

The Business of Comics

Co-organized Professor Hugo Frey (Chichester) and Professor Simon Grennan (Chester), supported by the British Academy

11 May 2024. 10.00-16.45

10.00-10.15: Welcome – Professor Hugo Frey and Professor Simon Grennan

10.15-12.00 Panel one

Key note: Dr Ilan Manouach (Metalab Harvard and Echo Chamber, Brussels) ““The business of hacking systems: Production at the cutting edge of global comics”.

Dr Nina Mickwitz (University of the Arts London), “Al Jazeera’s *History Illustrated* project: comics for readers of online news”.

Lunch 12.00-13.15

13.15-15.00 Panel two **Global word and image business, transmedia and post-colonialism.**

Professor Simon Grennan (Chester) “Territory, imagination, production and unproduction: post-colonial experience and narrative drawing across media”.

Dr Dibyadyuti Roy (Liverpool) “Automating Religiosity: AI, Affective Hindutva and the Weaponization of Postcolonial Fandom”.

Dr Carly Bagelman (Liverpool Hope) “Participatory comics for social change in Dadaab refugee camps”

Coffee break 15.00-15.30

15.30-16.45 Panel three **Aesthetics and ethics, making, distributing and reading across global comics media.**

Professor Jacqueline Berndt (Stockholm University), “Experiencing Printed Screens: A Post-Cinematic Approach to Manga”

Associate Professor Lukas R.A. Wilde (Norwegian University of Science and Technology in Trondheim) “Webtoon” as Platform, Media Form, or Residue of Cultural Specificity?

12 May. 2024. 9.00-11.00

10.00-11.00 **Panel 4: Comics fandom and the re-distribution of authorship.**

Dr Enrique Uribe-Jongbloed, (Cardiff and Universidad Externado de Colombia) “Different configurations from fans to creators in the Colombian comics scene”

Dr Kathryn Hemmann (University of Pennsylvania) “The Affective Economies of Independent Comics Publishing”

Dr Nicolle Lamerichs (HU University Utrecht) “The Platformization of Comics: Fandom, Data and Creativity in the Digital Age”

11.15-13.15 Panel 5: Re-making and re-relating comics sales and consumption: the Global South and Global North.

Professor Hugo Frey (Chichester) “Globalization before globalization – explicit and implicit modes of comics production or ...how ‘Andy Capp’ became an Italian pop art icon”

Professor Monica Chiu (University of New Hampshire) “Round and Round the Globe Again: Economics of Comics Among Singapore, the U.K., and the U.S”.

Dr Pedro Moura (Independent scholar) “Identity Crisis – Portuguese comics and global comics

Lunch

14.00-15.00 Next steps. Round table.