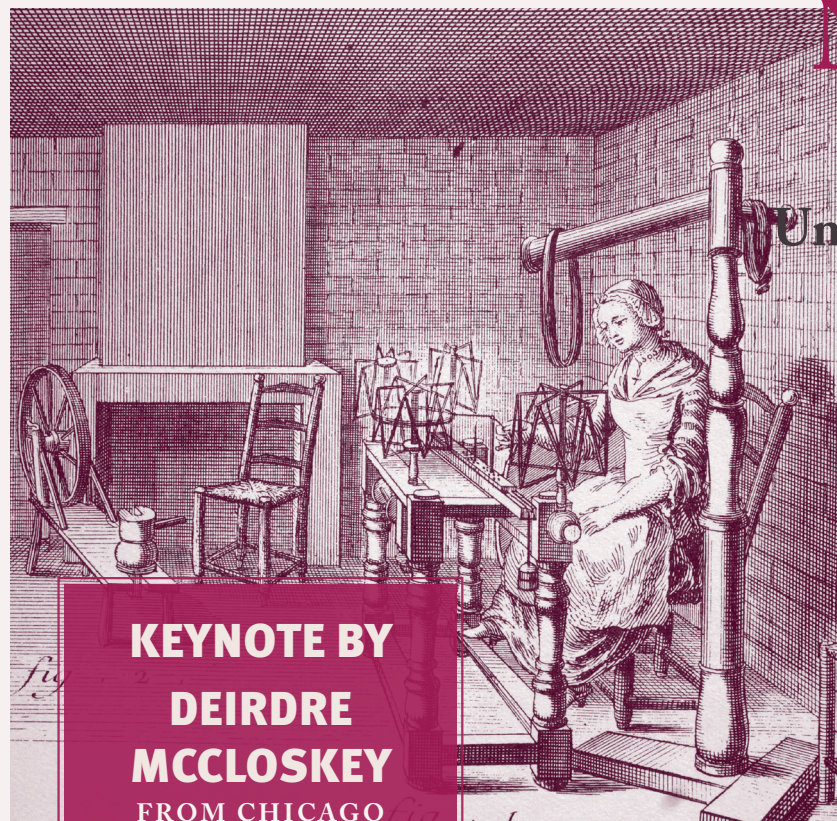


PROTAGONISTS OF PRODUCTION

Staging male and female entrepreneurs, craftspeople and workers in preindustrial Spanish and European economic tracts, literature and press

6th-9th
NOV
2019

University of
Münster



KEYNOTE BY
DEIRDRE
MCCLOSKEY
FROM CHICAGO

living.knowledge

Gefördert durch
DFG Deutsche
Forschungsgemeinschaft

Protagonists of Production

Staging male and female entrepreneurs, craftspeople and workers in preindustrial Spanish and European economic tracts, literature and press (1700-1800)

On the literary stage, business owners are primarily shown in a negative light. They seldom appear as protagonists but make particularly common antagonists. Recurrent topoi of this biased literary portrayal are the themes of the ‘business owners in a tight spot’ and that of the ‘exploitative capitalist’. Recently and especially in German media, there was also much talk of the ‘crisis of craftsmanship’. From a historical perspective, the widespread belief of the crookedness of bosses, industrialists and business owners is primarily a consequence of the onset of the industrial revolution in the 19th century and of the political ideologies reacting to this development. But what form did the literary picture of business owners take before it became the subject of primarily negative assessments in the epoch of industrialization? The conference focuses on this question by concentrating on systematic, diachronic, and comparative research into 18th century portrayals of business owners, entrepreneurs, peasants and similar ‘protagonists of production’. The conference sheds a light on how those protagonists are presented a) in different media, like economic tracts, literature and press, and b) in different European countries, such as Spain, England, France, and Italy.

It is precisely the protoindustrial figures working in production, who have as yet not been

given due academic attention. This particularly applies to female characters. While the concept of the *femina oeconomica* has increasingly been the focus of literary study especially, women involved in production processes still fail to be represented in academia.

The conference explicitly situates research into the multifaceted anthropological portrayals of entrepreneurship, work, craftsmanship and farming in the context of an international European Enlightenment movement. In addition to considering the similarities and differences in the positive portrayals of male and female figures working in production, we will also ask to what extent these positive portrayals serve propaganda purposes. The conference strongly encourages international exchange and the formation of connections between the different research perspectives of economists, historians and literary scholars beyond the boundaries of individual disciplines.

