Unless otherwise noted, all sessions will take place in the Raynor Library Beaumier Conference Center on the Marquette University Campus.

“A” Sessions will meet in Beaumier Suite A
“B” Sessions will meet in Suite B
“C” Sessions will meet in Suite C
Plenaries will be held in the Beaumier Lobby
Friday September 27, 2013

Registration begins at 8:00 am, Raynor Memorial Library lobby

Session 1: 8:45-10:00 am

Panel 1A: Memory and Audience
Chair: Ildiko Olasz, Northwest Missouri State University
Laura Cala, Pontificia Universidad Javieriana, Bogotá, Colombia, “The New Family Photographic in Facebook as Building of Identity and Memory”
Ilya Kiriya and Serguei Davydov, National Research University Higher School of Economics, Moscow, Russia, “Social Memory of Soviet Union and Multichannel Television Practices”

Panel 1B: Race, Taste, Region: Mid-century Readers Write Back
Chair: Philip Goldstein, University of Delaware
Sarah Gardner, Mercer University, “‘Killer of the Truth’: Lillian Smith, Hodding Carter, and Southern Readers”
Anna Creadick, Hobart & William Smith Colleges “Reading Postwar Readers: Blockbusters, Methodologies, and the Middle Class”
Kathy Roberts Forde, University of South Carolina, “‘A Powerful and Accurate Indictment’: Readers Respond to James Baldwin and The New Yorker, 1962-63”

Panel 1C: Religion, Readers. Identity
Chair: John Curran, Marquette University
Amy Voorhees, University of California, Santa Barbara, “Mary Baker Eddy’s Book: Readers, Revision, and Religion”
Erin Smith, University of Texas at Dallas, “Reading on the Spiritual Left: Amazon.com, Liberal Religion, and Spiritual Seeking in the 1990s”
Monica Mercado, University of Chicago, “A Resort for Readers: Travel, Book Culture, and Religious Identity at the Catholic Summer School of America, 1892-1920”
Session 2: 10:15-11:45 am

Panel 2A: Audience Research in a Global Audience Era
Chair: James L. Machor, Kansas State University
Karen Buzzard, Fairleigh Dickinson University, “Nielsen’s Proposed Acquisition of Arbitron: Will it Quash Innovation and Competition in the Newly-Emerging Cross-Platform US Ratings Industry?”
Juan Carlos Valencia Rincón, Pontificia Universidad Javeriana, Bogotá, Colombia, “More Than a War of Ratings: The Establishment of Audience Research Monopolies in Latin American Media Markets”

Panel 2B: Concepts in Interpretation
Chair: Ranjana Das, University of Leicester
Martin Barker, University of East Anglia, “Prefiguring The Hobbit: From Paratexts to Audiences”
Rafal Zaborowski, London School of Economics and Political Science, “‘Ordinary is Good’—but what does it really mean?”
Ranjana Das, University of Leicester, “The Horizon of Expectations: Revisiting Hermeneutic Theories”
Tereza Pavlickova, Charles University in Prague, Czech Republic, “(Re)imagining the Author’s Role in Interpretation: Audiences’ Interpretation of Authors as a Paratext”
Respondent: Ernest Mathijs, University of British Columbia

Panel 2C: Gender, Sexuality, and the Transnational Reception of Asian and South Asian Literature
Chair: Allison Layfield, Purdue University
Yuhan Huang, Purdue University, “Rhinoceros in Love: Contemporary Theater in China”
Ping Qiu, Purdue University, “From ‘Hooliganism’ to ‘Sexy Cosmopolitanism’: Gender Politics in the Reception of Annie Wang”
Tehmina Pirzada, Purdue University, “Mapping the Urdu/English Trajectory: A Reception Study of Qurratulain Hyder’s River of Fire”
Whit Laga, Purdue University, “Class, Gender, and the City in the Novels of Uzma Aslam Khan and Jhumpa Lahiri”
Plenary Speaker and Bag Lunch: 12:00 pm-1:15 pm
Joan Shelley Rubin, Professor of History, University of Rochester
"Rethinking the Creation of Cultural Hierarchy in America"

Session 3: 1:30-2:45 pm

Panel 3A: Media Reception: Case Studies
Chair: Emily Satterwhite, Virginia Tech
Michael DeAngelis, DePaul University, “The ‘Not Gay Enough’ Reception of Todd Haynes”
Emily Satterwhite, Virginia Tech, “’There just didn’t seem to be any f***ing point to those scenes’: Audience (Mis)interpretation of Hillbilly Horror Films’ Political Critiques”
Janet Staiger, University of Texas at Austin, “Creating the Brand: Hitchcock’s Touch”

Panel 3B: Reading and Diversity
Chair: Philip Goldstein, University of Delaware
Jennifer Freeman Marshall, Purdue University, “’The author arrives at no conclusion’: Receptions of Zora Neale Hurston’s Experimental Ethnography”
Philip Goldstein, University of Delaware, “Toni Morrison’s A Mercy: The Critique of Patriarchy and History’s Lost Opportunities”

