

Romantic E-Scapes: Popular Romance in the Digital Age

(University of the Balearic Islands, Palma de Mallorca)

9-11 July 2018

FINAL Programme

Monday 9th July

| | | |
|-------|--|--|
| 9.30 | Registration (Hall, Sa Riera Building) | |
| 10.00 | Conference opening (Salón de Actos) | |
| 10.15 | Keynote Lecture (Salón de Actos): Prof. Deborah Philips (University of Brighton): "In Defence of Reading 'Trash'" Chair: Paloma Fresno-Calleja | |
| 11.30 | Coffee break | |
| 12.00 | Parallel session 1A: LOVE AGAINST THE ODDS (ROOM 26) Chair: David Río Eva M. Pérez-Rodríguez (University of the Balearic Islands): "Like Old Bruises": Widowhood and Family Traumas in Leah Fleming's <i>The War Widows</i> and Sofka Zinovieff's <i>The House on Paradise Street</i> Miquel Pomar-Amer (University of the Balearic Islands): "The inescapable past: haunting memories of the war in Jo Eames' <i>The Faithless Wife</i> " Federica Montella (University of Calabria): "Body, spaces of love, illusion and delusion in Margaret Atwood's <i>The Handmaid's Tale</i> ." | Parallel Session 1B: ROMANCE IN THE DIGITAL AGE (ROOM 28) Chair: Astrid Schwegler Ingrid Pfandl-Buchegger (University of Graz): "Romantic E-scapes: The impact of digital communication on the writing of popular romances" Elina Valovirta (University of Turku): "The stuff of which fairytales are made: The formula, readers and writers of popular e-romance" |

| | |
|-------|--|
| 13.30 | Lunch break |
| 15.00 | <div> Parallel session 2A: HISTORY AND ROMANCE I (ROOM 26) Chair: Eva Pérez-Rodríguez Carmen Pérez Ríu (University of Oviedo): “Neo-Victorian popular romance and the pleasures(?) of anachronism” Toni Jordan (Deakin University): “Embracing the Hidden Romantic: Re-Evaluating the Genre Participation of Molière Using Parodic Fictocriticism” </div> <div> Parallel session 2B: MARKETING ROMANCE I (ROOM 28) Chair: Pilar Villar Argáiz Paloma Fresno-Calleja (University of the Balearic Islands): “100% Pure Romance? Rosalind James’s ‘Escape to New Zealand’ Series” Astrid Schwegler Castañer (University of the Balearic Islands): “Devouring Textual Love: The Culinary Metaphor in Contemporary Historical Romance” </div> |
| 16.00 | Coffee break |
| 16.30 | Authors’ Round Table (Salón de Actos): “Writing and Publishing Romance in the Digital Age”. Emily Benet, Jane Kelder and Toni Jordan Chair: Alejandra Moreno Álvarez |
| 18.30 | A Romantic Tour of Palma’s Old Quarter (Departing from conference venue) |

Tuesday 10th July

| | |
|-------|---|
| 9.00 | Session 3. POPULAR ROMANCE IN US CULTURE (ROOM 26) Chair: Elisa Serna Martínez Marta María Gutiérrez Rodríguez (University of Valladolid): “Love and Witchcraft: Contemporary Historical Romances about the Salem Witch Trials” David Río Raigadas (University of the Basque Country): “Western Romance Novels: Escapism and the Cowboy Myth” Silvia Martínez Falquina (University of Zaragoza): “Her Land, Her Love: Navajo Captivity and the Romance Novel” |
| 10.30 | Coffee break |
| 11.00 | Keynote Lecture (Salón de actos): Prof. M. Socorro Suárez Lafuente (University of Oviedo): |