CONGRESS PROGRAM – Protagonists of Production

Organizers

Dr. Beatrice Schuchardt
Prof. Dr. Christian von Tschilschke

Registration

Please register at
schuchardt@uni-muenster.de

Contact

Dr. Beatrice Schuchardt
Romanisches Seminar
University of Münster
Bispinghof 3, Haus A
Raum 101
48143 Münster
Tel.: +49 251 83- 24 69 3

Conference Website

<http://go.wwu.de/i6veo>

In Cooperation with



Wirtschafts-
wissenschaftliche
Fakultät

Centrum für Interdisziplinäre
Wirtschaftsforschung

KEYNOTE BY
DEIRDRE
MCCLOSKEY
FROM CHICAGO

The Bourgeois Revaluation and the Rise of Liberalism, 1648-1848

18.00h s.t., Lecture Hall Jo1, Johannisstraße



DEIRDRE MCCLOSKEY is UIC Distinguished Professor of Economics, History, English, and Communication at the University of Illinois at Chicago. Trained at Harvard, her scientific work has been on economic history, especially British. Her latest book *Bourgeois Equality: How Ideas, Not Capital or Institutions, Enriched the World* (U. of Chicago Press, 2016) is a study of Dutch and British economic and social history. She has written on 19th century economic ‘failure’, trade and growth in the 19th century, open field agriculture in the middle ages, the Gold Standard, and the Industrial Revolution.

Liberalism in the 18th century emerged from Scotland and East Prussia and some of the salons of Paris – the shocking political program in which no one was to have a master, what Kant called “autonomy”, self-governing. It made the modern world, the riches, the equality of respect and of permission. It remakes it still, against threats from nationalism, socialism, and national socialism. Liberal values had long characterized some of the ‘Bürgertum’, expressing an egalitarianism natural in trade. Yet liberalism generalized, becoming the ideology of the age, and the enricher of the poor by 3,000 percent, once in Holland and especially Britain, or in China and especially India. Why and how? Professor McCloskey tells the tale with economic and literary evidence. The change was a matter of ideas as much as material conditions. It was as much literary and philosophical as economic and material, though with massive material results.

Wednesday, November 6

University of Münster, Lecture Hall Jo1, Johannisstraße

18.00-19.15h	CONFERENCE OPENING University of Münster, Lecture Hall Jo1, Johannisstraße A WELCOME FROM THE ORGANIZERS BEATRICE SCHUCHARDT and CHRISTIAN VON TSCHILSCHKE, Münster WELCOMING SPEECH THOMAS APOLTE, Center for Interdisciplinary Economic Research, Münster KEYNOTE The Bourgeois Revaluation and the Rise of Liberalism, 1648-1848 DEIRDRE MCCLOSKEY, Chicago
--------------	--

Thursday, November 7

Venue / Lugar: Agora Hotel, Bismarckallee 5

09.00-09.45h	INTRODUCTION: Entrepreneurs, Craftspeople and Workers in European Tracts and Literature Before and After 1700 BEATRICE SCHUCHARDT, Münster & CHRISTIAN VON TSCHILSCHKE, Münster
09.45-10.45h	SESSION I: Property, Work and Leisure in Eighteenth Century England Moderator: BEATRICE SCHUCHARDT Defoe, Locke, and the Emergence of Economically Constructed Property NATALIE ROXBURGH, Siegen Baldwin’s <i>Airopaidia</i> (1786) and <i>Harrington’s Treatise on Air</i> (1791): Aerial Studies, Leisure, and Knowledge Production FELIX SPRANG, Siegen
10.45-11.15h	Coffee break

