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研究課題名（和文）「書籍宣伝広告」の歴史的言説形成 英日を対象とした広告理論からのアプローチ

研究課題名（英文）Book Advertising in Britain and Japan: Its Discursive Role, Evolution and Impact

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研究成果の概要（和文）：主な研究成果は以下の3点である。ウェブサイトBKAS.orgの開設により書籍広告に関する研究を推進。研究者が短い研究論文や研究の進捗発表ができるサイト内のBKAS Essay Shortsに、数本の研究論文（太平洋問題調査会（IPR）や北星堂出版社の広告分析など）を寄稿した。ワークショップを複数回、2023年3月にオンラインシンポジウムを開催。書籍広告画像のデータベースを創設。助成期間中、様々な歴史学者との交流を通して本研究分野の知名度が向上したと考える。その結果、ケンブリッジ大学出版局が保有するアーカイブの共同利用や、今後いくつかのプロジェクトが計画されることとなった。

研究成果の学術的意義や社会的意義

本研究プロジェクトの成果のひとつは、様々な書籍広告のオープンアクセスデータベースを作成したことであり、これは現在も定期的に追加されている。書籍広告は、通常、読後すぐに破棄されるため、本データベースは研究者や一般読者にとっての貴重な資料保存庫となる。BKAS.orgのウェブサイトには研究者の論文が掲載され、ビデオプレゼンテーションによって書籍広告が寄与しうる領域とその重要性に対する理解が広がれば、読者は（商業的に、イデオロギー的に、そして美的に）書籍広告が及ぼす力をよりよく認識することができ、結果的に彼らが実際に読む書籍への理解を深めることに役立つのである。

研究成果の概要（英文）：There were 3 main research achievements of this project (i) the establishment of a website BKAS.org which promotes research on all aspects of Book Advertising including BKAS Essay Shorts which provides an opportunity for scholars to publish short research papers, work in progress and so on. The grant holder contributed several research papers to this and edited a number of other contributions, including on advertising for the Institute of Pacific Relations (IPR) and the Hokuseido Press, (ii) hosting several workshops and in March, 2023 an online symposium, (iii) a database of book advertising images was launched. Interaction with a range of historians over the grant period raised the profile of book advertising as a field of study. As a result of this, several future projects are planned including collaborative exploitation of the archives held by the Cambridge University Press. The website will continue to enhance the study of book advertising and its impact on society.

研究分野：Print History

キーワード：Book Advertising Print culture Publishers Book History

## 1 . 研究開始当初の背景

Advertising and marketing have been well-studied since the commencement of the 'Consumer Age'. However, few studies have specifically looked at the way books and periodicals have been marketed, perhaps because there is something unique about books as 'products'. Historically, book advertising material, whether in the form of fliers, back-matter, publisher's lists, dustjackets, or even launch events have been consigned to 'ephemera' and little utilised.

I first realised the potential of book advertisements as a source, which could not only answer specific bibliographical questions, but also be studied more quantitatively, when writing my PhD thesis on the political philosopher David Williams (1738-1816). I was able to use surviving advertisements produced by his publishers James Ridgway and Henry Delahay Symonds (Robinson, 2014, pp. 61-90) to not only attribute authorship, which had been previously questioned, but to suggest that through advertising, the publishers were able to reposition Williams's work *Lessons to a Young Prince* (1790) as a reply to Edmund Burke's *Reflections on the Revolution in France* (1790). Increasingly, with digitalization, new methodologies involving BOOLEAN and other searches have allowed scholars to more easily locate specific advertising, helping them to recreate more complex and sophisticated reading spaces. In the absence of an adequate definition of what book advertising meant, and spurred by attendance at a conference at the University of Stirling ('Book Cultures, Book Events', 23-24 March 2012) in which literary festivals were analyzed, I started to conceive of book advertising as something much more elastic than previously envisaged, encompassing all aspects of promoting and presenting books in various ways to different readers. I suspected that advertising strategies would also differ according to the genre of publication, whether fiction or non-fiction; illustrated or not illustrated. I was also interested in seeing whether there were any marked differences between Japanese book advertising and British book advertising - not so much as a direct comparison, but through analyzing actual examples of book advertisements. I wanted to see whether there were any differences in the conception of the function of books and reading within society. I was acutely aware that many scholars from a range of fields were utilizing book advertisements in their studies to answer their own specific research questions, but few were analyzing them systematically and making use of their full potential. Hence, I wanted to create a scholarly 'location' for book advertising to be discussed front-and-centre, rather than merely an interesting add on.

