

# Reception STUDIES SOCIETY

## 2009 Conference Purdue University

All sessions are in the Stewart Center

Friday

8:30-10: panels

1. Foucault, Reception, and Rhetoric STEW318  
Chair, Phil Goldstein

Hector Amaya  
Media Studies Department,  
University of Virginia  
"Lucia and Foucault on Becoming Political"

Philip Goldstein  
Associate of Arts Program  
University of Delaware  
"From Aesthetics to Reception Theory: Adorno,  
Derrida, Foucault"

Katherine Mack, Ph.D.  
English Department  
University of Colorado, Colorado Springs  
"Public Memory as Contested Receptions of the Past"

2. On-line Resources for Assessing Reception STEW322  
Chair, Yung-Hsing Wu

Timothy Aubry  
Baruch College  
"Amazon and the Politics of Cross-Cultural Empathy."

Cecilia Konchar Farr  
St. Catherine University  
"Let's Talk About Texts: The Evaluative Language of  
Everyday Readers."

Yung-Hsing Wu  
University of Louisiana at Lafayette  
"The Magical Matter of Books: Amazon.com and *The  
Tales  
of Beedle the Bard.*"

A. Robin Hoffman  
Department of English  
University of Pittsburgh  
[ALH73@pitt.edu](mailto:ALH73@pitt.edu)

"*The BFG* and the Spaghetti Book Club: A Case Study of  
Children as Critics"

3. "Reading Race." STEW320  
Chair, Beth Flynn

Kette Thomas,  
Michigan Technological University  
"Traditions of Deception: How Slave Narratives  
Helped to Create Haiti's Restavecs"

Lesley Larkin  
Northern Michigan University  
"Learning to Read: Jamaica Kincaid's A Small Place"

Elizabeth A. Flynn  
Michigan Technological University  
"Receiving" the Lost Girls of the Sudan"

10:15-11:45: panels

4. Medievalisms STEW 318  
Chair, Mark Amsler

Laurie A. Finke,  
Department of Women's and Gender Studies  
Kenyon College  
Martin B. Shichtman,  
Department of English Language and Literature  
Eastern Michigan University  
'Medieval Hauntings: Rituals of the Ku Klux Klan'

Angela Jane Weisl, PhD  
Department of English  
Seton Hall University  
"Confession, Contrition, and the Rhetoric of  
Tears: Medievalism in Reality Television"

Mark Amsler,  
English Department  
University of Auckland,  
"Where's Neo? - Sovereignty and Multilingualism  
in Medievalism and Neo-Medievalism"

5. Genre and Reception STEW320

Chair, Jim Machor

Will Scheibel  
Department of Communication & Culture, Film &  
Media Studies, Indiana University  
"Shadowing Noir: Generic Inflections in the  
Critical Discourse"

Allen H Redmon, PhD  
Assistant Professor,  
English Department  
Tarleton State University-Central Texas  
"How Many Lebowskis are There? Introducing the  
Constructivist Use of Genre"

Jim Machor  
Kansas State University  
"Reading for Realism: Genre and the Reception of  
Late Nineteenth-Century American Fiction."

6. Active Readers On-line STEW322  
Amy Blair, Chair

Joanna Collins  
Department of English  
University of Pittsburgh  
"Heaven Just Got a Lot More Interesting:" Online  
Responses  
to Norman Mailer Obituaries

Jason Bryant  
Dept. of English  
Arizona State University  
"Discriminating Tastes: Reception of Amazon's Top  
Customer Reviewer"

Stacy Erickson  
Department of English  
Manchester College  
"Talking Back to the Canon: Reading Shakespeare and  
Milton  
in the Digital Age"

12-1: lunch

1:15-2:45: STEW322  
Michael Bérubé  
Paterno Family Professor in Literature,  
Pennsylvania State University.  
"What Happened to Cultural Studies?"

Introduction, Philip Goldstein

3:00-4:30: panels

7. "Disaggregating Literary Audiences: Race, Regions, Critics" STEW 318  
Chair, Charles Johanningsmeier

Matthew Davis  
University of Oklahoma  
"In the light of history and experience':  
Charles Chesnutt, *The Colonel's Dream* and the  
Problems of Audience"

Emily Satterwhite,  
Department of Interdisciplinary Studies,  
Virginia Tech  
"Resell Rural America to Americans': Fan Mail,  
Migrants, and Pastoral Nationalism"

Charles Johanningsmeier  
Department of English  
University of Nebraska at Omaha  
"The Potential - and Limitations - of Using Fan  
Mail to Assess Historical Reader Behavior: The Case  
of  
Willa Cather"

Dr. Olga Kuminova  
Abrahams-Curiel Department of  
Foreign Literatures and Linguistics  
Ben-Gurion University of the Negev  
"Committed to Public Care: Reader, Author,  
and the Community in the Reception History of  
*The Sound and the Fury*."

