

2012-2013 SHARP North American Liaisons Activity Report

Eleanor F. Shevlin, North American Liaison Coordinator
June 30, 2013

In 2012-2013 SHARP added five new affiliate societies:

- Bibliographical Society (Eric Nye)
- College Book Art Association (Kathleen Walkup)
- Implementing New Knowledge Environments Project [INKE] (Ray Siemens)
- Rare Books and Manuscripts [RBMS] (Richenda Brim)
- Reception Study Society (Barbara Hochman)

None of the new liaisons had anything to report this year, but Barbara Hochman will be representing SHARP at the fifth biannual conference of the Reception Study Society at Marquette University, Milwaukee, WI, 26-29 September 2013. Richenda Brim wrote that she is planning a SHARP-sponsored panel for next year's RBMS. Eric Nye responded that he will have more activities for next year, but that he has already begun outreach.

The liaisons for the two affiliate societies added last year have been quite active.

- Melissa Makala, liaison to the **South Atlantic Modern Language Association (SAML A)**, organized an extremely successful SHARP panel for the 2012 SAML A and secured three new SHARP members in the process. Plans are also well underway for next year's SHARP panel, "Making Meaning in American Print Culture," which promises to be equally successful. Prof. Makala's full report appears below.
- Alea Henle, liaison to the **Society for American Archivists (SAA)**, devised the idea of having two roundtables devoted to cross-interdisciplinary exchange for SHARP's inaugural activity with SAA. To foster further exchange, one roundtable was proposed for the SHARP 2013 conference in Philadelphia this July and the second as a follow-up at the Society of American Archivists 2013 conference in New Orleans this August.

SAA Proposal:

Archivists, librarians, historians, literary scholars, and other agree on the transformative power of digitization initiatives. At the same time, recent scholarship, not least *Preserving the Past* by Francis X. Blouin, Jr., and William G. Rosenberg, indicates the existence of distinct professional and disciplinary differences concerning the collection and preservation of historical materials. These differences contribute to varying approaches to the role, design, and functionality of digitization. This is particularly true of scholars of book history (more largely the history of reading, authorship, and publication), who are often concerned with the materiality of written items. This panel will bring together scholars and practitioners representing a variety of disciplines and profession, each with experience in the design and/or use of digital projects. The panelists and audience will discuss aspects of digitization including the back-end design and functionality of digitization projects, archival processing and arrangement, and the intersection of materiality with digital description.

The proposed panel is intended as part of a two-panel, cross-association exchange. The other panel, "Book History and Digitization: A Cross-Profession Discussion," is proposed for the July 2013 meeting of the Society for the History of Authorship, Reading, and Publishing, and will have an overlapping array of panelists. Together, the panels will facilitate interaction between related constituencies (archives, library science, history, literature, American studies) with common interests and different disciplinary and professional training.

Neither roundtable was guaranteed. To help ensure at least one would take place, I consulted with Alea about offering the SHARP event a pre-conference activity and then worked with the SHARP 2013 Conference Committee to present this roundtable as part of the pre-conference program. The committee agreed, and it is one of the paid events. The roundtable proposal for SAA has been accepted, so both will run. Chairing both

SHARP 2013 Roundtable Participants:

Mark A. Greene, Univ. of Wyoming
Melissa Homestead, Univ. of Nebraska
A. Mitchell Fraas, Univ. of Pennsylvania
Jen Rajchel, Tri-College Digital Humanities initiative
August Imholz, Jr., Readex (retired)

SAA 2013 Roundtable Participants:

Andrew Stauffer (director of NINES)
Vickie Mayer (communication Studies scholar, Tulane Univ.)
Gina Costello (head, Louisiana State Univ. archives' digital division)
Zach Vowell (digital archivist, Univ. of Texas, Austin)
Jess Linker (history PhD candidate, Univ. of Connecticut with computer science background & experience w/website design)

Entering their third year as co-liaisons to the **American Historical Association (AHA)**, Robb Haberman (University of Denver/Indpt. scholar) and Jessica Linker (University of Connecticut) continue to provide energetic work to promoting SHARP.

Unlike our other affiliate relationships, having a presence at AHA conferences is fairly expensive. To run the SHARP panel at the AHA 2013 conference, the Society incurred the following expenses:

SHARP banner:	\$ 80.00
Video Equipment:	\$ 405.53
Table Rental:	\$ 30.00
Mailing	\$ 21.05
Program Listing	\$ 110.00
Total	\$ 646.58

The costs of the banner and mailing it are one-time expenses, but SHARP will need to pay for the table rental, program listing, and mailing of other promo materials each year that it participates. This coming year the panel will not require video equipment. Yet, I had discussed with the Leslie and Ian about purchasing a portable projector, and this possibility was on the table for the EC meeting this year. However, at the AHA liaison meeting Jessica inquired about bringing one's own equipment and was informed that the hotels will not allow us to do so.