Panel 3C: Looking Westward: Region and Reception Beyond New England
Chair: Angela Sorby, Marquette University
Charles Johanningsmeier, University of Nebraska at Omaha, “Who Actually Read Regionalist Fiction—and Why it Matters”
Vanessa Steinroetter, Washburn University, “Walt Whitman’s Western ‘Jaunt’ and Early Reception in the (Mid-) Western Press”
Sydney Bufkin, University of Texas at Austin, “’The grim realities of life’: Reading Frank Norris’s The Octopus in the West”
Session 4: 3:00-4:15 pm

Panel 4A: Media Reception: Meta-Analysis
Chair: Susan McLeland, University of Texas at Austin
Kelly Kessler, DePaul University “A Queer Feeling when I Spit on You: A Reconsideration of Lesbian Gossip in a 21st-Century Online Environment”
Susan McLeland, University of Texas at Austin, “WARNING: SPOILER ALERT: Talking about Television in an age of Asynchronous Viewing”
Sharon Marie Ross, Columbia College “My name is Glinda. And I really am a witch. And can I have another apple?” A Researcher Observing Tween Girls as they observe the TV Focus Group Process”

Panel 4B: Reception History of Feminist Consciousness Raising Novels
Chair: Rebecca Nowacek, Marquette University
Yung-Hsing Wu, University of Louisiana at Lafayette, “Reading and Not Reading The Women’s Room”
Jaime Harker, University of Mississippi, “Feminist Memorabilia and the Construction of the Feminist Reader”
Cecilia Konchar Farr, St. Catherine University, “Bestselling and Consciousness-Raising: Novels, Women, and the Practices of Passionate Reading”

Panel 4C: Reading Practices: Licking, Skimming, and Democracy
Chair: Nancy Glazener, University of Pittsburgh
Gillian Silverman, University of Colorado, Denver, “Becoming our Books: Reception from the Vantage Point of Neurodiversity”
Kristin Matthews, Brigham Young University, “Reading Reading in/of Cold War Metafiction”

4:30-5:45 pm: Plenary Speaker
John Carlos Rowe, Professor of English and American Studies and Ethnicity, University of Southern California
"The Reader Writes Back: Interactivity and the New Dynamics of Reception"
6:00-7:00 pm: Cocktail Reception with Cash Bar
Sponsored by Penn State University Press
In honor of *Reception: Texts, Readers, Audiences, History*

Haggerty Museum of Art, Marquette University Campus
Special Guests: Patrick Alexander and Heather Smith, Penn State University Press

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**Saturday, September 28, 2013**

8:45-9:45 Business Meeting: Alumni Memorial Union room 254, Marquette University

Registration begins at 10:00 am, Raynor Memorial Library lobby

**Session 5: 10:15-11:45 am**

Panel 5A: Fans
Chair: Amy Blair, Marquette University
Leo Rubinkowski, University of Wisconsin-Madison, “Making the Sale on a National Scale: *Motion Picture Story Magazine* and Mass-Circulation Movie Promotion”
Linda Grasso, York College, City University of New York, “Georgia O’Keeffe’s Fan Mail”
Gerry Canavan, Marquette University, “You’re Ruining Everything! Superboy-Prime and the Fan-as-Villain”
Panel 5B: Authenticity, Identity in the Reception of Asian-American Literature
Chair: Patrocinio P. Schweickart, Purdue University
Sijia Yao, Purdue University, “Native Speaker: A Journey Towards American Identity”
Saba Pirzadeh, Purdue University, “We voice’ as Stylistic Innovation in Julie Otsuka’s The Buddha in the Attic”
Hana Lee, Purdue University, “De-Centering the Academy via Amazon in Asian American Literature: The Case of Free Food for Millionaires”
Allison Layfield, Purdue University, “Discomforting Narratives: A Case Study of Nora Okja Keller”

Panel 5C: Early Modern and Victorian Literature
Chair: Diane Hoeveler, Marquette University
Bryan Mangano, University of Iowa, “The Friendship of Books: Reaction to Lawrence Sterne’s Tristram Shandy”
Ann Pleiss Morris, Ripon College, “My pain, still smother’d in my grieved breast / Seeks for some ease’: Early Modern Women Writers and Public Perceptions of Miscarriage”
Shane D. Peterson, Lawrence University, “Reading German Book Illustration as Literary Reception, 1857-1890”
Alana Fletcher, Queen’s University, Ontario, “Cross-Writing the Answers: Late Victorian Receptions of Tom Brown’s Schooldays and The One I Knew Best of All”

Plenary Speaker and Bag Lunch: 12:00 pm-1:15 pm
Ernest Mathijs, Associate Professor of Film Studies, University of British Columbia
"Between Interpretive and Affective Communities: Cultists, the Aesthetic Experience, and Reception Studies"
Session 6: 1:30-2:45 pm

