

**Perception, Reception:**  
**The History of the Media in Society**  
Fourth Aberystwyth *Media History* Conference  
Aberystwyth, 4-6 July 2012

**Programme**

**WEDNESDAY 4 JULY**

**From 10.30am: REGISTRATION**

*MedRus Upper Landing*

**From 12pm**    *lunch available at Ta Med Da cafeteria*

**2pm**            **WELCOME**    Sian Nicholas and Tom O'Malley  
*followed by*

*MedRus*

**2.15-3.45pm**    **OPENING ROUNDTABLE:**

*MedRus*

**Perceptions of the media in the early modern period**

Panel: Victoria Gardner (Hull), Michael Harris (Birkbeck), Joad Raymond (UEA)

Chair: Tom O'Malley (Aberystwyth)

**3.45-4.15pm**    *tea/coffee*

*Ta Med Bach*

**4.15-6pm**        **PARALLEL SESSION 1**

**Panel 1: Theoretical and practical perspectives on the mass media**

*C164 Hugh Owen Building*

*Chair: Laurel Brake*

- Gabriele Balbi (Columbia/Westminster) and Simone Natale (Concordia University, Canada), Doing by imagining: imagination and the construction of the media in history
- Jose Luis Garcia (Universidade de Lisboa) and Filipa de Brito Subtil (Instituto Politécnico de Lisboa), The telegraph as an omen of the future in James W. Carey's vision
- Johan Jarlbrink (Lund University), Newspapers between information and waste management

**Panel 2: New media**

*C165 Hugh Owen Building*

Chair: **Sian Barber**

- Juan Francisco Gutierrez Lozano (University of Malaga), The beginnings of Spanish television through daily press cartoons: old jokes for a new medium in a changing society
- Rhys Jones (Swansea University), Internetphilia and moral panic: press attitudes to new media 1990-1996

**Panel 3: Broadcasting as an agent of conservatism, deference and order** *A14 Hugh Owen Building*

Chair: **Michael Harris**

- Jose Ricardo Carvalheiro (University of Beira Interior, Portugal), Radio, reception and memory: Portuguese female audiences and housewife politics from the 1930s-1950s
- Neil Fleming (University of Worcester), Television and the backlash of traditionalist Conservatism c.1960s-70s
- Matt Crowder (Royal Holloway), Nation shall speak nation unto itself: conservative broadcasting assumptions in the reception of *That Was The Week That Was*.

**6-7pm**      *dinner available at Ta Med Da cafeteria*

**From 7.30pm**    **VICE-CHANCELLOR'S RECEPTION**

*Ceredigion Museum, Aberystwyth\**

*\*for directions see p. 9 below*

**THURSDAY 5 JULY**

**From 9am**      **REGISTRATION**

*Hugh Owen Building A-floor lobby*

**9.15-11am**      **PARALLEL SESSION 2:**

**Panel 4: Perceptions and roles of nineteenth century print media**

*A14 Hugh Owen*

Chair: **Joanne Shattock**

- Laurel Brake (Birkbeck), Raising the dead in the late 19<sup>th</sup> century: tables of contents, indexes, reviews, NPDs and trade papers.
- Alexis Easley (University of St Thomas), Self-reflexivity and the late-Victorian periodical press: the *Strand Magazine* and the *Review of Reviews*
- Alice Smalley (Open University), The *Illustrated Police News*: 'The worst newspaper in England' or an illustrated newspaper for the masses?

**Panel 5: Local/regional/metropolitan/national: geographical roles of the media** C164 Hugh Owen

Chair: Kevin Williams

- Aina Nøding (University of Oslo), Unnecessary, undesirable or indispensable? The first Norwegian newspapers 1763-1807
- Victoria Gardner (Hull), Patronage, perception and deception: how the Devon and Cornwall elite controlled *Flindell's Western Luminary* (1813-1824)
- Anne MacLennan (York University, Canada), Imagining radio: the perception of early radio in Canada

**Panel 6: Media and the state**

C165 Hugh Owen

Chair: Victoria Gardner

- Mona Renate Ringvej (Oslo), Absolutist reaction to the media revolution in Denmark-Norway in the 18<sup>th</sup> century
- Andrew Kerr (Lincoln), Perceptions of print propaganda in a forgotten medium during WW1: the case of British and German comics
- Ian Kenneally (NUI Galway), Defenders of order: Irish national newspapers and the birth of the Irish Free State (paper to be given on Dr Kenneally's behalf by James O'Donnell (NUI Galway))