While a full report, complete with a handsome picture of the SHARP-AHA table, appears below, I offer a few remarks here. This year's SHARP panel, "Moving Pictures: Politics and the Transnational Circulation of Images in Print," featured a rich line-up, and Georgia Barnhill as the chair and Bob Gross as respondent. Although the audience was small—fifteen or so in attendance—the discussion was lively following the presentations. For the 2014 AHA Conference, Jessica and Robb sought a topic and format that would attract a broader audience. The roundtable, "Comics and the History of the Book," "aims to explicate how a book history approach to comics, broadly construed can enrich our understanding of this medium. The speakers will emphasize the evolution of comics since the early twentieth century." The lineup features presenters from various disciplines and countries and will be chaired by Georgia Higley of the Library of Congress. In keeping with their proactive approach to their liaison role, Jessica and Robb have also arranged to have SHARP-sponsored tours of the Library of Congress during the conference, and also have presented the roundtable to the AHA organizers as one whose appeal to the general public deserves the attention of AHA publicity machine for such offerings. Thus, far it seems that the roundtable will indeed be publicized more broadly by AHA.

Ezra Greenspan has stepped down as the SHARP liaison to the **American Literature Association**, but we have not yet been able to find a replacement. It is hoped we'll have one in place by this fall. Similarly, we are still searching for someone to replace Caroline Duroselle-Melish as SHARP's liaison to the Bibliographical Society of America.

emails for quite a while. This past fall he was replaced by Casey Smith. Casey has been distributing promotional material at APHA national and regional gatherings, and he will seek more ways to promote SHARP in the coming year.

Michael Everton is no longer doing work on romanticism, and thus we are searching for a replacement liaison for the **North American Society for the Study of Romanticism**.

Melanie Kimble is not attending SHARP this year, but she continues to promote SHARP at the **Library History Round Table, American Library Association**. Similarly, our exchange of promotional materials continues with the **Research Society for Victorian Periodicals**.

As for the **Renaissance Society of America (RSA)**, Sarah Werner posted a CFP for SHARP panels that she and Adam Hooks are organizing for RSA 2014. Here is the copy of the call for the RSA 2014 SHARP panels:

The Society for the History of Authorship, Reading & Publishing (SHARP) will sponsor a series of panels at the Renaissance Society of America's annual meeting in New York City, 27-29 March 2014. SHARP @ RSA brings together scholars working on any aspect of the creation, dissemination, and reception of manuscript and print and their digital mediation.

For the 2014 conference, we are soliciting papers that address the issues of fragmentation and gathering, broadly conceived, in early modern English and/or Continental books and manuscripts. We invite submissions that consider one or more of the following topics:

1) Fragments: How does the production and survival of texts as discrete material objects shape our understanding and use of them? We might think of fragments in terms of how texts were made (pieces of type, leaves of paper) or in terms of how they are experienced today (surviving fragments).

2) Gatherings: How does the grouping of discrete objects into collections of more or less coherence shape our understanding and use of textual objects? Gathering might take the form of the minute to large scale (quires of paper, sammelband, libraries).

3) Fragments and Gatherings: How do fragments turn into gatherings? When do gatherings break down into fragments? What sort of study of book history and material textuality is engendered by these moves?

Please send a 150-word abstract and a one-page CV to Adam Hooks (adam-hooks@uiowa.edu) and Sarah Werner (swerner@folger.edu) by June 7th (note that this is earlier than the RSA's own deadline).

All participants must be current members of both RSA and SHARP.

For details of RSA 2014, see <http://www.rsa.org/?page=2014NewYork>; for more information on SHARP, see <http://www.sharpweb.org/>

SHARP sponsored five, well-attended sessions at the 2013 **American Society of Eighteenth-Century Studies (ASECS)** annual meeting, and we have two CFPS (with hopes of once again offering multiple sessions of each topic) at the 2014 conference. Erin Smith organized yet another a successful SHARP panel at the 2012 The **American Studies Association (ASA)** meeting in Baltimore, Maryland and is looking to repeat that success at the 2013 meeting in Washington, DC. Greg Barnhisel also continues his hard work, having organized two panels at the **Modern Language Association (MLA)** 2013 conference and a third "unofficial one" (affiliates are limited in the numbering of panels they can officially sponsor) and hosting, with Lise Jalliant, an informal get-together for drinks afterwards. The SHARP cork coasters served as a good lead-in for invitations; another set of excellent panels have been proposed for

MLA in order to renew our status as an affiliate. See below for full liaison reports for all three of these societies.

