

Dear Colleagues,

we invite paper proposals for a panel session co-organised by Tatiana Korneeva and Laura Carnelos at the 14th International Congress for Eighteenth-Century Studies “Opening Markets, Trade and Commerce in the Eighteenth Century” (Rotterdam, 26-31 July, 2015). The panel’s theme is:

**Marketing the Public:
Targeting Strategies and Booktrade in the Long Eighteenth Century**

During the Enlightenment, the expansion of print culture, the development of different modes of sociability, the changing practices of reading and writing, and the growth of commercial theatres brought about the emergence of a new public, an entity that gradually acquired authority and legitimacy. So far, the role assumed by this increasingly active public and the unprecedented socio-political importance of public opinion have been treated separately by a wide range of disciplines. This panel is designed to bring together scholars with a keen interest in the history of the book, theatre, literary and cultural studies, and aesthetics in order to explore, from interdisciplinary and cross-cultural perspective, the possible points of contact between different types of public and public spheres.

Our aim is to investigate the rich set of the commercial, typographical, literary, and dramatic strategies developed by printers, sellers, authors and playwrights in order to target, influence, or retain various types of public (for example, heterogeneous and socially diversified theatregoers or readers of the widely circulated chapbooks and/or restricted public of books printed for subscription or works distributed by the author to a limited circle of chosen readers). Moreover, our investigation seeks to uncover the political, ideological and socio-cultural contexts, in which these targeting strategies were tailored, as well as the comparison between production and consumption of various cultural products.

We invite proposals which would both explore the general topic of the congress “Opening markets: Trade and Commerce in the Eighteenth Century” and more specifically address, expand upon, and open a forum for discussion on one of the following topics:

- What was the role played by chapbooks, books for subscription, occasional and serial imprints, theatre, and novels in marketing and shaping the emergent figure of the public?
- How was the public addressed and targeted by paratexts (prefaces, prologues, advertisements to the reader, etc.)?
- Which theories on the role of the public and public response have been developed in the eighteenth-century literary, dramatic, aesthetic criticism?
- How has the public response influenced in its turn the production and circulation of literary and dramatic works, chapbooks, periodicals and occasional pamphlets?

For more details please see: <http://isecs2015.wordpress.com>

The page for submission of proposals is here:

<http://isecs2015.wordpress.com/registration/submit-a-paper-for-a-panel-session/>

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