

# MOVIE WEEKLY

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## TURNING THE PAGE

DIGITALIZATION, MOVIE MAGAZINES  
AND HISTORICAL AUDIENCE STUDIES

Ghent University ★ November 12-13 2015  
A CONFERENCE BY NoRMMA ★ CIMS ★ DICIS

*Helen Chadwick*

### Turning the Page:

Digitalization, movie magazines and historical audience studies

A Conference organized by NoRMMA ★ CIMS ★ DICIS

Ghent ★ 12 and 13 November 2015 ★ KASK Cinema

Keynotes: **Geneviève Sellier**, University of Bordeaux & **Eric Hoyt**, University of Wisconsin-Madison

NoRMMA, The University of Kent's Network of Research: Movies, Magazines and Audiences, and CIMS, the Ghent University's Centre for Cinema and Media Studies, will be holding a conference on the impact of digitalization for the study of movie magazines, and historical audiences. The conference is supported by the Digital Cinema Studies network DICIS and hosted by KASK Cinema in Ghent. Proposals for papers are now invited.

As Anthony Slide has noted, in their heyday from 1920s to 1950s, there were around 20 major movie magazines on offer every month at American newsstands (Slide, 2010: 3), with more offered in Europe and across Latin America; trade publications, though sold to and for different markets, were also produced in steady numbers within each country involved in film production and distribution. This resulting material gives investigators a huge potential resource for study, especially now that the digitalization of periodical collections is becoming more common. With the Media History Digital Library making multi-issues of both fans and trades available for download, one of the major problems with working on these publications – access – is partially solved. However, the questions of interpretation and methodology remain. This conference therefore aims to bring together researchers examining movie magazines intended for any audience and from any period or locale. We hope to attract colleagues from a wide range of disciplines posing working on these issues.

We are seeking abstracts for individual papers, and panels of three or four contributors, on topics including, but not limited to:

- the advantages and potential disadvantages of digitalisation
- comparative studies of a topic in the trades and fan magazines
- imagining/recovering the audience of the fan magazines
- reading movie magazines as extensions of the cinema-going experience
- idiosyncrasies of national models of movie magazine – alternatives to the Hollywood template
- methodologies for working with the fans and trades
- issues of censorship and industry regulation
- cross-overs in methods and objects of research between the areas of magazine, and periodical, studies
- we are particularly keen to see proposals that cross the borders between academia and industry, and/or archives and libraries

Please send abstracts of 300 words and a 100-word biography to [normma.network@gmail.com](mailto:normma.network@gmail.com) by **15 May 2015**, and address any queries to the same email.

After the conference, you may be invited to submit a revised version of your paper for consideration in a special issue or edited volume to be organized by the conference committee.

Daniël Biltereyst & Lies Van de Vijver, Ghent University (Belgium) \* [www.cims.ugent.be](http://www.cims.ugent.be) \* [www.digitalcinemastudies.com](http://www.digitalcinemastudies.com)  
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NoRMMA  
Network of Research: Movies, Magazines, Audiences

CIMS  
CENTRE FOR CINEMA  
AND MEDIA STUDIES II

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