## 2 . 研究の目的

With the overall objective of the project being to create greater scholarly awareness of book advertising as a source for use by scholars working in historical, literary, and linguistic contexts, and to provide a place where scholarship on this aspect of print history could be promoted and centralized, the objectives of the project changed somewhat over time, with an increasing emphasis on locating and making available various forms of book advertising, and demonstrating its potential application to wider research questions, rather than seeking to place book advertising within pre-existing advertising theory *per se*. This decision followed workshops at Edinburgh and Waseda Universities at which it quickly became evident that the diversity and rhetoric of book advertising within Britain and Japan was not well-enough understood to form any general theories, and that this crucial deficit had to be remedied.

The reorientation of the objectives of the project towards creating a practical collection of advertisements, available on an open-access basis, and to encourage the study of surviving materials both through archival research and utilization of digital sources, not only resulted in a range of interesting observations that required further testing, but also in soliciting more contributions from interested scholars who were better able to see the relevance to their own projects. Furthermore, by examining actual advertisements, mainly drawn from the English-language press in Japan (especially the Hokuseido Press), assisted by Peter Kornicki's *magnus opus*, *The Book in Japan: A Cultural History from the Beginnings to the Nineteenth Century* (2001) an adequate and more elastic definition of book advertising was arrived at. The second major aim was to test the scope and potential of various sources and to demonstrate how they could be utilised by historians to answer wider questions within a broad range of discourses in the wider humanities.

### 3 . 研究の方法

Shortly after commencement of the project it quickly became apparent that without any central archives of book advertising materials, and scattered publisher-archives both in Britain and Japan, that the initial methodology needed to be tweaked and the scope of the project limited. Furthermore, planned trips to archives and further peer-consultation following a series of workshops were severely hampered by the COVID-19 pandemic from 2020 onwards, and as a result it was decided that exploring a series of *localized case-studies* based on caches of advertising, which could be later amalgamated into a more comprehensive and systematic work, was the most viable option. Short case-studies were written on Christmas Book Advertising, on the Institute of Pacific Relations, and on the Hokuseido Press in addition to several papers discussing aspects of book advertising and archival research. These case-studies raised interesting questions about the motive behind advertising, complicating my understanding, in for example, the IPR's ideological motive for widely distributing its publications, and in the case of the Hokuseido Press, as part of a wider cultural movement which supported Japan's right to an 'Asian Empire'. This more nuanced understanding of the possibilities of book advertising, beyond the mere commercial, was unanticipated and was employed in the candidate's collaboration with a book project, *Competing Imperialisms in Northeast Asia* (Routledge, 2023), for which the grant holder was editor, and contributed a chapter on visualities and Japan. Contributions to the BKAS website Essay Shorts were solicited as a way of promoting the site and getting greater scholarly engagement. Articles on *The Daily Mail Overseas* (Aiko Watanabe) and Japanese Postcards as Print Advertising (David Finkelstein) were edited by the grant holder. Research trips to the British Library, where I consulted materials on the *Times Literary Supplement*; the National Library of Singapore, where I consulted material on publishers Kelly and Walsh; and Cambridge University Library (Special Collections), where I consulted and scanned materials on the Cambridge University Press archive were undertaken, and resulted in one BKAS paper ('Advertising Asia-related Books in the *Times Literary Supplement*') and one Symposium presentation. Unfortunately, a planned international conference on book advertising at which several speakers were booked to speak on a wider range of topics including children's literature and girl's magazines had to be postponed last-minute owing to sudden travel restrictions associated with the global COVID-19 pandemic, and later cancelled. This severely disrupted research momentum, and so greater emphasis was placed on developing the website BKAS.org, a database of book advertising images, and hosting an online Symposium (March 2023).