Promotional Material Costs

Bookmarks (2,000)	\$ 235.71
Brochure – design	\$ 500.00
Brochure –printing (2,000)	<u>\$1,888.92</u>
Total:	\$2,3624.63

Mailing Costs

RBS-California	\$ 12.35
Nancy, France	\$ 59.95
Victoria, BC Canada	\$ 25.95
Germany	\$ 18.60
MLA	\$ 11.35
AHA	\$ 21.05
Bookmarks	\$ 5.80
Mailings	<u>\$ 60.95</u>
Total	\$ 216.00

Crane thank-you note stationery and postage are additional costs not included here.
See AHA above for costs specific to that affiliate society

Individual Liaison reports

SHARP Liaison for the American Historical Association Report 2013

The SHARP Affiliate Panel *Moving Pictures: Politics and the Transnational Circulation of Images in Print* took place at the American Historical Association Annual Meeting in New Orleans, January 3-6, 2013. The panel consisted of the following participants:

Chair: Georgia B. Barnhill, Center for Historic American Visual Culture, American Antiquarian Society

Papers:

1. The British Influence on American Caricatures, 1790-1820 *Allison M. Stagg*, The Metropolitan Museum of Art
2. Appropriated Ironies: The Translation and International Circulation of Chinese National Humiliation Maps during the Early Twentieth Century, *Liangyu Fu*, University of Pittsburgh
3. Carlo Abate and the Art of the *Cronaca Sovversiva*, *Andrew D. Hoyt*, University of Minnesota

Comment: Robert A. Gross, University of Connecticut

The panel created a forum for scholars of book history to discuss how the economies, technologies, and circulation of visual imagery in print played an important role in shaping political culture in the period 1790-1918. Building on Arjun Appadurai's concept of *mediascape*, this panel explored how transnational processes of reproduction, recycling, and appropriation expanded the political uses to which maps, satirical prints, and periodical engravings could be put to use. The panel theme was designed to attract

range of scholars including those interested in political history, visual and material cultures, and history of the book. The panel was attended by approximately fifteen AHA participants and generated a lively discussion and question and answer session in its aftermath.

Sharing a collective focus on the transnational circulation of images in print, the three papers highlighted the role of visual culture in ideological and nationalist endeavors. Allison M. Stagg's investigation of satirical prints drew attention to the transatlantic dimensions of visual humor in the late eighteenth and early nineteenth centuries. Stagg reconstructed the "golden age of satire" in the Anglo-American world through her analysis of William Cobbett and Charles Peirce, a printer and a bookseller, operating in the northeastern United States. Her research showed that the work of Cobbett and Peirce popularized British caricature among the American public and left a distinct imprint on the political culture of the early Republic.

Caricature, in the form of cartographical representations, provided the thematic foundation for Liangyu Fu's study of Chinese nationalism in the early 1900s. Fu focused on the translation and dissemination of two so-called "humiliation maps," which depicted China's defeat in the Opium Wars and the Sino-Japanese War. Originating as British and Japanese productions, these maps were later featured in the Chinese periodicals *Alarm of Russian Invasion (Eshi Jingwen)* and *New Reports of China (Zhongguo Xinbao)*. As Fu concluded, they contributed to the cultivation of a national identity based on loss, shame, and victimhood. Andrew D. Hoyt also looked at early twentieth-century periodicals and politics in his examination of the *Subversive Chronicle (Cronaca Sovversiva)*, an Italian-language anarchist newspaper based in New England that reached readers throughout the Atlantic world. Analyzing the engraved portraits produced by the paper's printmaker Carlo Abate, he connected the types of engraving favored by Abate with the anarchist aesthetics of human labor. Hoyt surmised that the artisanal processes involved with visual production not only conveyed key radical ideas and information but also constituted an important political statement that asserted the dignity of labor in an age of increased mechanization and unskilled work.

With their respective emphases on the transnational circulation of prints, maps, and engravings, these three papers challenged us to look beyond the printed word and national framework to consider how the global flow of visual imagery constructed spatial communities and political ideologies in the modern era. Rounding out the panel, Georgia B. Barnhill, the Director of the Center for Historic American Visual Culture at the American Antiquarian Society served as panel chair and Robert A. Gross, the Draper Professor of Early American History at the University of Connecticut provided comments.



