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## Editorial

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# Editorial

Periodicals are in many ways defined by their temporality. As Margaret Beetham established twenty-seven years ago, what unites ‘newspapers, journals, reviews, and magazines’ as periodicals is their relationship to time: ‘Since the periodical depends on ensuring that the readers continue to buy each number as it comes out, there is a tendency in the form not only to keep reproducing elements which have been successful but also to link each number to the next’.<sup>1</sup> The opening article in this the forth issue of the *Journal of European Periodical Studies* presents an example of precisely this premise, by which a periodical’s editorial machinery hooks and holds its readers over time. In ‘The American Serialization of *Lord Jim*’, Stephen Donovan uncovers a new bibliographic discovery: a hitherto ‘lost’ serialization of Joseph Conrad’s *Lord Jim* (1899–1900), unknown even to the editors of the 2012 Cambridge edition of the novel. *Lord Jim* was reprinted in daily instalments in New York’s *Evening Telegram* during May and June 1903. Donovan’s analysis also sheds new light on the reception by popular audiences of protomodernist fiction published in periodicals.

In line with our aims as a journal, Donovan’s article extends the geographic range of *JEPS*. The two essays that follow address other core interests by offering comparative studies that traverse linguistic and national borders. Marius Warholm Haugen’s ‘Mediating Anglophobia: Political and Cultural Conflict in the French Periodical Reception of British Travel Writing (1792–1814)’ demonstrates the centrality of the periodical press in negotiating the battle over the position as superpower of Europe in the late eighteenth and early nineteenth century. Adding nuance to classic stereotypes of the British traveller to a French readership, Haugen’s systematic study of three major French journals uncovers an ambivalence between fascination with and horror at British travel writing. Moving forward into the late nineteenth century, Ruxandra Looft shows how the German fashion magazine *Der Bazar: Illustrierte Damen-Zeitung* and the Paris-based *La Mode illustrée: Journal de la famille* often served as platforms for social critique and political engagement. She argues that these periodicals actively participated in the international dialogue on gender, nation-building, patriotism, and consumerism during the Franco-Prussian War (1869–70), thus presenting voices often marginalized and forgotten in sociohistorical studies of this war.

The three concluding articles make available in English work previously published by the Dutch periodicals journal *TS: Tijdschrift voor tijdschriftstudies*. In the first of these, Kristof Van Gansen explores the materiality of periodicals through a case study of the French interwar graphic design magazine *Arts et métiers graphiques*, demonstrating how

1 Margaret Beetham, ‘Towards a Theory of the Periodical as a Publishing Genre’, in *Investigating Victorian Journalism*, ed. by Laurel Brake, Aled Jones, and Lionel Madden (Basingstoke: Macmillan, 1990), pp. 19–32, (pp. 19, 26). Beetham develops the concept of time as a characteristic of periodicals in ‘Time: Periodicals and the Time of the Now’, *Victorian Periodicals Review*, 48.3 (2015), 323–42.

the bibliophile impulse in its editors shaped a visual conception of text. Jeroen Dera's article on the socialist radio listings machine *De radiogids* is the first systematic study of the literary programming by Dutch broadcasting associations leading up to the Second World War. The final article in this issue, by Ivo Nieuwenhuis, traces how the late eighteenth-century Dutch periodical *Lanterne Magique of Toverlantaern* transforms the model of the popular peepshow onto its pages, where it becomes a rhetorical vehicle for political debate in which physical humour looms large.

This issue also marks the end of a year full of activity within *JEPS*'s parent organisation, the [European Society for Periodical Studies \(ESPRit\)](#). In June, the International University of Languages and Media (IULM) in Milan brought together scholars from twenty-one countries covering material in ten languages from twice as many national contexts under the banner of 'Conflict in the Periodical Press'. This the 6<sup>th</sup> annual ESPRit conference also saw the conclusion of the process of formalising ESPRit as a Society that had begun at the 5<sup>th</sup> annual ESPRit conference in Liverpool in 2016. The proposed Articles for the Society were unanimously approved at the General Business Meeting and our legal advisors are currently working to have ESPRit registered at the Chamber of Commerce in the Netherlands. The structures and costs of membership that were agreed at the meeting will be put in place early in spring 2018 with a basic membership fee of €30 a year and a reduced rate of €15 for postgraduate, unaffiliated, and retired members. There will also be an opportunity for Founding Membership. Information will be sent out to those who have [signed up to the ESPRit mailing list](#) and posted on the [ESPRit web page](#) shortly.

Momentum is now gathering for next year's ESPRit conference at Bibliothèque nationale de France, Paris, on 27–29 June 2018. The conference theme is 'Periodicals In-Between: Periodicals in the Ecology of Print and Visual Cultures' and abstracts may be submitted until 31 January 2018 to [2018ESPRit@gmail.com](mailto:2018ESPRit@gmail.com). The conference will be preceded by a [Postgraduate Workshop on Periodical Studies](#) on 26 June 2018 at Paris-Sorbonne. Selected candidates will have the opportunity to present their work and receive personalised feedback from workshop moderators, including Laurel Brake, Anne-Rachel Hermetet, Matthew Philpotts, Evangelhia Stead, Céline Mansanti, and Hélène Védrine. For more information, please contact [ESPRitPG2018@gmail.com](mailto:ESPRitPG2018@gmail.com). The deadline for applications to the workshop is 1 February 2018.

Finally, we would like to thank Thomas Smits for his contribution to the editorial team for the last two issues. We also thank Jasper Schelstraete for his work as Reviews Editor for two years, a role he will pass on to Julie Birkholz as of the next issue. We are very pleased that Jasper will stay on as Associate Editor and that Sage Milo has just joined the *JEPS* team as Editor after two years as Associate Editor.

You can always reach us on [jeps@ugent.be](mailto:jeps@ugent.be)