

## THE TRANSATLANTIC CIRCULATION OF PRINTED MATTER – THE GLOBALIZATION OF CULTURE IN THE 19<sup>TH</sup> CENTURY

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FAPESP Process 2011/07342-9 | Term: Sep 2011 to Aug 2015

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*Mappe-monde ou description du globe terrestre, assujettie aux observations astronomiques par le Sr. Janvier Geographe: world map published in Paris in 1782*

This project aims to produce better knowledge about the printed matter and ideas circulating in England, France, Portugal and Brazil during the “long nineteenth century” (1789 – 1914). Its main objectives are to identify and analyze the cultural, political and economic processes set in motion by the movement of ideas and printed matter on a transnational scale and to observe the appropriation of these ideas in these four countries.

To address these questions, the research encompasses three main intersecting axes:

- 1) Agents of exchange between countries (booksellers, publishers, typographers, editors, writers, translators, illustrators, journalists, censors, actors and actresses, theater managers, readers etc.)
- 2) Institutions and sites (libraries, circulating libraries, newsrooms, boards of censors etc.)
- 3) Material forms and textual genres (newspapers, magazines, schoolbooks, novels, music scores, plays etc.)

These elements are investigated by 40 researchers from 23 research institutions in Brazil, France, England and Portugal. These researchers are classified into three main areas: a) the production of texts and printed matter and their dissemination; b) the circulation and reception of belles-lettres; and c) the circulation and reception of journals (newspapers and magazines).

Our intention is to clarify, through four years of work (2011-2015), the multiple circuits made by books and journals from Europe to Brazil (and vice versa) and the paths traveled by printed matter within Brazil. We also aim to measure the speed and intensity with which works, people and ideas traveled between England, Portugal, France and Brazil and to evaluate the synchronicity of the interest aroused by the same books in different places. We expect to expand knowledge about publishers, booksellers and theatrical entrepreneurs by considering their activity in different countries and to learn more about the books, magazines and plays presented in Brazilian and European bookstores and stages, with special attention to translated works. Finally, we hope to identify the audience for these works and plays and to examine their critical reception throughout the nineteenth century.

Emphasis will be placed on the term *circulation* because it is important to observe the movement between Europe and Brazil rather than the unilateral flow of ideas and goods from Europe to Brazil. In other words, we want to think in terms of *connection* rather than in terms of *dependence*.

## SUMMARY OF RESULTS TO DATE AND PERSPECTIVES

This thematic project, which began in October 2011, is part of a larger international project initiated in September 2010. So far, the researchers in the international project have held two conferences, at the Université de Versailles Saint-Quentin-en-Yvelines (2010) and at the Universidade Nova de Lisboa (2011), to present the partial findings of these studies.

## MAIN PUBLICATIONS

Abreu M. 2011. A circulação transatlântica dos impressos: a globalização da cultura no século XIX. Livro - revista do núcleo de estudos do livro e da edição. Departamento de Jornalismo e Editoração da Escola de Comunicação e Artes - Universidade de São Paulo. 1: 115-130.

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