**11-11.30am** *tea/coffee*

*Ta Med Bach*

**11.30-12.30** **KEYNOTE 1**

A14 Hugh Owen

Garth Jowett (University of Houston)

'Dangling the dream': controlling the perception and reception of television in the United States, 1900-1946

Chair: Sian Nicholas (Aberystwyth)

**12.30-1.30pm** *lunch*

*Ta Med Da*

**1.30-2.30pm** **SPECIAL PLENARY SESSION:**

A14 Hugh Owen

Aled Jones (Aberystwyth)

The powers of the press, 15 years after *Powers of the Press*

Chair: Mark Hampton (Lingnan University, Hong Kong)

**2.30-4.15pm** **PARALLEL SESSION 3:**

**Panel 7: Diplomacy, persuasion and the media**

A14 Hugh Owen

Chair: Mark Turner

- Michael Auwers (University of Antwerp), Framed in times of democratisation: Belgian diplomats' perception of their representation in the press 1900-1940

- Stephanie Seul (Universität Bremen), The PRESSA (International Press Exhibition Cologne 1928) and the public discourse about the role of the press in peace-building and international relations
- Scott Anthony (Cambridge), Warriors for truth: Aims of Industry, public relations in Britain and the onset of the Cold War

**Panel 8: Intellectual movements: politics, religion, science**

*C164 Hugh Owen*

**Chair: John Carter Wood**

- Elen Cogaigh (Université Paris 1 Panthéon-Sorbonne), Victor Gollancz and Allen Lane, innovative publishers and political educators in inter-war Britain
- John Carter Wood (Institute of European History, Mainz/Open University), Christian intellectuals and the mass media in 1930s and 1940s Britain
- Allan Jones (Open University), The Samuel Butlers of tomorrow: enacting independence in scientific coverage at the BBC

**Panel 9: Regulating the media**

*C165 Hugh Owen*

**Chair: Joad Raymond**

- Geoff Kemp (University of Auckland), The End of Press Licensing: 1695 and all that
- Jeremy Collins (London Metropolitan University), A failure to protect the public: reporting newspaper regulation 1949-2011
- Martin Hewitt (Manchester Metropolitan University), Regulation, revenue or protection? Making sense of the 'taxes on knowledge', 1849-1869'

**4.15-4.45pm**

**tea/coffee**

**Ta Med Bach**

**4.45-6pm PARALLEL SESSION 4:**

**Panel 10: The media and education**

*C164 Hugh Owen*

**Chair: Kevin Williams**

- Janne Nielsen (Aarhus University, Denmark), Media as school
- Mandy Powell (Loughborough), Media (and/in) education in Scotland in the 1930s

**Panel 11: Sources and resources**

*A14 Hugh Owen*

**Chair: Hugh Chignall**

- Seth Cayley (Cengage), Gale NewsVault – Digital Newspapers in the Classroom
- Sian Barber (Royal Holloway), The history of European television, or European television history? The challenges of EUscreen

**Panel 12: War and the press: the Aberystwyth Leverhulme Trust Project on the British press in WW2**

*C165 Hugh Owen*

Chair: **Michael Harris**

- Sian Nicholas, Tom O'Malley and Marc Wiggam (Aberystwyth), Problems and possibilities in the study of the British press in the Second World War

**6-7pm**            **dinner available in Ta Med Da cafeteria**

**From 7.15pm**    **NATIONAL SCREEN AND SOUND ARCHIVE OF WALES (NSSAW) RECEPTION**

Featuring: 'Treasures of the NSSAW'                      *Y Drwm, National Library of Wales\**

***followed by***

**7.45pm**            **SPECIAL FILM SCREENING: *The Day the Earth Caught Fire* (Val Guest, 1961)**

\* for directions see p.9 below

## FRIDAY 6 JULY

**From 9am**        **REGISTRATION**

*Hugh Owen Building A-floor lobby*

**9.15-11am: PARALLEL SESSION 5:**

**Panel 13: Journalists and journalism**

*A14 Hugh Owen*

Chair: **Mark Turner**

- Melissa Score (Birkbeck/UCL), 'A social inquisition': perceptions of investigative journalism in Britain in the 1840s
- Mark Hampton (Lingnan University, Hong Kong), 'Explaining the government to the public': journalistic ideals in British Hong Kong 1960s-70s
- Richard Trembath (University of Melbourne), As good as a white man: The Australian press, the RSL and indigenous soldiers

