

Friday, July 1
Room: JK 33/121

- 09.00 Dr. Claudia Löschner (Stuttgart),
“Schöne Bücher, schöne Menschen:
Buchausstattung als Programm in
der praktischen Ästhetik des Schiller-
Urenkels Alexander von Gleichen-
Russwurm (1865–1947)”
- 10.00 Stefanie Martin (Mainz), “The Reflec-
tion of the Societal Status of the
Book in Foreign Cultural Policy
Due to its Material Characteristics”
- 11.00 Break
- 11.30 Laura Rivas Gagliardi (FSGS),
“Kontraste des brasilianischen Buch-
markts in den letzten fünf Jahren”
- 12.30 Break
- 13.30 Dr. Anthony Enns (Dalhousie), “Com-
ic Books vs. Graphic Novels: Com-
modity Forms and Cultural Prestige”
- 14.30 Dr. Christian A. Bachmann (Berlin),
“Consume and/or Destroy! The Semi-
otics, Materiality, and Meta-Mediality
of Comics in Print”
- 15.30 Break
- 16.00 Anna Rick (Siegen), “Notebooks:
On the Materiality of Wolfgang
Herrndorf’s *Arbeit und Struktur*”
- 17.00 Katharina Warda (FSGS), “Narrative
Industries: Weblogs between Art,
Economies and Social Status”
- 18.00 Closing Remarks

Location

Freie Universität Berlin
Friedrich Schlegel Graduate School
Habelschwerdter Allee 45
D-14195 Berlin

Transportation

U3 Thielplatz
S1 Lichterfelde West
Bus 101 from Breitenbachplatz (Löhleinstraße)
Bus X83 from Rathaus Steglitz (Dahlem Dorf)
Bus X11 from Schöneweide (Hittorfstraße)



Contact

Anthony Enns (anthony.enns@dal.ca)
Bernhard Metz (bernhard.metz@fu-berlin.de)
<http://www.geisteswissenschaften.fu-berlin.de/friedrichschlegel/aktivitaeten/Workshops/Consumerism/index.html>

Consumerism & Prestige

The Materiality of Literature in the Postindustrial Age



FRIEDRICH SCHLEGEL
GRADUATE SCHOOL
of Literary Studies

June 30–July 1, 2016

Thursday, June 30 Room: JK 33/121

- 13.00 Opening Remarks
- 13.15 Dr. Andrew Patten (Erfurt), “Excessive Literature and Material Scarcity: The Literary Anthology around 1800”
- 14.15 Dr. Christoph Rauen (Kiel), “Ludwig Tieck, Paperbacks, and the Novella Craze”
- 15.15 Break
- 15.45 Laura Hatry (Madrid), “Ebook Collections as an Opportunity to Recover Unpublished or Forgotten Texts”
- 16.45 Bernhard Metz (FSGS), “The Book and the eBook: Materiality and Book Design in the Works of Junot Díaz”
- 17.45 Break

Evening Lecture Room: KL 32/202

- 18.15 Prof. Dr. Arthur Jacobs (FU Berlin) and Prof. Dr. Massimo Salgaro (Università degli Studi di Verona/MPI for Empirical Aesthetics Frankfurt), “Lost in (e)Books? Studies on the Cultural Status of Books and (Neuro-) Psychological States of Reading”
- 20.00 Reception

Consumerism & Prestige The Materiality of Literature in the Postindustrial Age

This workshop will explore the relationship between consumerism and prestige by examining how the material properties of books (covers, binding, typography, paper stock, etc.) reflect and influence their cultural status. In the nineteenth century, for example, the industrialization of print democratized literature by making books available to a mass reading public, yet the increased demand for new content also lowered the cultural entrance level, which resulted in a tremendous expansion of popular or trivial literature as well as a wide range of cheap formats, such as dime novels, pulp magazines, and paperbacks. These developments were perceived as a threat to the literary elite, who relied on material distinctions as a way of securing their cultural authority. Some publishers also began to mimic the conventions of exclusiveness through deluxe editions that sought to preserve the highbrow status of literature as a marker of class distinctions. In many cases, the distinctions between highbrow and lowbrow taste had little to do with the content of the texts themselves, given that books more often functioned as markers of socioeconomic status, like clothing or home décor.

At the risk of being provocative, one might even go so far as to say that since the eighteenth century the concept of literary taste has been more closely related to fashion sense than critical judgment, although this claim clearly challenges the hermeneutic and philosophical traditions upon which these cultural distinctions rely for their continued relevance. This same process also informs contemporary debates concerning digital media, as cultural distinctions are now being reconfigured through new forms of electronic display in the postprint era.

The workshop will address this provocative claim by examining how the tensions between consumerism and prestige reflect fundamental historical changes with regard to the development of technology, literacy, and social power. Participants will explore how the cultural status of literary texts can be understood as an inherent consequence of their material form, which often changes the value of texts that are otherwise experienced as more or less prestigious.

All talks are free and open to the public.