Liangyu Fu presenting her paper, American Historical Association 2013.

The SHARP Affiliate Roundtable Panel Comics and the History of the Book will take place at the American Historical Association Annual Meeting in Washington D.C., January 2-5, 2014.

Chair: Georgia Higley, Library of Congress

Speakers: William Boerman-Cornell, Trinity College, Palos Heights
Gail Edwards, Douglas College
Sylvain Lesage, Université Versailles Saint-Quentin en Yvelines
Carol Tilley, University of Illinois at Urbana-Champaign
Donna White, Arkansas Tech University

Comment: The Audience

For the 2014 AHA Conference, we decided to adopt a topic and format that would attract a broader audience. We are also pleased that we have an interdisciplinary and international panel with speakers representing History, Cultural Studies, and English Departments and hailing from Canada, France, as well as the United States.

In recent years scholars have investigated the significance of comic books and graphic novels. This roundtable aims to explicate how a book history approach to comics, broadly construed can enrich our understanding of this medium. The speakers will emphasize the evolution of comics since the early

distribution, advertising, comics and gender, audience, legitimacy of the medium, production technologies, non-linear reading, aesthetics and format, censorship and copyright.

During the liaisons meeting that took place in New Orleans, the American Historical Association informed us that they intended to publicize affiliate panels of interest to the general public. As we believe this panel to fit the AHA's description, we will pursue this extra advertising. Similarly, we hope that the AHA will promote SHARP-sponsored tours of the Library of Congress. These will take place on Friday morning of the 2014 conference. We anticipate making similar arrangements with New York Public Library's Manuscripts and Archives Division for the 2015 conference.

We maintain a social media presence on Twitter (@SHARPatAHA) and Facebook (<https://www.facebook.com/SHARPatAHA>), the Facebook page being the more successful of the two. Before, during, and after the American Historical Association conference we update followers regarding liaison activities. We also run an affiliate table during the conference. This is our most effective recruiting tool. The SHARP table banner, which is new this year, proved to be an excellent investment since it helped distinguish us from the surrounding tables. The SHARP coasters were extremely popular and attracted people to our table. We would like to have more coasters or a similar giveaway item for the 2014 conference.



The SHARP affiliate table, American Historical Association 2013

The AHA billed us for A/V equipment extremely late this year. We addressed this at the liaisons' meeting in New Orleans. The AHA is looking into both the cost and the timing of this. They said they would consider eliminating the A/V fees in the future. For now, we should be aware that the cost will vary year to

We considered purchasing a projector as an alternative, but the AHA stated that we cannot bring in our own equipment because it would violate their contract.

The AHA website redesign is still under construction. They anticipate having webspace for affiliate societies, but it is not clear what this will look like and how they expect us to use it. Once again, they asked us to think about how the affiliate societies and the American Historical Association could mutually benefit each other. To further this discussion, the affiliate society representatives suggested setting up a listserv to discuss affiliate-related issues before the conference.

For future reception planning, it would be helpful to know how many SHARP members are also members of the AHA.

SHARP Liaison Report, American Society for Eighteenth-Century Studies (ASECS) Submitted by Eleanor Shevlin, June 30, 2013

For 2013, SHARP issued calls for three sessions. Two of these were co-sponsored by the Bibliographical Society of America. By joining forces with the BSA, we were able to obtain multiple sessions of these two calls. Here are the proposals for all three sessions:

Continuity and Change in Religious Readerships

Chair: Anna Battigelli

Religious books—devotional, doctrinal, and controversial—constituted the largest segment of the printed book market during the long eighteenth century and supported a large variety of religious communities. New pressures on reading were accompanied by shared points of contact between different denominations, particularly as older devotional practices were recycled into new ones. Catholic devotional texts were recycled into Protestant devotional texts, and a bestseller like *Pilgrim's Progress* was adapted for a variety of readerships. This panel explores continuity and change between older and newer devotional reading practices as documented in devotional books, religious trade practices, purchasing habits, catechisms, catalogues, biblical commentaries, inscriptions and marginalia, charitable organizations, and other aspects of the religious book trade. Visual illustrations are welcome.

Periodical Culture during the Long Eighteenth Century (with BSA)

Chair: Rodney Mader

This panel will focus on current work addressing any aspect periodicals of the long eighteenth century. Proposals may examine periodical culture as it relates to a particular country or as it relates to transnational exchanges. Participants may also choose to focus on particular periodicals or topics as they relate to periodical culture, such as music, science, philosophy, or literature. Alternatively some may wish to address commercial aspects of periodical culture and take up matters such as the production, circulation, and reading of periodicals during this time period.