**Panel 14: Press roles across time**

*C164 Hugh Owen*

Chair: **Sian Barber**

- Carlos Caracciolo (Istituto Nazionale di Geofisica e Vulcanologia, Bologna), Notes on the perception and reception of news in early modern Italy
- Ellen Krefting (Oslo), Spectators under debate: the adaptation and critical reception of spectator journals in Denmark-Norway around 1750
- Alexander Schwinghammer (Bauhaus-Universität Weimar), An alleged challenge for the pictorial arts: different stories of the reception of the photographic endeavours during the Crimean War

**Panel 15: Political roles of the media**

*C165 Hugh Owen*

*Chair: Laurel Brake*

- Michael Palmer (Université Paris 3, Sorbonne Nouvelle), A Franco-British assessment of perceptions of late 19<sup>th</sup> century newspaper groups
- Chandrika Kaul (St Andrews), 'Putting India on the radio map of the world': Lionel Fielden and imperial broadcasting 1935-1940
- Irene Di Jorio (Université Libre de Bruxelles), What media for what change? Analysing the political role of the media under the Vichy regime

**11-11.30am**    *tea/coffee*

***Ta Med Da***

**11.30-12.30**    **KEYNOTE 2**

*A14 Hugh Owen*

Hans-Frederick Dahl (University of Oslo)

The conception of the media in a European periphery: the case of Norway

Chair: Tom O'Malley (Aberystwyth)

**12.30-1.30pm**    *lunch*

***Ta Med Da***

**1.30-3pm**    **SECOND ROUNDTABLE:**

*A14 Hugh Owen*

**Perceptions of the media in the modern period**

Panel: Laurel Brake (Birkbeck), Chandrika Kaul (St Andrews), Joanne Shattock (Leicester)

Chair: Mark Turner (Kings College London)

**3-4.15pm**    **PARALLEL SESSION 6:**

**Panel 16: Television and the cultural landscape (i)**

*A14 Hugh Owen*

*Chair: Hugh Chignell*

- Tim O'Sullivan (De Montfort), Dreams and displacements: the domesticisation of British TV in the 1950s
- Darrell Newton (Salisbury University, USA), 'A Greene light to assimilation': a study in West Indian perceptions of 1960s BBC broadcast policy

**Panel 17: Television and the cultural landscape (ii)**

*C164 Hugh Owen*

*Chair: Kevin Williams*

- Sean Nixon (Essex), Welcome intrusion: the reception of TV advertising in the 1950s and 1960s
- Erwin Erhart (Thomas More College, USA), From romanticism to realism to reality: the evolution (or devolution) of American television since 1970

**Panel 18: Sounds**

*C165 Hugh Owen*

*Chair: Joanne Shattock*

- Deborah Lubken (University of Pennsylvania), Idle and suspected sound: extinguishing the fire bell in nineteenth-century urban America
- Solveig Ottmann (Ruhr-University Bochum), AetherMagic: Hans Flesch, Ernst Schoen and vanguard Weimar Radio

**4.15-4.45pm**    *tea/coffee*

*Ta Med Bach*

**4.45pm**            **CLOSING WORDS**

*A14 Hugh Owen*

**From 6.45pm**    **Aberystwyth Centre for Media History Reception**  
(sponsored by Routledge)

*Ta Med Bach*

**7.30pm**            **CONFERENCE DINNER**

*MedRus*

**Till 2am**            **late bar, Aberystwyth Students Union**

## ACKNOWLEDGEMENTS

The conference organisers would like to thank the following for their assistance in putting together the conference:

Department of History and Welsh History and Department of Theatre, Film and Television Studies,  
Aberystwyth University

*Media History*

The Trinity Long Room Hub

Department of Media and Communications, Swansea University

Routledge

Professor April McMahon, Vice-Chancellor, Aberystwyth University

Aberystwyth University Conference Office, especially Annwen Gale

The National Screen and Sound Archive of Wales, especially Anwen Pari Jones

Ceredigion Museum

Aberystwyth Arts Centre

Arddun Arwyn, Katy Birch, Lance Chase, Caroline Dale, Lowri Jones, Stephanie Jones and Kris Lovell

The Hugh Owen Building porters

The Clever Baggers, Ltd.

**\*\*Special thanks to Rebecca Edwards, Conference Administrator\*\***





## ARRANGEMENTS FOR SPECIAL EVENING EVENTS

### Wednesday 4 July:

- 7.30pm**      **Vice-Chancellor's Reception**, Ceredigion Museum
- The opening reception of the conference will be sponsored by the Vice-Chancellor of Aberystwyth University, Professor April McMahon.
- THE VENUE:** The Ceredigion Museum is located in the former Coliseum Cinema, Terrace Road, Aberystwyth, a restored Edwardian theatre and cinema. The reception will take place in the old cinema auditorium.
- DIRECTIONS:** The Museum is a 15 minute walk downhill from campus. It appears as No.85 on the Campus Map of the town; directions will also be available. There will also be a conference guide leaving from outside Ta Med Bach at 7pm. If you would prefer not to walk, we will be happy to call you a taxi.

