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| **Mapping the Magazine Four (MtM4)** | **Department of Media & Communications**  **University of Sydney** | **Monday December 12 – Wednesday December 14** | **All papers in MECO S226** |
| **Day 1: Monday December 12** |  |  |  |
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| **9.00 – 9.45** | **Keynote Address 1** | **Professor David Abrahamson** | **‘The Future of the Magazine Form: Print Continuity and Digital Transformation’** |
| **9.45 – 10.00**  **Q&A** |  |  |  |
| **Session 1**  **10.00 – 11.30** | **Australasian Magazine Studies** |  |  |
|  | **‘Caustic Columnists: A Century of Satire in Australian Magazine Journalism’**  **Willa McDonald** | **‘When Nature Turns: Visual and Verbal Rhetorics of Natural Disaster in *The Australian Women’s Weekly* 1939-2009’**  **Rosemary Williamson** | **‘Over-indulgence: trends in Food Magazines in New Zealand’**  **Lyn Barnes** |
| **Morning tea**  **11.30-11.45** |  |  |  |
| **Session 2**  **11.45- 1.15** | **Women and Magazines 1** |  |  |
|  | **‘From Behind Closed Doors to *Cosmo* Campaign: The Changing Narrative of UK *Cosmopolitan’s* coverage of domestic violence’**  **Sharon Maxwell Magnus** | **‘Language, Little Magazines and Local Feminisms’**  **Nithila Kanagasabai** | **‘ “I Really Don’t Understand”: Pedagogies of Pleasure in *On Our Backs’***  **Elizabeth Groeneveld** |
| **Lunch**  **1.15 - 2.00** |  |  |  |
| **Session 3**  **2.00 – 3.30** | **Specialist Magazines 1** |  |  |
|  | **‘The museum and the magazine’**  **Cathy Perkins** | **‘Meeting readers’ wants and needs: harvesting the data on Farmers Weekly’**  **Kathy Watson** | **‘A Custom Magazine Case Study: When is a Website or App a “Magazine”?’**  **Rebecca Johinke** |
| **Afternoon Tea**  **3.30 – 3.45** |  |  |  |
| **Session 4**  **3.45 – 4.45** | **Fashion Magazines** |  |  |
|  | **‘Putting Fashion Magazines on the Map: The Case of American *Vogue*’**  **Anna Lebovic** | **‘Expressions: Practitioner Critique and Fashion Publishing’**  **Laura Gardner** |  |
| **Drinks in MECO** | **Courtyard. 5pm.** |  |  |
| **Day 2: Tuesday**  **December 13** |  |  |  |
| **9.00 – 9.45** | **Keynote Address 2** | **Tim Holmes** | **“…of divers kind…” People, Platforms and Purpose in Magazineland** |
| **9.45 – 10.00 Q&A** |  |  |  |
| **Session 5**  **10.00 – 11.00** | **Specialist Magazines 2** |  |  |
|  | **‘Urban Matters: The Convergence and Contrasts of Journalistic Identity, Organisational Identity and Community Identity at a City Magazine’**  **Joy Jenkins** | **‘History and Sociology of French Video Game Magazines’**  **Bjorn-Olav Dozo** |  |
| **Morning Tea**  **11.00-11.15** |  |  |  |
| **Session 6**  **11.15- 1.15** | **Issues in Magazine Practice** |  |  |
|  | **a)‘Designed Moments’**  **Hannah Weselius** | **b)‘On the design of independent art magazines (working title)’**  **Brad Haylock** | **c)‘Editing a mag, serving a purpose: how do editors see their role?’**  **Kayt Davies** |
|  | **d)Where do facts matter? The Digital Paradox in Magazines’ Fact-Checking Practices’**  **Susan Currie-Sivek and Susan Bloyd-Peshkin** |  |  |
| **Lunch**  **12.15 – 1.45** |  |  |  |
| **Session 7**  **1.45 – 2.45** | **Magazine Case Studies** |  |  |
|  | **‘Voice of the Enemy. International Politics in *Playboy* Magazine in the Reagan Era’**  **Laura Ellen Saarenmaa** | **‘Poverty Through the Lens of *National Geographic’***  **Holly Schreiber** |  |
| **Session 8**  **2.45 – 3.45** | **‘The Journalist, the Industry and Future Praxis: David Leser’s adaptive survival strategies’** | **Q&A : David Leser in conversation with Sue Joseph and Carolyn Rickett** |  |
| **Afternoon Tea**  **3.45 – 4.00** |  |  |  |
| **Session 9**  **4.00 – 5.00** | **Women and Magazines 2** |  |  |
|  | **‘ “The Woman You Want to Be”: Race, Nation and the Construction of South African Femininity on *Fairlady* Magazine Covers During the Political Transition’**  **Martha Evans (with Aimee Carelse)** | **‘Sexy or Skanky? A Feminist Analysis of the Conceptualisation of Sexually Transgressive Behaviours and ‘Sexual Health’ in Magazines Research’**  **Miglena Sternadori** |  |
| **Conference Dinner 7.30 pm** | **Garfish, Manly Cove** |  |  |
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| **Day 3: Wednesday**  **December 14** |  |  |  |
| **Session 10**  **9.30 – 10.30** | **Latin American Magazines** |  |  |
|  | **‘Amauta, the seed of Latin American cultural and progressive magazines’**  **Antonio Castillo** | **‘An inventory of history: examination into the visual language of Latin American Literary Journalism magazines’**  **Jael Rincon** |  |
| **Morning Tea**  **10.30 – 10.45** |  |  |  |
| **Session 11**  **10.45 – 12.45** | **Industry/Academy Roundtable: Where Theory and Practice Meet** | **David Abrahamson, Tim Holmes, Peter Fray, Miglena Sternadori,** | **Sharon Maxwell-Magnus, Megan Le Masurier and a Skype guest!** |
| **Lunch**  **12.45 – 1.30** |  |  |  |
| **Session 12**  **1.30 – 4.00** | **Independent Magazines** |  |  |
|  | **a)Introduction**  **Megan Le Masurier** | **b)‘The impact of haptics on the consumption of journalistic content’**  **Sarah Cooper** | **c)‘Finding Lost Magazine: an autoethnographic Study of an Independent Magazine Startup’**  **Kirani Carlin and Bonita Mason** |
|  | **d) ‘The Lifted Brow’**  **Sam Cooney** | **e) ‘Archer’**  **Lucy Watson** |  |
| **4.00 ----**  **Closing drinks** |  |  |  |