8. Reading Practices: Material Conditions STEW320  
Cecilia Farr, Chair

Thomas McLaughlin CANCELLED  
Department of English  
Appalachian State University  
"Hexis and Hermeneutics: Reading as a Bodily  
Practice"

Jennifer Nolan-Stinson  
Department of English  
North Carolina State University  
"Towards a Life History of Reading"

Derek W. Attig

Department of History  
University of Illinois at Urbana-Champaign  
"Bookmobility"

9. Film/Media: Empire, Wives, Politics STEW322  
Walter Metz, Chair

Jackie Gold  
Department of History  
Emory University  
"The Adventure of Empire" (Indie films)

Mary Beth Haralovich  
School of Media Arts  
University of Arizona  
mbharalo@u.arizona.edu  
"They Also Serve: TV's Military Wives Reach  
Out to Women"

John Howard Wilson  
Department of English  
Lock Haven University of Pennsylvania  
jwilson3@lhup.edu  
"Gandhi vs. Mishima: The Politics of Critical  
Reception"

5:00-5:45: reception/cash bar,  
Purdue Memorial Union, Room 118

6:00-7:30: STEW322  
James Phelan,  
Humanities Distinguished Professor,  
Ohio State University.  
"Rhetoric, Ethics, and Audiences in Fiction and  
Nonfiction: Austen, Didion, and Others."  
Introduction, John Duvall

Dinner on your own

Saturday

8:00-9:00: business meeting

9:00-10:30: panels  
10. "Encoded Trauma: Crisis, Popular Media, and  
Audience Meaning Making" STEW322  
Chair, Walter Metz

Steve Carr  
Department of Communication

Indiana Purdue University at Fort Wayne (IPFW).  
"Eichmann TV"

David Church,  
Department of Communication and Culture  
Indiana University  
"Of Manias, Shit, and Blood: The Reception of  
*Salò* as a 'Sick' Film"

Walter Metz  
Department of Communications  
Southern Illinois University  
"You've gotta be frakkin' kiddin' me!": Science-  
Fiction  
Fandom, Academic Television Studies, and Historical  
Trauma in *Battlestar Galactica*

11. Shakespeare and Milton: Influence, Context,  
Empire STEW318  
Jim Machor, Chair

Andrew Cutrofello  
Loyola University Chicago  
"More things in heaven and earth: The Musical  
Socrates and  
the Melancholy Genius (*Hamlet*)"

Angelica Duran  
English and Comparative Literature  
Purdue University  
"John Milton, Englishman: "Of the Devil's Party" per  
the  
Spanish Inquisition"

Ashley Hetrick  
Department of English  
UI at Urbana-Champaign  
"Accessories / To his bold riot": Audience and  
Empire in John Milton's *Paradise Lost* and the  
Early Modern Travel Narrative

12. Political Impact: Gender, Sexuality, and  
Commodities STEW320  
Chair, Philip Goldstein

Lisa Arnold  
Department of English  
University of Louisville  
"Troubling the Discipline(s): *Gender Trouble's*  
"Complex Historicity" and Feminist Theory"

Tom Hertweck,  
Program for Literature & Environment  
University of Nevada, Reno  
"Commodity Narratives and the Sublime  
Object of Consumption"

Mimi Iimuro Van Ausdall, Ph.D.  
Purdue University  
Department of English  
mvanausd@purdue.edu  
"Literature and Revolution: Lesbian Readers Remember  
the Seventies"

10:45-12:15: panels

13. "Reading Complex Narratives: Issues in Serial  
and Convergence Television Viewing" STEW322  
Chair, Janet Staiger

Kelly Kessler,  
DePaul University,  
"Remember our *Heroes*: Network and Audience  
Negotiation  
of a Series in Crisis"

Sharon Ross,  
Columbia College (Chicago),  
"'OMFG!': The Incorporation of Fan Reception  
Practices  
Into the Marketing and Narrative of *Gossip Girl*"

Susan McLeland,  
University of Texas at Austin,  
"DeadWife's in the Pimp Spot: Reading *American Idol*  
through Extratextual Discourses"

Elana Levine,  
University of Wisconsin-Milwaukee,  
"'What the Hell does TIIC Mean?': Soap Viewing in a  
Transmedia World"

Janet Staiger,  
University of Texas at Austin,  
"Lost in *Lost*: Reading Demands in a Convergent  
Media Era"

14. "Reading and Re-Reading Across Ethnicity in the  
1920s: A Roundtable" STEW318  
Chair, Barbara Hochman

Barbara Ryan,  
University of Singapore,  
"Re-reading the Bible, Revising Ben-Hur:  
The Man Nobody Knows"

Shlomi Deloia,  
Ben Gurion University,  
"Jewish Authors, Mainstream Readers, and the  
Shaping of the the Jewish American 'Problem  
Novel' of the 1920s"

Amy Blair,  
Marquette University,  
Jewish American 'Problem Novel' of the 1920s"  
"Rereading Race for the Great White Way: Show  
Boat's Reception as Novel and Musical."

