

# PROGRAM

## NOVEL — SEEMING — GOODS

Future(s) of the Anglophone Novel

INTERDISCIPLINARY CONFERENCE, SEPTEMBER 23 – 24, 2016, MAINZ

contact persons

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information and registration  
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JOHANNES GUTENBERG  
UNIVERSITÄT MAINZ





The interdisciplinary conference *Novel — Seeming — Goods* explores the futures of the anglophone novel at the intersections of content, form, production, and distribution. The conference takes its title from a line in Fredric Jameson's 1991 groundbreaking study *Postmodernism*. 25 years after Jameson's work, in an epoch perhaps after postmodernism, this international conference brings together scholars from English and American literary studies and Book Studies with the aim of discussing several questions related to the possible combinations of the terms in the conference title. What does the novel, understood as a preeminent literary form, look like today, in an age of again-increasing anxiety over its role as a cultural capstone? What are we to make of its connection with its often-proclaimed replacement by novel-seeming texts like graphic novels or TV series, especially when those cultural forms so frequently refer back to the novel for their own prestige? What happens when these concerns are confronted with the question of the novel-as-good, the novel as both a commodity and an increasingly complex digital and physical artifact in this age of media convergence? And finally, what about the possibility that in many instances, celebrated formal and thematic innovations are only seemingly goods, or explicitly novel-seeming goods—that is to say, what is the practical context in which referencing the novel remains a crucial step in sales, or in which the novel's character as a good becomes more complicated (as in the sale of digital novels, in the production of free web novels, and other contemporary phenomena)? We will discuss these questions with a view to answering the question of the novel's future as a form and as an object both.

Thursday September 22, 2016

Friday September 23, 2016

## BEGINNINGS

Thursday September 22, 2016

19.00 INFORMAL GET-TOGETHER

Friday September 23, 2016

09.00 OPENING REMARKS

Tim Lanzendörfer / Corinna Norrick-Rühl (U Mainz)

## SECTION "NOVEL"

**EXPLORATORY NOTE 09.30 – 10.30**

Katy Shaw (Leeds Beckett U) *The Country and the City*  
*Redux: Mapping Contemporary Britain in the C21 Novel*

**SHORT BREAK**

**PANEL 10.45 – 13.00**

Jeremy Rosen (U Utah) *Shakespeare, Novelized: Hogarth, Symbolic Capital, and the Literary Market*

Patrick Gill (U Mainz) *Mind the Gap: The Contemporary Literary Novel and Conspicuous Absences*

Mathias Nilges (St. Francis Xavier U) *Still Life with Zeitroman: The Time of the Contemporary American Novel*

**LUNCH BREAK**

## SECTION "NOVEL-SEEMING"

Saturday September 24, 2016

## SECTION "NOVEL GOODS"

### 14.00 – 15.00 EXPLORATORY NOTE

Stephen Shapiro (U Warwick) Speculative Histories and Post-Capitalist Realism: The New Narrative's Search for a Usable Past

### SHORT BREAK

### 15.15 – 17.30 PANEL

Clemens Spahr (U Mainz) The Great American Non-Fiction Novel: Contemporary Literary Journalism and the Book Market

Philipp Löffler (U Heidelberg) Aesthetic Experience & The Consumption of Serial Art: Quality TV vs. the Novel

Julia Round (Bournemouth U) *Sandman*, Aesthetics and Canonisation

### 19.00 CONFERENCE DINNER

### EXPLORATORY NOTE 09.30 – 10.30

Claire Squires (U Stirling) Sensing the Novel / Seeing the Goods

### SHORT BREAK

### PANEL 10.45 – 13.00

Jessica Pressman (San Diego State U) Bookishness

Julia Panko (Weber State U) Auratic Facsimile: Mark(et)ing the Print Novel in the Age of Digital Reproduction

Melanie Ramdarshan Bold (U College London) Indie Publishers and the Contemporary Literary Marketplace

### LUNCH BREAK

## SECTION "SEEMING GOODS"

### 14.00 – 15.00 EXPLORATORY NOTE

Günter Leypoldt (U Heidelberg) Literature's Symbolic Economies

### SHORT BREAK

### 15.15 – 17.30 PANEL

Ann Steiner (Lund U) 'Selling' Literature: Cultivating Book Buzz in the Digital Literary Sphere

Alexander Starre (FU Berlin) The Small American Novel: Reading, Marketing, and Evaluating the Short Book Today

Jim Collins (U Notre Dame) Novel-as-Good, Good Novels, Better eReaders

17.30 END OF CONFERENCE, RECEPTION (sponsored by SHARP)



# CONTACT & LOCATION

[WWW.MEDIENKONVERGENZ.UNI-MAINZ.DE/MAINZMEDIAFORUM](http://WWW.MEDIENKONVERGENZ.UNI-MAINZ.DE/MAINZMEDIAFORUM)

[WWW.NOVELSEEMINGGOODS.UNI-MAINZ.DE](http://WWW.NOVELSEEMINGGOODS.UNI-MAINZ.DE)

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