EEBO, ECCO, and Burney as Tools for Bibliography and Book History: A Roundtable (with BSA)

Organizer: Eleanor Shevlin Chairs: Eleanor Shevlin and Anna Battigelli

ProQuest's Early English Books Online (EEBO) and Gale's Eighteenth-Century Collections Online (ECCO) and its Burney 17th- and 18th-Century Newspaper Collection are transforming the landscape of eighteenth-century scholarship and teaching. While these commercial databases are well known for affording unprecedented access to early modern works, their full potential has yet to be realized. Aimed at advancing these tools' usefulness, this roundtable seeks four to five ten-minute presentations that demonstrate ways in which these textbases can further work in book history and bibliography. Possible topics include using EEBO, ECCO, and/or Burney textbases to uncover, amend, or enhance information about the creation, production, circulation, or consumption of texts in the long eighteenth century; employing these tools to illustrate the importance of bibliographical knowledge and practices; applying their search capabilities to trace details about authors, printers, booksellers, paratextual elements, distribution networks, illustrations, translators, and

reconfiguring the methodologies and research practices of book historians and bibliographers. Presentations that focus on EEBO Interactions (EI), a scholarly networking forum available to both EEBO subscribers and nonsubscribers, are especially welcomed. So too are examples of classroom exercises, course assignments, or advanced undergraduate or graduate seminars designed around one or more of these databases.

The calls resulted in strong submissions, and we were able to run five sessions:

**American Society for Eighteenth-Century Studies 2013 Conference (ASECS)
Cleveland, Ohio 3- 6 April 2013**

- 1) **Friday, April 5, 2013, 11:30 a.m. – 1 p.m. (20 attendees)**
117. “Science and British/American Periodical Culture During the Long Eighteenth Century” (The Bibliographical Society of America / (Society for the History of Authorship, Reading, and Publishing—SHARP) *Holden*
Chair: Rodney MADER, West Chester University
 1. Cambridge Ridley LYNCH, City University of New York Graduate Center, “Author(iz)ing Science: The Language of Professionalization in the Transactions of the American Philosophical Society, 1769–1830”
 2. Carla MULFORD, Pennsylvania State University, “Benjamin Franklin’s Electrical Diplomacy”
 3. Franklin PARKS, Frostburg State University, “Science, Pseudoscience, and the Readership of Early English Periodicals”

- 2) **Friday, April 5, 2013, 4:15 – 5:45 p.m. (24 attendees)**
132. “French Periodical Culture During the Long Eighteenth Century” (The Bibliographical Society of America / (Society for the History of Authorship, Reading, and Publishing—SHARP) *Hopkins*
Chair: Rodney MADER, West Chester University
 1. Edward M. LANGILLE, St. Francis Xavier University “Voltaire and the Case of Admiral Byng: Two Hitherto Unknown Documents in the British Press, 1757, Possibly by Voltaire”
 2. Anton M. MATYTSIN, University of Pennsylvania, “Battling for Souls: Book Reviews and Religious Controversies in the *Mémoires de Trévoux*”
 3. Saraswathi SHUKLA, Bach-Archiv, Leipzig, “*The Journal de Clavecin* and the Commercialization of Operatic Taste, 1762–1772”

- 3) **Saturday, April 6, 2013, 9:45 – 11:15 a.m. (40 attendees)**
164. “EEBO, ECCO, and Burney as Tools for Bibliography and Book History” (Roundtable) (Society for the History of Authorship, Reading & Publishing (SHARP) and the Bibliography Society of America (BSA) – I *Blossom*
Chair: Eleanor F. SHEVLIN, West Chester University
 1. Anna BATTIGELLI, State University of New York, Plattsburgh
 2. Kevin Joel BERLAND, Pennsylvania State University
 3. Laura RUNGE, University of South Florida
 4. Stephen KARIAN, University of Missouri

- 4) **Saturday, April 6, 2013, 2 – 3:30 p.m. (35 attendees)**
179. “EEBO, ECCO, and Burney as Tools for Bibliography and Book History” (Roundtable) (Society for the History of Authorship, Reading & Publishing (SHARP) and the Bibliography Society of America (BSA) – II *Blossom*
Chair: Anna BATTIGELLI, State University of New York, Plattsburgh
 1. Jacob HEIL, Texas A&M University
 2. Eleanor F. SHEVLIN, West Chester University
 3. Norbert SCHÜRER, California State University, Long Beach
 4. Rivka SWENSON, Virginia Commonwealth University

