

PROGRAM

Consuming and Advertising – Eastern Europe Revisited

**Joint Conference of Verband der OsteuropahistorikerInnen e.V. (VOH) and Herder Institute (HI)
2021, March, 4th-5th, online**

MARCH 4, 2021

- 2.30–4.30 pm **PANEL I: Marketing and Lifestyles in imperial contexts**
Chair: Martin Aust (Bonn)
- Corinne Geering (Leipzig):
Handmade by Local Artisans: Marketing Home Industry Products from the Late Austro-Hungarian and Russian Empires
- Daria Sambuk (Halle-Wittenberg):
“Everyone Drinks Tea, but only Few Know How to Do it.” Marking Social and National Identities in 19th-Century Imperial Russia
- Agnieszka Jagodzińska (Wrocław):
Advertisement and Identity. Jewish Consumer Culture in Eastern Europe at the Beginning of the 20th Century
- 3.15–3.30 pm Break
- Julia Malitska (Huddinge):
“We Should not Merely Quit Meat but Transform Whole our Life”: Vegetarian Consumption and a Quest for Life-Reform in the Late Russian Empire
- Lilija Wedel (Bielefeld):
Reichs- und russlanddeutsche Werbung im späten Zarenreich als Spiegel der Konsumpolitik, Konsumkultur und Kommunikationsnetze
- 4.00–4.30 pm **DISCUSSION**
Discussant: Kirsten Bönker (Göttingen)
- 4.30–4.45 pm Break
- 4.45–6.00 pm **PANEL II: Advertising the “New” in the Interwar Period**
Chair: Stefan Rohdewald (Leipzig)
- Alexandra Chiriac (Bucharest):
Out with the Old, in with the New: Selling Modernity in Interwar Bucharest
- Lavinia Popica (Akron):
Consuming American Goods in Interwar Romania: Buyers and Sellers

Magdalena Burger (Bamberg):
The Role of the Czechoslovak New Woman as a Consumer: The Case of the Women's Magazine *Eva* (1928-1938)

- 5.30-6.00 pm **DISCUSSION**
Discussant: **Denisa Nešt'aková** (Marburg)
- 6.00-7.00 pm **FRITZ T. EPSTEIN AWARD CEREMONY**
- 7.15-8.30 pm **Virtual Meet and Greet via wonder.me**

MARCH 5, 2021

- 2.00-4.00 pm **PANEL III: Advertising and Consumption "Soviet Style"**
Chair: **Dietmar Neutatz** (Freiburg)
- Iryna Skubii** (Kingston):
Early Soviet Consumption as a First Battle on the Cultural Front
- Alexandra Evdokimova** (Berlin):
Soviet Advertisement in the Krushchev Era: Functions, Values and Emotions
(A Study of Moscow Cafés and Restaurants Guide from 1958)
- Olha Korniienko** (Kharkiv):
Under the Western Brand: Official Portrayals of Soviet Fashionistas in the Satirical Magazine *Perets'*
- 2.45-3.00 pm Break
- Nataliia Laas** (Waltham):
Market Researchers under the Soviet Command Economy from the 1960s to the Early 1970s
- Adelina Stefan** (Esch-sur-Alzette):
From Socialist Scarcity to 'Conspicuous Consumption': Foreign Tourists and Eating-out Practices in Socialist Romania of the 1960 and the 1980
- 3.30-4.00 **DISCUSSION**
Discussant: **Annina Gagyoiva** (Prague)
- 4.00-4.15 pm Break
- 4.15-6.15 pm **PANEL IV: Legacies of Soviet Consumer Cultures**
Chair: **David Feest** (Lüneburg)
- Airi Uuna** (Tallinn): "Jack of all Trades": The Many Functions of a Late Soviet Advertising Bureau
- Stephanie Weisman** (Vienna):
Smells like Socialism? On Sensory Specificities and the Emotional Branding of Perfumes in Polish People's Republic

Tricia Starks (Fayetteville):
Addictive by Design? Tobacco Product Design, Marketing, and Smoking Uptake across the Iron Curtain

5.00-5.15 pm Break

Julia Obertreis (Erlangen):
Smoking as a Consumption Practice and Masculinities in the Soviet Union, 1950s-1980s

Leah Valtin-Erwin (Bloomington):
The Expansion of Western European Multinational Supermarket Retailers into the Post-Communist Region after 1989

5.45-6.15 pm **DISCUSSION**
Discussant: Alexey Golubev (Houston)

6.15-7.15 pm **CONCLUSION / FINAL DISCUSSION**
Summarizing Commentary:
Julia Obertreis (Erlangen) and Heidi Hein-Kircher (Marburg)



HERDER INSTITUTE
for Historical Research on East Central Europe
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