11.15-12.15h	SESSION II: Entrepreneurship and Industry in France Moderator: CHRISTIAN VON TSCHILSCHKE The <i>Dictionnaire universel de commerce</i> (1723) and its Translation by Carl Günther Ludovici CHRISTOPH STROSETZKI, Münster Idyllic Industries. Natural vs. Human Productivity in Bernardin de Saint-Pierre’s <i>Paul et Virginie</i> ANNIKA NICKENIG, Berlin
12.30-13.30h	Lunch break
14.00-15.30h	SESSION III: Entrepreneurship and Industry in Germany and Spain Moderator: JAN-HENRIK WITTHAUS Goethe’s <i>Wilhelm Meister</i> and Rousseau’s <i>Émile</i> : Two Characters Reluctant to Entrepreneurship CLAIRE PIGNOL, Paris On the (Un)Productivity of Agriculture – Human-Environment Relations and Concepts of Nature in Eighteenth Century Spain SUSANNE SCHLÜNDER, Osnabrück The Nation as Economic Agent in Spanish Eighteenth Century Apologetic Texts ANDREAS GELZ, Freiburg
15.30-16.00h	Coffee break
16.00-17.30h	SESSION IV: Echoes of Defoe in Literary Representations of Work and Production Moderator: FELIX SPRANG The Literary Genealogy of the Working Man: Protagonists of Production in Spanish- and French-Speaking Pretexts of Robinson Crusoe (Inca Garcilaso de la Vega and François Leguat) URS URBAN, Berlin Robinsonades in Literature and Economics NILS GOLDSCHMIDT, Siegen & HERRMANN RAUCHENSWANDTNER, Salzburg

Friday, November 8

Venue / Lugar: Agora Hotel, Bismarckallee 5

09.30-10.30h	SESSION V: Working Women in European Enlightenment Literature Moderator: CHRISTIAN VON TSCHILSCHKE Work it, Baby! Goldoni’s Women as Entrepreneurs on the Marriage Market ESTHER SCHOMACHER, Bochum Gender, Useful Knowledge, and Literary Female Natural Philosophers in the Madrid Economic Society c.1780 ELENA SERRANO, Berlin
10.30-11.00h	Coffee break
11.00-12.30h	SESSION VI: Working Women in Spanish Enlightenment Literature Moderator: BEATRICE SCHUCHARDT Two Women, Two Ways: Economy and Theater in Enlightenment Spain DAVID T. GIES, Virginia Maja’s Labors’ Lost in Ramón de la Cruz’s Sainetes. The Micro Aggressions of Everyday Life ANA HONTANILLA, Greensboro
12.45-13.45h	Lunch break
14.15-15.15h	SESSION VII: Entrepreneurship in Eighteenth Century Spain Moderator: CHRISTOPH STROSETZKI Entrepreneurship in Eighteenth Century Spain. The Case of Juan de Goyeneche y Gastón JAN-HENRIK WITTHAUS, Kassel Between State-Managed Reforms and Private Utopia: The Entrepreneurial Projects of Pablo de Olavide CHRISTIAN VON TSCHILSCHKE, Münster
15.15-15.45h	Coffee break
15.45-16.45h	SESSION VIII: Production and Moral Economy Moderator: SUSANNE SCHLÜNDER Productivity and sentimental governance: Considerations on the socio-economic role of the father in French and Spanish Enlightenment theatre KURT HAHN, Munich From ‘Civilian Heroes’ to Male and Female ‘Protagonists of Production’ BEATRICE SCHUCHARDT, Münster

Saturday, November 9

Venue / Lugar: Agora Hotel, Bismarckallee 5

09.00-10.30h	SESIÓN IX: Trabajo manual, ocio y pobreza en las Luces españolas y francesas Moderator: DAVID T. GIES Del <i>otium</i> al <i>nec-otium</i> o la “cascada del desprecio”: oficios viles, empresarios y negocios en la literatura económica de la Ilustración JOAQUÍN OCAMPO SUÁREZ-VALDÉS, Oviedo De comerciantes y menestrales en el teatro dieciochesco español MARÍA JESÚS GARCÍA GARROSA, Valladolid La pobreza entre dignidad y criminalización en las Luces francesas y españolas MANFRED TIETZ
10.30-11.00	Coffee break
10.30-12.00h	SESSION X: Discourses on Working Men and Women in the Press Moderator: CHRISTIAN VON TSCHILSCHKE Entrepreneurs in the moral press of the ‘Spectators’ KLAUS-DIETER ERTLER, Graz Female Authorship and Production Patterns through the Eighteenth Century Press in France CARMEN GARCÍA CELA, Salamanca CONCLUSIONS and CONFERENCE CLOSURE BEATRICE SCHUCHARDT & CHRISTIAN VON TSCHILSCHKE
12.15-13.30h	Lunch break