Owing to ongoing COVID-19 contact restrictions, commencement of scanning work for a database of book images was significantly delayed, but was undertaken from January 2021 until the cessation of the project in March 2023. However, it will continue as an on-going public dissemination. Image scanning was undertaken initially by the grant holder during COVID restrictions, and later by an assistant. Research into and later execution of a platform for hosting images in a suitable format was undertaken. Owing to copyright restrictions, these images have, for the time-being, been restricted to the nineteenth and early twentieth centuries.

### 4 . 研究成果

Despite being severely hampered by the COVID-19 pandemic in making archival research trips, employing assistants for scanning, and hosting an international conference, a number of key outcomes were achieved, providing an open-access legacy which will continue to grow and stimulate future research.

Workshops were held in Edinburgh University (15 August 2017) 'Book Advertising from the Eighteenth Century to the Digital Age: The English language press and the Japanese book trade' on Waseda University (5th April 2018) 'Literary Advertising: Periodicals, Magazines, and Newspapers in the Japanese and Anglophone World'.

A website (BKAS.org) was created and is now fully functioning, providing a platform on which to post news about book advertising-related events, host videos, and a page for publishing short research-related articles. This will provide a permanent record of research, and remain active with an on-going commitment to source and create high-quality innovative research. Articles on the site include the grant holder's essays: 'Literary Gifts for the Season: Book Advertising in *The Times*' Christmas Books Supplement', 1909-1919 (March 2018); 'Book Advertising with a Cause: Publications of the Institute of Pacific Relations (IPR)' (February 2021); 'Japanese Book Advertising: Tactics, Tropes, and Taboos' (March, 2021); 'Preservation of Newspapers: The Vulnerability of Advertising' (April 2018); 'Advertising

Asia-related Books in the *Times Literary Supplement* (May 2023); 'Serial Fiction and Advertising' (May 2023). Contributions by Aiko Watanabe (Waseda University) 'Manufacturing the Market: Selling the *Over-Seas Daily Mail* (March 2018); and David Finkelstein 'Trade Advertising Postcards as Business Artefacts' (8 February 2023) were also edited by the grant holder. In addition, Prof. Finkelstein was invited to give a lecture at Japan Women's University entitled, 'Blackwoods & its *Edinburgh Monthly Magazine*' (9 April 2018). Drawing upon insights gained during the project, the grant holder contributed a case study, 'Newspapers and Advertising', to the award-winning *Edinburgh History of the British and Irish Press, 1800-1900* (ed.) David Finkelstein, Edinburgh: EUP (2020).

A database of book advertising images was developed utilizing the off-the-shelf server-based platform SmugMug, making images freely accessible to researchers and the general public. Launched in March 2023, the database reproduces carefully curated images of book advertising and provides search capabilities through metadata. Images may be utilised for non-commercial purposes provided acknowledgment of their source, BKAS.org (supported by JSPS Kaken-hi grant-in-aid) is given. Further efforts to promote and advertise this database and to regularly update it are on-going.

