

JWUシーズ		※=入力必須項目	
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researchmap※	https://researchmap.jp/M0IozsfaUGXAp54e		
研究分野※	Book history, History of Ideas, Gardening & Landscape history		
研究キーワード※	Advertising, print culture, publishing history, gardening, landscape, philosophy		
共同研究・競争的資金等の研究課題	Japan Society for the Promotion of Sciences (JSPS) KAKEN-HI Grant in Aid (Category B) 2017-2020 (extended to 2023): https://kaken.nii.ac.jp/grant/KAKENHI-PROJECT-17K17679/		
社会貢献・産学官連携活動等	<p>As a Collaborator/participant:</p> <ol style="list-style-type: none"> Heritage Lottery Fund (group funding for a literary outreach project) awarded 2016 (£18,500) An outreach project to create a new literary heritage for the South Downs: <i>A South Downs Alphabet</i> (2017). https://www.hlf.org.uk/our-projects/south-downs-alphabet-inspiring-people-create-literary-heritage-future Competing Imperialisms in North-East Asia Research Network (CIRN) Funded by the ESRC and AHRC, the Competing Imperialisms network is exploring new approaches to Northeast Asia's contested pasts, bringing leading scholars together with those much earlier in their careers. The project emphasizes interdisciplinary, international and comparative approaches to the study of imperialisms, transnational connections, frontiers and borderland communities in the region. 		
受賞歴			

研究領域	(SDGs)
研究テーマ※	The study of book advertising
概要※ (概ね1000字以内) (写真・グラフ等自由)	<p>【研究の背景・目的・内容】</p> <p>This research project investigates historical, cross-cultural, and contemporary factors informing advertising approaches and strategies within the publishing and book-selling industries of the English language press and Japanese book trade from the eighteenth century to the digital age. While wide-ranging in scope, it pursues two main strands of inquiry. Firstly, while it considers the commissioning and selling of books as fundamentally a commercial enterprise, it simultaneously problematizes the 'commodity-status' of the book and reduction of readers to 'mere consumers'. Secondly, it explores the ways in which advertising has played an important role in creating powerful adjunct narratives to the texts they promote, which shapes reader reception and often reflects the ideological and political sympathies of publishers. Research questions derived from these broad aims will be applied to the English language press and the Japanese book trade, especially in the context of the birth of modernity.</p> <p>【応用例、研究の展望】</p> <p>The research may give insight into the connection between advertising and the reception of ideas within reading communities, rather than simply reader access.</p> <p>【研究方法の特色】</p> <p>The research utilizes extensive public and commercial newspaper databases, as well as archival collections of publisher archives.</p>
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