### Thursday 5 July:

- 7.15pm**      **National Screen and Sound Archive of Wales Reception**, Y Drwm ('The Drum'), National Library of Wales
- followed by*
- 8pm**          **SPECIAL FILM SCREENING: *The Day the Earth Caught Fire* (Val Guest, 1961)**
- THE FILM:** Ostensibly a fairly typical early 60s disaster movie (the earth is jolted out of orbit and heading towards the sun...) *The Day The Earth Caught Fire* is also a unique depiction on film of Fleet Street in its heyday, filmed in and around the offices of the *Daily Express*, featuring Edward Judd as the crusading reporter with the story of his life, Leo McKern as his cynical mentor--and *Express* editor Arthur Christiansen as himself.
- THE VENUE:** The National Library of Wales (NLW) is one of the five copyright libraries of the UK, the principal repository of historical archives in Wales, and the home of the National Screen and Sound Archive of Wales. During the reception the NSSAW will be screening a short compilation of Treasures of the NSSAW.
- DIRECTIONS:** The NLW is located on Penglais Hill just below the university campus (see Campus Map). There is a direct path from campus to NLW via the sports centre; there will also be a conference guide leaving from outside Ta Med Bach at 7pm. Car parking is available at the library. The entrance is at the front (sea-facing side) of the building.

The film will finish around 9.30pm, and there will be opportunity for discussion both immediately after the screening, and informally afterwards in the Theatre Bar, Aberystwyth Arts Centre.

The NLW shop will be open on Thursday evening from 6.30 to 8pm.

### Friday 6 July:

- 6.30pm**      **Conference Reception**, Ta Med Bach
- The Conference Reception is hosted by the Aberystwyth Centre for Media History and sponsored by Routledge.
- followed by*
- 7.30pm**      **CONFERENCE DINNER**, MedRus

After the dinner the Students' Union Bar (Students Union Building, across from the Arts Centre on campus) will be open to conference delegates with a late licence until 2am.

## Perception, Reception conference 2012:

### Conference timetable at-a-glance:

Session	Wednesday 4 July	Thursday 5 July	Friday 6 July
registration	<i>Registration from 10am</i>	<i>Registration from 9am</i>	<i>Registration from 9am</i>
Morning session	<i>registration</i>	9.15-11am Parallel session 2: Panels 4, 5, 6	9.15-11am Parallel session 5: panels 13, 14, 15
<i>Tea/coffee</i>		<i>11-11.30am tea/coffee</i>	<i>11-11.30am tea/coffee</i>
Keynote session	<i>registration</i>	11.30am-12.30pm Keynote: Garth Jowett (Houston)	11.30am-12.30pm Keynote: Hans-Frederick Dahl (Oslo)
<i>lunch</i>	<i>12.30-1.30pm lunch</i>	<i>12.30-1.30pm lunch</i>	<i>12.30-1.30pm lunch</i>
Afternoon session 1	2pm Welcome	1.30-2.30pm Special plenary session: Aled Jones (Aberystwyth)	1.30-3pm Second roundtable: modern panel
Afternoon session 2	2.15-3.45pm Opening roundtable: early modern panel	2.30-4.15pm Parallel session 3: Panels 7, 8, 9	3pm -4.15pm Parallel session 6: Panels 16, 17, 18
<i>Tea/coffee</i>	<i>3.45-4.15pm tea/coffee</i>	<i>4.15-4.45pm tea/coffee</i>	<i>4.15-4.45pm tea/coffee</i>
Late afternoon session	4.15-6pm Parallel session 1: Panels 1, 2, 3	4.45-6pm Parallel session 4: Panels 10, 11, 12	4.45pm Closing words
<i>dinner</i>	<i>(6-7pm dinner)</i>	<i>(6-7pm dinner)</i>	
Evening events	<i>From 7.30pm</i> Vice-Chancellor's Reception Ceredigion Museum	<i>From 7.15pm</i> National Library of Wales reception and film event: 7.45pm: FILM: <i>The Day the Earth Caught Fire</i> (1961)	<i>From 6.45pm:</i> Aberystwyth Centre for Media History reception (sponsored by Routledge) 7.30pm Conference Dinner Late bar