- 5) **Saturday, April 6, 2013, 3:45 – 5:15 p.m. (35 attendees)**
196. “Continuity and Change in Religious Readerships” (Society for the History of Authorship, Reading & Publishing—SHARP) *Humphrey*
Chair: Anna BATTIGELLI, State University of New York, Plattsburgh
1. Margaret J.M. EZELL, Texas A&M University, “‘What Here we See is but a Graven Face’: Author Portraits and Late Seventeenth-Century Religious Devotional Texts”
 2. Katherine M. QUINSEY, University of Windsor, “Religious Readers and the Process of the *Essay on Man*”
 3. Ioana PATULEANU, Independent Scholar, “Fénelon in Britain, or, How to Become Even More Protestant by Falling in Love with a Catholic”

In what has become an annual tradition, fifteen of the panelists went to lunch to discuss our work, SHARP, and other matters book history on Friday. SHARP also participated in the Affiliates Cash Bar on Saturday. As has been the case recently, however, the group venue is not as effective as the single receptions that affiliates were once invited to sponsor. On the upside, we are able to set up promotional materials on large cocktail tables, and we incur no charge for bartenders (absorbed by association).

The ASECS 2014 conference will take place in Williamsburg, Virginia, 20-23 March 2014.

SHARP two sessions proposed, and we hope to garner enough response to hold two of each. Longstanding SHARP member, Frank Parks, is organizing the following session:

Session Title: Colonial Printing in the Wider World of the Eighteenth Century

The purpose of this session will be to explore fresh connections between the colonial printer and his or her European antecedents and contacts. Possible topics (with much overlap) include the relationships between suppliers and American colonial printers, the market for imported matter in the colonies, legalities and debt, individual printers who had financial dealings with British and/or continental companies, the readership of imported newspapers and books, reading habits of colonials, topical connections between domestic and European newspapers, borrowings, translations, multi-national printing and networks, collaborative printing systems, the reprinting of British publications in the colonies, popular re-printings, the reputations of European authors in colonial America, equipment purchases and transfers, and other related areas of investigation.

The second session is being organized by Katherine M. Quinsey, a newcomer to SHARP who participated on the religious readership panel in 2013:

Session title: Wormius in the Land of Tweets: Archival Studies, Textual Editing, and the Wiki-trained Undergraduate (Roundtable)

Roundtable to share experiences in teaching research skills, scholarship, history of the book, and archival studies in today’s undergraduate or Master’s level classroom. As the concept of “text” is being redefined in world mediated through digital and internet forms, does that environment assist our students in understanding the relation between the material production of a text, its representation, and its meaning? How does this environment help them to consider conceptions of authorship or reading practices? the nature of publication?

Roundtable format. Participants should be prepared to share experiences informally, speaking for 7-10 minutes. Maximum number: 7.

AMERICAN STUDIES ASSOCIATION Liaison Report for 2012-2013

Submitted by Erin A. Smith

SHARP Panel for the 2012 ASA Annual Meeting in Puerto Rico

Sat, Nov 17 - 4:00pm - 5:45pm, Puerto Rico Convention Center, 202A

Print Cultures of the Americas (sponsored by affiliate organization SHARP)

Chair: Erin Ann Smith (University of Texas Dallas)

1. "The Politics of Practical Grammar: Spanish Learning in the US as Resistance and Cooptation," Kirsten Silva Gruesz (University of California, Santa Cruz CA)
2. "The Republication of Letters: Flexible Nationalism at the 1893 Chicago World's Fair," Laura Goldblatt (University of Virginia, VA)
3. "The Binder's Seam: Grove Press and the Hemispheric Translation of World Literature," Loren Glass (University of Iowa, IA)
4. Comment: Erin Ann Smith (University of Texas Dallas, TX)

Abstract:

This panel explores the cultural and ideological consequences of the flow of printed texts throughout the hemisphere in the 19th and 20th centuries. We are concerned with the ways print cultures and the politics of translation shape national and cultural identities and reshape political and literary landscapes.

Gruesz's project is to write a cultural history of Spanish in the United States. In this paper, she is concerned with the publishing and circulation of pedagogical texts for Spanish language learners (grammars, conversation and phrase books), tracing the itineraries of three men who taught and published along the Atlantic seaboard in the nineteenth century. Goldblatt is concerned with the role of reprints of conquest narratives by Columbus, Vespucci, and others produced specifically for the 1893 Chicago Columbian Exposition, asking what role these texts played in circulating a particular kind of national narrative in an era of U.S. overseas expansion. Glass focuses on the crucial role of the stable of translators at U.S. publisher Grove Press in creating what is now known as the Latin American "Boom" in the 1960s.

