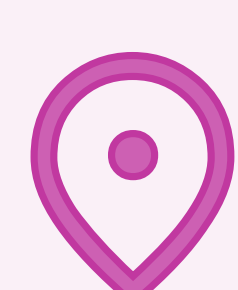


Recipes, Remedies, and Rules

The Power of Practical Literature

Cookbooks, self-help volumes, and travel guides are often considered utilitarian and pedestrian. And yet they play central roles in shaping everyday life, identities, and social knowledge. This conference explores the cultural, historical, and literary dimensions of practical literature.



University of Münster,
English Department, 203 ES



January 9, 2026
Start 09:15



Practical Books for Bookmen

Labor Activism and the Professionalization
of the U.S. Publishing Industry
Carla Schäfer, University of Münster

09:30

Lighter than a Replica Liberty Bell

Moving and Marketing Suffrage Cookbooks
Ellen Barth, University of Münster

10:00

Coffee Break

10:30

Selling Empowerment

Girlboss Feminism and Contemporary Self-Help Literature
Hannah Fasel, University of Paderborn

11:00

The 'Manualization' of Memory and the Limits of Practical Literature

Memoirs as Competing Guides of Contemporary Life
Yvonne K. Jende, University of Paderborn

11:30

Biscuits, Branding, and Book Culture

A Case Study of Reese Witherspoon's
Whiskey in a Teacup (2018)
Corinna Norrick-Rühl, University of Münster

12:00

Concluding Remarks and Outlook

12:30