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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** |  |  |  |
|  |  |  |  |
| **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** |  |  |  |