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invite you to

**«The Book is a Woman. Women (at) book market.
Past - Present - Future»
3rd International Scientific Conference
(THE BOOK IN THE MEDIA - THE MEDIA IN THE BOOK)**

Lublin, 29-30 June 2023, online MS Teams

Reports from recent years show that the position of women in various areas of social, cultural, political, scientific or economic life is constantly strengthening. Women play a key role in these areas: they prove themselves in the highest offices, effectively manage business entities, organizations and institutions, create and implement innovative industry solutions and technologies, stimulate the development of companies, inspire and motivate for more effective actions.

The phenomenon of feminization of occupations related to the field of the broadly defined book culture seems to be a particularly interesting topic for the ongoing debate in the public sphere about parity in the employment of women and men and the enforcement of policies of equal opportunities in salaries, promotions, and occupation of managerial positions.

What influence do women have in shaping the book industry? What is women's current (and past) situation in this area? What percentage of management positions in the publishing and book market is held by women? Do book institutions have internal equality policies with mechanisms for monitoring their implementation? Are there initiatives in Poland, Europe, and the world to support women's careers within the sector?

Seeking answers to these (and other) questions, during the conference we want to focus on establishing the position of women in the broadly defined book industry. We are interested in recognizing the participation of women in the spectrum of occupations involved in the processes of designing, creating, publishing, distributing, promoting and sharing books. These occupations are represented by, among others: authors, translators, illustrators, graphic designers, publishers, editors, literary agents, critics, librarians, women running graphic design studios, literary

agencies, book wholesalers, book chain stores, antiquarian bookshops, as well as active in the trade media CEOs and members of organizations and associations related to the book market and the promotion of reading.

The aim of the conference is to present the state of research about the current and historical participation of women in shaping the market for book-related services and their role in this activity. Due to a lot of competition, diverse needs of female readers, constant change and no guarantee of economic success, it has always been a demanding market sector. However, women have nevertheless established (and continue to establish) their own publishing houses, printing houses and bookstores, taking matters into "their own hands", and facing financial, legal and technological challenges.

From a scientific point of view, it is important for us to have a communicative and bibliological perspective, but also cultural, social, political, historical (including women pioneers and meritorious women in the above-mentioned professions), and finally, a perspective connected with literary studies, allowing us to confront such concepts as "feminist book/literature," "women's book/literature," or "books/literature for women."

We propose to consider the following issues:

- the book industry as an area of women's professional activity in contemporary and historical perspective
- women in both global and national book institutions
- women as initiators of social book life and promoters of reading (founders of book clubs, reading rooms, libraries, pro-reading associations and foundations, booktubers, bookstargamers, booktokers, podcasters, etc.)
- women as readers past and present (reading tastes and preferences, the role of women in reading socialization, the formation of culture [not only literary] and national identity in the micro and macro dimensions: family vs. society)
- woman as book consumers
- women as a target in the publishing and book market (specifics of advertising and promoting a book for women, publishing marketing tools aimed at women, etc.)
- books for women (publishers, authors, brands, genres, themes, architecture and design of books for girls and women, etc.)
- the media and the Internet as a space for the distribution and promotion of books for women
- women of the book market as protagonists of media narratives

You can also submit topics of your own, going beyond the proposed areas.

Book culture researchers, bibliologists, anthropologists and book aestheticians, historians, communicologists, media scholars, sociologists, literary scholars and representatives of other disciplines and professions who have made books and

women the center of their deliberations and professional practice are invited to participate in the conference.

The conference will be held remotely, via the MS Teams platform.

The operating languages of the conference are Polish, Ukrainian and English.

The participation fee for the conference is PLN 250. (PLN 200 for PTKS members).

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To participate in the conference, please **fill out the registration form** available at the link: <https://forms.gle/1ZvgRc2swNtBzE7c7> by **June 4**.

The organizers anticipate the publication of post-conference materials in a peer-reviewed scientific monograph (UMCS Publishing House).

ORGANIZING COMMITTEE

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Patronage