Panel 6A: Mark Twain and his Readers
Chair: James L. Machor, Kansas State University
Philip Goldstein, University of Delaware, “Reading Race and Class in Maria Edgeworth’s *Ennui* and Mark Twain’s *Pudd’nHead Wilson*”
James L. Machor, Kansas State University, "Mark Twain’s Fan Mail, or a Fist Full of Dullards: The Quirky, the Cranky, and the Kooks"

Panel 6B: The Cultural Politics of Critical Reception I
Chair: Corinna Lee, Marquette University
Jennifer Pineo-Dunn, New York University, “How Shopping for Fendi Makes You a Feminist: Or, the Reception of an Arabic Chick-Lit Novel in the West”
Janet Badia, Indiana University-Purdue University Fort Wayne, “Fifty Shades of Misogyny: Rhetoric about Women Readers in the 21st Century”
Genevieve West, Texas Woman’s University, “Re-reading Zora Neale Hurston and ‘The Lost Keys of Glory’”

Panel 6C: Letters to the Editor: Whose Responses Count?
Chair: Ellen Gruber Garvey, New Jersey City University
Barbara Ryan, National University of Singapore, “Write-in Votes for *Ben-Hur* in the 1880s and ‘90s”
Amy L. Blair, Marquette University, “Uncivil Discourse, Philistine Readers, and *The House of Mirth*”
Barbara Hochman, Ben-Gurion University of the Negev, “Readers’ Letters and Generic Norms: Nella Larsen’s Plagiarized Story in the *Forum*”

Session 7: 3:00-4:15 pm

Panel 7A: Contemporary Popular Fiction
Chair: Gerry Canavan, Marquette University
Niall Nance-Carroll, Illinois State University, “How Young are these Adults? The Rise of Young Adult Literature in the Adult Market”
Dorien De Man, KU Leuven/HU Brussel, Belgium, “Female Foreigners: The Reception of Female Authors in Flanders in the Interwar Period (1918-1940)”
Cheyenne Matthews, University of Louisiana at Lafayette, “Books, Bombs, and the Crisis of Time: Reading Obsolescence in *The Twilight Zone*”
Panel 7B: Cultural Politics of Scholarly Reception
Chair: Sarah Wadsworth, Marquette University
Mark Kelley, University of California-San Diego, “‘I wish I had a thread long enough to string on it all these beads that take my fancy’: Reception in Fuller's Summer on the Lakes as Part of an ‘Embeaded’ Anthological Narrative”

Panel 7C: Contemporary Black and White Readers of Historical Black Exploitation
Chair: Genevieve West, Texas Woman’s University
Jennifer Morrison, University of Louisiana at Lafayette, “Black Women Reading The Help: A Study in Identification, Representation, and Resistance”
Kimberly Chabot Davis, Bridgewater State University, “Reading Race in Boston: The Known World and Contemporary Readers of Slavery Fiction”
Lesley Larkin, Northern Michigan University, “'Oh my god... I did this to her': Reader Ethics in The Immortal Life of Henrietta Lacks”

Session 8: 4:30-6:00 pm

Panel 8A: Cultural Politics of Critical Reception II
Chair: Leah Flack, Marquette University
Dana Bisignani, Purdue University, “Narrowing the Frame: Denise Levertov and the American Tradition of the Soldier-Poet”
Tawny LeBouef Tullia, Texas Woman’s University, “The Unsightliness of Anger: Virginia Woolf’s ‘Credo’ Put to Paper and Audience”
Olga Bogdanska, University of Lodz, Poland, “Popular Reception of A Midsummer Night’s Dream in Poland”
Panel 8B: The Materiality of Books
Chair: Gillian Silverman, University of Colorado, Denver
Juliette Wells, Goucher College, “‘Available for Use at All Times’: Alberta H. Burke’s Jane Austen Collection”
Elizabeth Lenaghan, Northwestern University, “Mediated Meanings: How Book Collectors Negotiate their Use of Newer Technologies”
Ildiko Olasz, Northwest Missouri State University, “The Future of Fluid Texts: Processes and Effects of Hypertext Reading”

Panel 8C: Evaluating Reading
Chair: Nancy Glazener, University of Pittsburgh
Margot Stafford, Rockhurst University, “Cosmopolitanism and Early Twentieth Century Home Libraries for Children”
Seth Soulstein, Cornell University, “The Ghost’s Bargain: Holographic Performance, Authenticity, and the Archive”
Ben De Bruyn, KU Leuven, Belgium, “Reading as Craft: Lo-Fi Aesthetics and the Post-Digital Novel”
Tom Toremans, KU Leuven/HU Brussel, Belgium, “Translation as/and Reception: Methodological and Theoretical Reflections”

7:00 pm: Banquet, Wisconsin Room, Doubletree Hotel
Shuttles will be available between the Doubletree Hotel and the Raynor Memorial Library, departing from the Hotel at 8:15am Friday; 8:30am and 9:45am Saturday
Departing from Raynor at 7:15pm Friday and 6:15pm Saturday

Guest Parking is available for a nominal fee at the Marquette University Wells Street Structure, 1240 W. Wells St.

Parking for the Banquet is available at Herzing University, 525 N 6th St.