

Serial Products and Practices of the Progressive Era

Prof. Dr. Christina Meyer
University of Hamburg



Richard Felton Outcault, "The Yellow Kid, He Meets Tige and Mary Jane," July 7, 1907.

In her talk, Professor Meyer focuses on the Yellow Kid, one of the first comic figures that emerged in the Sunday supplements of mass-produced newspapers such as Joseph Pulitzer's *World* and William Randolph Hearst's *Journal*. The lecture places the comic figure's emergence and success within the framework of seriality studies. Scholars working in this field of research investigate modes, forms, and aesthetics of serializations in and across different media and examine the interrelations between popularity and seriality and the historical circumstances that support serial structures. Meyer uses the Yellow Kid as a case study to offer insights into the processes of serialization at a specific historical moment, the late nineteenth century, in which medial forms (such as newspaper comics) underwent particular (serial) dynamizations.

Tuesday,
30 January 2024
6:15 – 7:45 pm
(CET)

Rabinstr. 8, SR 6

Christina Meyer is Professor of English and American Literary/Cultural Studies at the University of Hamburg. She is the author of *Producing Mass Entertainment: The Serial Life of the Yellow Kid* (Ohio State UP, 2019) and *War and Trauma Images in Vietnam War Representations* (Olms, 2008). Her most recent publication is *Transmedia Practices in the Long Nineteenth Century* (Routledge, 2022).