Matthew S. Hedstrom,  
University of Virginia  
"The Religious Book Club: Marketing Liberalism  
through Print"

Barbara Hochman,  
Ben Gurion University,  
bhochman@bgu.ac.il  
"Nella Larsen's Passing: Racializing Edith Wharton  
in the 1920s"

15. Cultural Others STEW320  
Chair, Edgard Sankara

Edgard Sankara,  
University of Delaware  
"Transnational Reception of paradox in Confiant's  
autobiography"

Olivier Tchouaffe,  
Southwestern University Georgetown.  
"Rue Case-Negres: Exilic Memory, Public Sphere  
and Politics?"

Emily S. Davis  
University of Delaware  
"Questions of Methodology for Transnational Reception  
Studies: Ahdaf Soueif's *The Map of Love*" as Case  
Study"

12:30-1:30: lunch



1:30-3:00: STEW322

Barbara Klinger

Professor of Communication and Culture,  
Indiana University.

"Global **Titanic**: Film Piracy and Transnational  
Reception in Central Asia."

Introduction, Janet Staiger

3:15-4:45: panels

16. Watching Horror STEW322

Chair, Janet Staiger

Joan Hawkins,

Indiana

University Bloomington,

"Psycho Killer, Qu'est-ce que c'est? Watching  
Horror Downtown"

Andy Scahill,

University of Texas at Austin,

"Perverse Pollyannas: The Bad Seed, Revolting  
Children, and the Possibilities of Queer Adoption"

Harry Benshoff,

University of North Texas,

"'Way Too Gay to be Ignored': David DeCoteau's  
Beefcake Boutique Horror Films"

Jeff Sconce,

Northwestern University,

"In the Shadow of the Silent Zombie Majorities"

17. Editions and Readers: Jefferson, Civil War  
Newspapers, Horatio Alger STEW 318

Chair, James Machor

Robert Barnet Riter

School of Information Sciences,

University of Pittsburgh

"Reading Boyd's *The Papers of Thomas Jefferson*:  
An Analysis of Audience Reception through a Study  
of Book Reviews"

Ronald and Mary Zboray

Department of Communication

University of Pittsburgh

"'Tombstones of Time': Readers' Reception of  
Newspapers

on New Year's Day during the U.S. Civil War Era"

Kyoko Amano  
Department of English  
University of Indianapolis  
"Selling 19<sup>th</sup> Century Stories to 20<sup>th</sup> Century Readers"

5:00-6:30: STEW322  
Steven Zwicker  
Stanley Elkin Professor in the Humanities,  
Washington University.  
"The day that George Thomason collected his copy  
of the 'Poems of Mr. John Milton, both English  
and Latin, Compos'd at Several Times'."  
Introduction, Jim Machor

7:00-10:00: banquet dinner  
Dauch Alumni Center

Sunday  
8:30-10:00: panels  
18. Film/Media: Audience, Vids,  
Adaptations STEW322  
Chair, Philip Goldstein

James Paasche  
Department of Communication and Culture  
Indiana University.  
"Recovering Lost Audiences: The Curious  
Case of *Business Screen*"

Tisha Turk  
Department of English  
University of Minnesota, Morris  
"Decoding the Decoders: Vidwatching as  
Participatory Interpretation"

Ildiko Olasz, Ph.D.  
Department of English  
Northwest Missouri State University  
olaszild@msu.edu  
"Pick Up a Book or Go to the Movies? Film  
Adaptations and Student Audience"

19. Readers and Reading: Canada, Serbia,  
Russia, China STEW318  
Chair, Steve Mailloux

Charlotte Templin  
Indiana University  
"Americans Read Canadian Novels: Cultural  
Difference and National Agendas"

Dr. Biljana Djoric-Francuski  
English Department  
University of Belgrade  
"Reception of the Novels by British Nobel  
Prize-Winners in Serbia"

Tatiana Venediktova,  
Department of Discourse and Communication Studies,  
Moscow University  
"Reading Differently as a Cultural Challenge:  
Russian readers and reading since 1990s"

Leo Tak-hung Chan  
Department of Translation,  
Lingnan University, Hong Kong.  
"Through a Glass: The Mediated Reception of  
Translated English Fiction in China, from the  
Eighties to the Present"

10:15-11:45: panels  
20. Narrative and/as rhetoric STEW318  
Chair, Patsy Schweikart

Matt Seybold,  
University of California - Irvine  
"Free Agency & *The Fire Next Time*"

Molly Abel Travis  
Department of English  
Tulane University  
"The NEA's "Big Read" and International  
Relations: The Cultural Service of *To Kill  
a Mockingbird*"

Steve Mailloux CANCELLED  
Loyola Marymount University  
"Receptions of St. Paul's TheoRhetoric,"

21. Literature: authors and readers STEW320  
Chair, Olga Kuminova

Daniel Morris.  
Professor of English and Jewish Studies  
Purdue University,  
"Embarrassing Exposures: Textualizing Images  
to Influence Viewer Reception in Weegee's Naked City"

—  
Benjamin G. Sammons  
Department of English

University of North Carolina at Chapel Hill  
"Chesnutt's Technology for a Warm Reception"

Zita Farkas

University of York, United Kingdom

Taking a Stance: Jeanette Winterson's Influence  
on Her Own Reception

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