

RECEPTION STUDY SOCIETY

FIFTH BIENNIAL CONFERENCE

**MARQUETTE UNIVERSITY,
MILWAUKEE WISCONSIN**

*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

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MARQUETTE
UNIVERSITY

Graduate School



KLINGLER

College of Arts & Sciences

MARQUETTE UNIVERSITY



MARQUETTE
UNIVERSITY

English Department

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 Javeriana, 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

Matthew James Vechinski, Virginia Commonwealth University, "Encountering Ethnic American Writers in Short Fiction from Popular Magazines: The Appeal of Amy Tan's *The Joy Luck Club*"

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



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"

David Church, Indiana University, "The World According to *Adam*: Sexploitation Cinema, Fan Magazines, and Publicity of a Changing National-Sexual Imagination"

Panel 5B: Authenticity, Identity in the Reception of Asian-American Literature

Chair: Patrocínio 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

Kinohi Nishikawa, University of Notre Dame, "The Archive and its Secrets: Reading, Research, and the Idea of Authorship"

Meridith Kruse, The New School for Social Research, "Assessing the Ethics of Judith Butler and Eve Sedgwick's Response to Willa Cather"

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"

Amanda Watson, New York University, "Creating a Canon of Sentimental Verse: Nineteenth-Century American Readers and their Commonplace Books"

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.