Grove published translations of Borges, Neruda, Lorca, Paz, and Vallejo, and this feat of literary translation participated in the hemispheric realignment of world literature in the post-war era.

All three papers are concerned with the material production of texts. Glass's analysis starts with literary prizes, landmark poetry anthologies, and the translators employed by Grove Press. Gruesz locates the centers of Spanish-language book publishing not in Boston, Philadelphia, and New York, but in Charleston, New London, and Baltimore, cities which better align with inter-American trade routes in the early nineteenth century. Goldblatt begins with Bernard Quaritch, London's premier antiquarian bookseller in the 1890s, who marketed reprints of conquest narratives and "curated" the legacy of those conquistadors for American book collectors.

All three papers also link the economic worlds of transnational publishing to larger narratives about aesthetics and nationalism. Gruesz describes the liberal exiles from Spain and its colonies who promoted and systematized Spanish instruction in the U.S. between 1810 and 1845 as having both instrumental and aesthetic arguments. Spanish was useful for facilitating hemispheric trade, but it was also a noble and beautiful literary language--"the language of Cervantes." Glass explores how late modernist investment in poetic autonomy and the post-war elevation of cultural exchange played out in the translation that was critical to the "boom." Goldblatt links the circulation of conquest narratives with Frederick Jackson Turner's "frontier thesis"—also presented at the 1893 Columbian Exposition. Both were engaged in creating a kind of non-capitalist romance about U.S. history, whose circulation was paradoxically enabled by capitalism.

Together, these papers illuminate the hemispheric and transnational flow of texts, ideas, and ideologies. They explore how "bilanguaging" complicates traditional print culture questions about reading and writing as social practices, about access to authorship and "the literary," and about the creation of cultural hierarchies and national and international literary canons. In addition, they ask how attention to

The SHARP sponsored panel, "Print Cultures of the Americas" was really well attended (23 or 24 people). 3 papers. I chaired and commented. My 5 min. SHARP blurb at the start did not seem to win anybody's attention. Nor did many of the materials (bookmarks, newsletters, membership forms, etc.) get picked up. I think the audience was more interested in borderlands literature than in print culture, but you do what you can! Really good, interactive discussion afterwards. I think that the full panel description / panelists, etc. was in LAST year's report. I sent out a list of print-culture related panels about a month before the conference to SHARP-L and lots of people responded to that email to me personally, so I'll probably keep doing that.

Next year: SHARP panel at American Studies Association 2013 conference

Society for the History of Authorship, Reading and Publishing: The Book and the Bottom Line

Session Participants:

Chair: Erin A. Smith (University of Texas Dallas (TX))

Whose Bottom Line? Sheppard Lee, Quaker City, and Publishers of the Early Industrial Book

D Berton Emerson (California State University, Fullerton (CA))

The Price of Quality: Ulysses, the Market for Books, and the Politics of Book Prices

Catherine Turner (University of Pennsylvania (PA))

The Media Conglomerate, the Black Book, and Literary Fiction

Evan Brier (University of Minnesota, Duluth (MN))

Out-of-Print: 1970s Feminist Literary Recovery, Imagined Community, and the Value of Textual Scarcity

Corinna K Lee (Marquette University (WI))

Comment: Michael Winship (University of Texas, Austin (TX))

Abstract

This panel explores the relationship between American literary history and the economics of publishing and book-selling. We are concerned with how the material conditions of production and distribution shape which books and ideas circulate and to whom.

Emerson's paper examines the transition from early, localized print cultures to the national markets of the industrial-book era through Robert Montgomery Bird's Sheppard Lee (1836) and George Lippard's Quaker City (1845). Turner's paper uses the many editions of Ulysses (1922) to illuminate debates over book pricing between the World Wars. Brier analyzes the making, marketing, and reception of The Black Book (1974), a scrap-book history of African-American culture published by Random House and edited in-house by Toni Morrison. His intention is to examine the effect of late-twentieth-century consolidations in publishing on African-American literature. Lee is concerned with the role of out-of-print books by Zora Neale Hurston, Tillie Olsen, and Rebecca Harding Davis in the feminist literary revival of the 1970s.