| | | |
|-------|---|---|
| | “Love Stories: the Dialogical Tension between Emotion and Reason” Chair: Carolina Fernández Rodríguez | |
| 12.15 | Parallel Session 4A: ROMANCE AND THE EXOTIC (ROOM 26) Chair: Lynda Gichanda Spencer Pilar Villar-Argáiz (University of Granada): “History, Exoticism and Romance in Popular Fiction set in Ireland” María-Isabel González Cruz (University of Las Palmas): “Exploring the Exotic Other and Paradise Discourse in a Sample of English Romances set in the Canaries” Aurora García-Fernández (University of Oviedo): “Between Exotic Postcards and Green Activism: Environmental Preoccupations in Contemporary Australian Romance” | Parallel session 4B: REEL ROMANCE (ROOM 28) Chair: Carmen Pérez Ríu Raquel Álvarez-Riera Escandón (Universidad de Oviedo/University of Utrecht): “Violence in the Myth of Romantic Love: An Analysis of Suicide and Death as an Act of Love in Contemporary Film Adaptations of <i>Romeo and Juliet</i> ” Marek Wojtaszek (University of Lodz): “Romancing the Digital: Sensory Interface and Algorithmic <i>Desire</i> in a Society of Anticipation.” Mislav Zivkovic (University of Zagreb): “ ‘Heaven is a Place on Earth’: Codes of Love and <i>Fantasy</i> in <i>Black Mirror</i> ’s ‘San Junipero’ and ‘Hang the DJ’” |
| 13.45 | Lunch break | |
| 15.30 | Session 5: DE/ROMANTICISING AFRICA (ROOM 26) Chair: Irene Pérez Fernández Lynda Gichanda Spencer (Rhodes University, South Africa): “ ‘A New Kind of Romance’: Romance Imprints and the Digital Age in Nigeria” Cristina Cruz-Gutiérrez (University of the Balearic Islands): “ ‘Yeah, I love it too but just don’t romanticize it’: <i>An African City</i> at the Crossroads of Romance and InsubordiNation” | |
| 16.30 | Coffee break | |
| 17.00 | Session 6: DE/ROMANTICISING THE INDIAN SUBCONTINENT (ROOM 26) Chair: Miquel Pomar Amer Manasi Gopalakrishnan (University of Cologne): “The quiet native: colonized women in historical romances” Komal Vinayak Tujare (St. Mira’s Collage for Girls, Pune): “Retelling of the Female: Reading Mastani’s Historical Romance” Alejandra Moreno Álvarez (University of Oviedo): “De-exotifying Romance Novels in Postcolonial India” Muhammad Abdullah (Forman Christian College, Lahore): “Emergent sexualities and intimacies in contemporary Pakistani Anglophone Literature” | |

| | |
|-------|---|
| 21.00 | Conference dinner (Es Baluard Restaurant) |
|-------|---|

Wednesday 11th July

| | | |
|-------|--|---|
| 9.30 | Session 7: MARKETING ROMANCE II (ROOM 26) Chair: Silvia Martínez Falquina Carolina Fernández Rodríguez (University of Oviedo): “Nora Roberts’ Inn Boonsboro Trilogy: Fuelling the Myth of Romantic Love, Stoking the Fire of Consumerism” Inmaculada Pérez Casal (University of Santiago de Compostela): “A Study in Contradictions: Feminism in Lisa Kleypas’ <i>Ravenels</i> Series” Alison Lutton (Somerville College, University of Oxford): “Escaping Creative Conventions: Romantic Paratextual Innovation and Belonging in You-Tube-to-Print Field Migration” | |
| 11.00 | Coffee break | |
| 11.30 | Parallel session 8A: CARIBBEAN ANTI/ROMANCE (ROOM 26) Chair: Cristina Cruz Gutiérrez Irene Pérez Fernández (University of Oviedo): “Atoning the Colonial Past in Contemporary Caribbean Romance: Female Characters Challenging the Norms” Elisa Serna-Martínez (Autonomous University of Madrid): “Painting Away Regrets, A Caribbean Antiromance by Opal Palmer Adisa” Macarena García-Avello (University of Cantabria): “Resisting Genres: Angie Cruz’s <i>Soledad</i> and Nelly Rosario’s <i>Song of the Water Saints</i> and the Anti-Romance” | Parallel session 8B: QUEERING ROMANCE (ROOM 28) Chair: Alison Lutton Elin Abrahamsson (Stockholm University): “Mas(s)turbatory Readings: A Queer Theoretical Analysis of Popular Romance” Danielle Girard (Lancaster University): “The Queer Romance of Slash Fanfiction: From Fetishization to Orientation” Mariana Ripoll-Fonollar (University of the Balearic Islands): “Opening Venues for Transgender Anti-Romance(s): “Cultivating Response-ability” in the web series <i>Her Story</i> ” |
| 13.00 | Keynote lecture (Salón de Actos): Prof. Hsu-Ming Teo (Macquarie University): “Falling in love with the past: History and the romance novel” Chair: Aurora García-Fernández | |
| 14.15 | Conference closure | |

