #6 A. Music and/as Popular Print B. Women Readers: Consumption & Identity C. Popular Print and Nation II D. Readers & Reading		
10:45						
11:00						
11:15						
11:30						
11:45		Lunch	Lunch	Lunch		
12:00	Registration Opens					
12:15						
12:30						
12:45						
1:00		Plenary #1 Trina Robbins	Plenary #4 Brian Maidment	Plenary #7 Joad Raymond	Plenary #10 Janette Oke	
1:15						
1:30						
1:45						
2:00						
2:15				Coffee		
2:30	Coffee	Coffee	Coffee	Panel Session #7 A. Popular Poetics B. Tensions Between the High & the Popular in Media, Narrative, and Reception C. Power & Print		
2:45						
3:00	Panel Session #1 A. Print and Image B. Comics and Graphic Novels				Panel Session #3 A. Feminism and Popular Print B. The Book Arts and the Art of the Book C. Collecting & Publishing Popular Print D. Genre Fiction	Panel Session #5 A. Early Modern Popular Print B. Labouring Classes C. Commerce, Consumption, Aesthetics, and Popular Media D. Visual Culture & Print
3:15						
3:30						
3:45						
4:00						
4:15						
4:30		Coffee	Coffee			
4:45	Coffee	Plenary #5 Pierre Gamache	Plenary #8 Paula Eykelhof			
5:00	Plenary #2 Joel Kroeker					
5:15						
5:30						
5:45						
6:00		Reception: FAB Gallery	Group Dinners			

WRITERS FESTIVAL • ROOM HC 2-14

	Thursday August 28	Friday August 29	Saturday August 30
10:00			"Publishing your Romance Novel" with Paula Eykelhof and Stella MacLean
10:30			
11:00			Book Signing with Janette Oke Room HC L-2
11:30			
12:00	"Writing and Being Published in the Romance Industry" with Bronwyn Storm	"Beginning Your Children's Book" with Sandra Ward Room HC L-2	
12:30			
1:00			
1:30			
2:00	"The Pros & Cons of Self-Publishing" with Mary M. Forbes	"Avoid the 3rd-Person Myth: Turn Tell- ing into Showing" with Sharon Wildwind	"Question and Answer About Book Creation and Illustration" with Sarah Jackson
2:30			
3:00	"The ABC's of How Not to Write Speculative Fiction" with Diane Walton and Susan MacGregor		
3:30		"Writing and Being Published in the Romance Industry" with Bronwyn Storm	
4:00			

COMICS FESTIVAL • ROOM HC 2-15

	Thursday August 28	Friday August 29
10:00		
10:30		
11:00		
11:30		
12:00	Comix Battle! hosted by Jay Bardyla	
12:30		
1:00	"Creating Communities" with Minister Faust and Jay Bardyla	"Straddling Fields" with Trina Robbins and Rachel Edidin
1:30		
2:00		
2:30		
3:00		"The Pro Panel" with Rachel Edidin, Bob Prodor, and Andrew Foley
3:30		
4:00		