All four papers engage publishing as a profit-driven enterprise. Emerson challenges the idea that the consolidation and nationalization of publishing in the 1830s and 1840s represented the triumph of business interests over authorial autonomy. Bird and Lippard both included sociopolitical critiques of national narratives of incorporation in their work, and Lippard maintained economic control over his text. Similarly, although critics in the 1970s feared that media mergers would privilege blockbusters over less commercial, more daring literature, this era was extraordinarily good for African-American writers. Brier argues that these immense media empires fostered new efforts to target-market books to ethnic or regional audiences. Turner looks at 1927 hearings in Congress over book pricing and Depression-era debates to illuminate the competing desires of publishers and retailers to fix book prices and those of consumers for cheap books. Lee argues that the status of out-of-print books by women as failed or devalued commodities primed them for symbolic repossession by feminist literary critics.

All four papers also explore the links between economic value and aesthetic, political, or cultural value

The Depression-era debates over book prices discussed by Turner inevitably slid into debates about the value of books – as priceless aesthetic objects, as shapers of character, as tools furthering national interests. Emerson argues that although Lippard made money and Bird did not, both offered trenchant critiques of American society and politics. Random House expected poor sales for *The Black Book*, but a massive promotional campaign involving black athletes, comedians, and singers made the book profitable by making the case for its cultural and political importance. Brier investigates how the signature move of this campaign--rejecting “literariness” – shaped subsequent marketing of African-American books. Because patriarchal institutions had categorized women’s books as commercial and literary failures, Lee argues that 1970s feminists romanticized alternative print cultures – reproduction by photocopier or mimeograph, used bookstores, archives, or borrowing.

Together, these papers illuminate the relationships between art, ideology, and commerce. They explore how commercial markets for books were related to regional and national identities, to “the literary,” to race, gender and social class.

SHARP Annual Liaison Report
South Atlantic Modern Language Association (SAML A)
June 2013
Melissa Makala

The inaugural SHARP affiliate session at the South Atlantic Modern Language Association’s (SAML A) 84th annual convention was a success. The theme of the panel was “Print Culture and Colonialism,” which was in keeping with the convention theme, “Text as Memoir: Tales of Travel, Immigration, and Exile.” I received several excellent proposals, and the selected papers included:

1. “The History of Britain Pursued without Interruption”: Alexander Tytler’s *Elements of General History* and the Representative Nation.
– Alina A. Romo, New York University
2. Keeping House for the Raj: The Memsahib’s Colonial Mission of Domesticity in Flora Annie Steel’s *On the Face of the Water*.
– Doreen Thierauf, University of North Carolina at Chapel Hill
3. Breaking the Frame in Marjane Satrapi’s *Persepolis*: The Graphic Memoir and Economies of Representation in Iranian Diasporic Literature.
– Marie Ostby, University of Virginia

Each of the presenters became new members of SHARP.

Since there are many concurrent sessions at SAML A, attendance for each session can be somewhat sparse, but the SHARP panel was well attended, with approximately 20 people in the audience. As moderator of the panel, I opened the session with a few words about SHARP and distributed promotional materials, including membership forms. Several people approached me after the session and said they had not heard of SHARP before and planned to consider membership. I also distributed SHARP promotional materials at the regular meeting of the Bibliographical and Textual Criticism panel.

This year’s SAML A Convention will be held November 8-10 at the Atlanta Marriott Hotel and Conference Center. The convention theme is “Cultures, Contexts, Images, Texts: Making Meaning in Print, Digital, and Networked Worlds.” Once again, I received numerous proposals and have just accepted the following papers for the SHARP affiliate session theme, “Making Meaning in American Print Culture”:

1. “Raising the Roof and Improving the Art of Paper War: Francis Hopkinson and the Performance of the Press

– Kevin Wisniewski, University of Maryland Baltimore County

2. “‘Delivery Failure’: Networks of Anti-Slavery Pamphlet Circulation”
– Zachary Marshall, University of Wisconsin – Madison

3. “Wartime Printing: Soldier Newspapers, the Civil War, and the Instability of Meaning”
– James Berkey, Duke University

4. “Networked Readers and Authors: Fan Letters in Serial Comics”
– Leah Misemer, University of Wisconsin – Madison

As soon as the SAMLA program is available (usually in August), I will provide more information about panels at the convention that may be of interest to SHARP members (for inclusion on SHARP-L, as well as our website’s “Networking” page).

To take advantage of social media, I am planning to create a Facebook group page dedicated to the SHARP affiliate session at SAMLA (which will also include general information about SHARP).

From past experience as both a session chair and a presenter at SAMLA, I can attest to the high level of scholarship and congeniality at the annual convention and urge current members of SHARP to attend. If any SHARP members have questions or would like more information about the convention, please contact me. I look forward to seeing everyone in Philadelphia at the annual affiliate meeting (where I hope to stock up on more promotional materials!).