To replace a previously organized conference which had to be cancelled owing to COVID-19, an online Symposium 'Advertising Print' was held on the 18th March 2023. Recorded presentations were submitted by Peter O'Connor 'The Clash of Imperium's Japanese postcards, American Dustjackets, ca. 1930s - 1960s'; Chelsea Low (Routledge) 'Academic Book Advertising: An Editorial Perspective'; David Finkelstein (University of Hull) 'Book Advertising Culture in Victorian Periodical Spaces'; Yukiko Muta (Josai University) 'Readers as Advertisers in British Girls' Magazines at the Turn of the Century'; and two papers by the grant holder, 'Serial Trailers in the Sunday Magazine of the *New-York Tribune*, 1900-1914' and 'Utilizing Publisher Archives: A Case Study of the Cambridge University Press'. These presentations, as well as symposium discussion on them are available on the BKAS website.

Many new research lines have been identified during the project and are being actively pursued. The two most promising are (i) a potential collaboration with Rosalind Grooms, archivist at the Cambridge University Press. Following a survey of the scope of archival materials held by the CUP the grant holder has identified the potential for articles on dustjackets advertising and their symbolism using proof copies, and the 'author files', which although requiring special permission to view, give a unique insight into the role authors play in advertising their own work, something which has become prevalent in the world of e-publishing. Similarly, print sample files, which collect together CUP printing jobs have not been studied before and include many events for the CUP, giving a transparency to the 'event' of publication usually invisible.

Following collaboration with David Finkelstein, discussions have centered around expanding my initial research on the Hokuseido Press into a co-authored full-scale study or short monograph, in which the role of the English-language press as a mediator of political ideology, in the context of cultural imperialism, might be explored. This seems a very promising avenue of future inquiry.

## 5. 主な発表論文等

〔雑誌論文〕 計7件（うち査読付論文 0件／うち国際共著 0件／うちオープンアクセス 7件）

1. 著者名 ROBINSON, Peter	4. 巻 February
2. 論文標題 Book Advertising with a Cause: Publications of the Institute of Pacific Relations (IPR)	5. 発行年 2021年
3. 雑誌名 BKAS Essay Shorts No. 5	6. 最初と最後の頁 e-publication
掲載論文のDOI（デジタルオブジェクト識別子） なし	査読の有無 無
オープンアクセス オープンアクセスとしている（また、その予定である）	国際共著 -

1. 著者名 ROBINSON, Peter	4. 巻 n/a
2. 論文標題 Advertising English-language Books on the East: Tactics, Tropes, and Taboos	5. 発行年 2021年
3. 雑誌名 BKAS Essay Shorts No. 6	6. 最初と最後の頁 e-publication
掲載論文のDOI（デジタルオブジェクト識別子） なし	査読の有無 無
オープンアクセス オープンアクセスとしている（また、その予定である）	国際共著 -

1. 著者名 FINKELSTEIN, David (author), ROBINSON, Peter (ed.)	4. 巻 n/a
2. 論文標題 Trade Advertising Postcards as Business Artefacts	5. 発行年 2021年
3. 雑誌名 BKAS Essay Shorts No. 4	6. 最初と最後の頁 e-publication
掲載論文のDOI（デジタルオブジェクト識別子） なし	査読の有無 無
オープンアクセス オープンアクセスとしている（また、その予定である）	国際共著 -

1. 著者名 ROBINSON, Peter	4. 巻 --
2. 論文標題 Preservation of Newspaper: The Vulnerability of Advertising	5. 発行年 2018年
3. 雑誌名 BKAS Essay Shorts No. 2	6. 最初と最後の頁 e-publication
掲載論文のDOI（デジタルオブジェクト識別子） なし	査読の有無 無
オープンアクセス オープンアクセスとしている（また、その予定である）	国際共著 -

1. 著者名 ROBINSON, Peter	4. 巻 54
2. 論文標題 Narrative Instability and the Role of Captions in Hugh Lofting 's Doctor Dolittle Newspaper Serial Illustrations	5. 発行年 2019年
3. 雑誌名 Studies in English and American Literature	6. 最初と最後の頁 17-33
掲載論文のDOI (デジタルオブジェクト識別子) なし	査読の有無 無
オープンアクセス オープンアクセスとしている (また、その予定である)	国際共著 -

