



Program

July 27th

8h30 Opening

Catherine M. Staub

MtM7 Organizing Committee; Dean & Professor, School of Journalism & Mass Communication, Drake University, United States

Tim Holmes

Founder of Mapping the Magazine Conferences, Cardiff University, Wales

8h45 Keynote:

Overcoming the Existential Crisis of the Modern Magazine

Charles Whitaker

(Dean & Professor, Northwestern University Medill School of Journalism, Media, Integrated Marketing Communications)

9h30 - 10h55 Panel 1: MAGAZINES and HISTORY

Moderator **Tim Holmes** (Founder of Mapping the Magazine Conferences, Cardiff University, Wales)

Writing history in the moment: The New York Times Magazine gives J. Anthony Lukas two full issues to summarize and contextualize Watergate as it happened
Kevin Lerner (Marist College, USA)

American magazines in the 20th century: The expansion of interests and the popularization of content
David Sumner (Ball State University, USA)

Following JKM's case on paper and digital Portuguese newsmagazines
Carla Rodrigues Cardoso (CICANT/Lusófona University, Portugal) and **Sonia Lamy** (CICANT/Lusófona University, Portugal)



11h00 - 12h25 Panel 2: **MAGAZINES and READERS**

Moderator Carla Rodrigues Cardoso (CICANT/Lusófona University, Portugal)

Creating a community among print readers: How Country Walking Magazine is thriving post-pandemic, having built a "community" of nearly 40,000 subscribers

Mary Hogarth (Bournemouth University, UK)

The magazine Intervalo: 1964 commemorative edition and the strengthening of relationship with the reader

Talita Magnolo (Universidade Federal de Juiz de Fora, Minas Gerais, Brazil)

Expression of profession: An analysis of testimonials endorsing Architecture NZ magazine in a crisis

Jennie Watts (Auckland University of Technology, New Zealand)

12h30 - 13h30 **Lunch Break**

13h30 - 14h55 Panel 3: **EMERGING TRENDS and STEADFAST PRACTICES**

Moderator Kevin Lerner (Marist College, USA)

Is branded content embracing solutions journalism?

Sharon Bloyd-Peshkin (Columbia College Chicago, USA) and Aileen Gallagher (Syracuse University, USA)

Consumption and the convergence of reading and shopping: Net-a-Porter's Porter magazine as an augmented delivery technology

Rebecca Johnke (University of Sydney, Australia)

Beyond narratives of precarity and closure: Mapping new lines of flight for the South African magazine

Simphiwe Mpho Zondani (IIE's Varsity College - Nelson Mandela Bay, South Africa)



Program

July 28th

9h00 - 10h00 **TALKING CIRCLE**

Co-Chair: **Tim Holmes** (Founder of Mapping the Magazine Conferences, Cardiff University, Wales)

Co-Chair: **Carla Rodrigues Cardoso** (CICANT/Lusófona University, Portugal)

10h00 - 11h25 Panel 4: **MAGAZINES and CONTENT**

Moderator **Mary Hogarth** (Bournemouth University, UK)

A moment of transformation: Tracing the 'modern' Turkish family in Aile magazine through its translated content

Nur Zeynep Kuruk Ercetin (Boğaziçi University, Turkey)

Independent literary publications

Rita Grácio (CICANT/Lusófona University, Portugal)

Using magazines as multilevel pedagogical tools

Carla Rodrigues Cardoso (CICANT/Lusófona University, Portugal), **Teresa Mendes Flores** (NOVA University and Lusófona University, Portugal), **Orlando Franco** (CICANT/Lusófona University, Portugal), **Alexandra Barradas** (CICANT/Lusófona University, Portugal), **Rute Muchacho** (CICANT/Lusófona University, Portugal)

11h30 - 12h30 **Lunch Break**



12h30 - 14h00 Panel 5: **MAGAZINES and CONTENT**

Moderator Sharon Bloyd-Peshkin (Columbia College Chicago, USA)

Bon Appetit in the era of social reckoning

Sheila Webb (Western Washington University, USA)

Penning the first draft of Chile's military dictatorship Análisis, Cauce & APSI magazines

Antonio Castillo (RMIT University, Australia)

They grow up and start dying: The construction of cultural authority and journalism boundaries through detachment/attachment in Fangoria

Patrick Johnson (University of Iowa, USA) and Bobbie Foster (University of Maryland, USA)

14h15 **Closing Session:**

"Glossy Cover" Cocktail Preparation with MtM7 Mixologist

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