

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	<p>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>."</p>	<p>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"</p>

13.30	Lunch break	
15.00	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”	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”
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 Ríu 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	<p>Parallel Session 4A: ROMANCE AND THE EXOTIC (ROOM 26) Chair: Lynda Gichanda Spencer</p> <p>Pilar Villar-Argáiz (University of Granada): “History, Exoticism and Romance in Popular Fiction set in Ireland”</p> <p>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”</p> <p>Aurora García-Fernández (University of Oviedo): “Between Exotic Postcards and Green Activism: Environmental Preoccupations in Contemporary Australian Romance”</p>	<p>Parallel session 4B: REEL ROMANCE (ROOM 28) Chair: Carmen Pérez Ríu</p> <p>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>”</p> <p>Marek Wojtaszek (University of Lodz): “Romancing the Digital: Sensory Interface and Algorithmic <i>Desire</i> in a Society of Anticipation.</p> <p>Mislav Zivkovic (University of Zagreb): “ ‘Heaven is a Place on Earth’: Codes of Love and <i>Fantasy</i> in <i>Black Mirror’s</i> ‘San Junipero’ and ‘Hang the DJ’”</p>
13.45	Lunch break	
15.30	<p>Session 5: DE/ROMANTICISING AFRICA (ROOM 26) Chair: Irene Pérez Fernández</p> <p>Lynda Gichanda Spencer (Rhodes University, South Africa): “ ‘A New Kind of Romance’: Romance Imprints and the Digital Age in Nigeria”</p> <p>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”</p>	
16.30	Coffee break	
17.00	<p>Session 6: DE/ROMANTICISING THE INDIAN SUBCONTINENT (ROOM 26) Chair: Miquel Pomar Amer</p> <p>Manasi Gopalakrishnan (University of Cologne): “The quiet native: colonized women in historical romances”</p> <p>Komal Vinayak Tujare (St. Mira’s Collage for Girls, Pune): “Retelling of the Female: Reading Mastani’s Historical Romance”</p> <p>Alejandra Moreno Álvarez (University of Oviedo): “De-exotifying Romance Novels in Postcolonial India”</p> <p>Muhammad Abdullah (Forman Christian College, Lahore): “Emergent sexualities and intimacies in contemporary Pakistani Anglophone Literature”</p>	

21.00	Conference dinner (Es Baluard Restaurant)
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Wednesday 11th July

9.30	<p>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”</p>	
11.00	Coffee break	
11.30	<p>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”</p>	<p>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>”</p>
13.00	<p>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</p>	
14.15	Conference closure	