1. 著者名 ROBINSON, Peter	4. 巻 1a (March)
2. 論文標題 Literary Gifts for the Season: Book Advertising in The Times ' Christmas Books Supplement, 1909-1919 [Part I]	5. 発行年 2018年
3. 雑誌名 BKAS Essay Shorts No. 1	6. 最初と最後の頁 e-publication
掲載論文のDOI (デジタルオブジェクト識別子) なし	査読の有無 無
オープンアクセス オープンアクセスとしている (また、その予定である)	国際共著 -

1. 著者名 WATANABE, Aiko (author) ROBINSON, Peter (ed.)	4. 巻 March
2. 論文標題 Manufacturing the Market: Selling the Over-Seas Daily Mail	5. 発行年 2018年
3. 雑誌名 BKAS Essay Shorts No. 3	6. 最初と最後の頁 e-publication
掲載論文のDOI (デジタルオブジェクト識別子) なし	査読の有無 無
オープンアクセス オープンアクセスとしている (また、その予定である)	国際共著 -

〔学会発表〕 計3件 (うち招待講演 0件 / うち国際学会 0件)

1. 発表者名 ROBINSON, Peter
2. 発表標題 Literary Gifts for the Season: Book Advertising in The Times ' Christmas Books Supplement, 1909-1919
3. 学会等名 BKAS WORKSHOP II (Waseda)
4. 発表年 2018年

1 . 発表者名 ROBINSON, Peter
2 . 発表標題 Serial Trailers in the Sunday Magazine of the New-York Tribune, 1900-1914
3 . 学会等名 ADVERTISING PRINT: BOOK ADVERTISING STUDIES (ONLINE SYMPOSIUM)
4 . 発表年 2023年

1 . 発表者名 ROBINSON, Peter
2 . 発表標題 Utilising Publisher Archives: A Case Study of the Cambridge University Press
3 . 学会等名 ADVERTISING PRINT: BOOK ADVERTISING STUDIES (ONLINE SYMPOSIUM)
4 . 発表年 2023年

〔図書〕 計1件

1 . 著者名 ROBINSON, Peter, book edited by FINKELSTEIN, David	4 . 発行年 2020年
2 . 出版社 EUP	5 . 総ページ数 5
3 . 書名 'Case Study 1: Newspapers and Advertising', in The Edinburgh History of the British and Irish Press, vol. 2	

〔産業財産権〕

〔その他〕

<p>Competing Imperialisms in North East Asia  <a href="https://blogs.qub.ac.uk/competingimperialisms/">https://blogs.qub.ac.uk/competingimperialisms/</a></p> <p>ROBINSON, Peter, Competing Imperialisms in Northeast Asia, 1894-1953 (book co-edited with de Angeli, O' Connor, Reisz, Tsuchiya), Routledge, 2023. Including a chapter related to the image of Japan and connected with advertising ideology.</p> <p>Book Advertising Studies (BKAS)  <a href="http://bkas.org">http://bkas.org</a></p> <p>Acted as chair for four sessions at ADVERTISING PRINT: BOOK ADVERTISING STUDIES (ONLINE SYMPOSIUM), 18 March 2023.</p> <p>Published two BKAS Essay shorts in May, 2023: 'Advertising Asia-related Books in the Times Literary Supplement' ; 'Serial Fiction and Advertising' .</p>
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## 6. 研究組織

	氏名 (ローマ字氏名) (研究者番号)	所属研究機関・部局・職 (機関番号)	備考
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## 7. 科研費を使用して開催した国際研究集会

〔国際研究集会〕 計2件

国際研究集会 BKAS Workshop II (Waseda University)	開催年 2018年～2018年
国際研究集会 Book Advertising Studies (BKAS) Workshop I	開催年 2017年～2017年

## 8. 本研究に関連して実施した国際共同研究の実施状況

共同研究相手国	相手方研究機関
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