

Contents

<i>List of Figures</i>	vii
<i>List of Tables</i>	ix
<i>General Editors' Preface</i>	x
<i>Preface</i>	xi
<i>List of Abbreviations</i>	xv
Part 1 Periodical Discourse	1
1 Periodical Questions	3
Questions of Enquiry	3
Questions of Class, Gender and Geography	5
Questions of Interpretation	11
Questions of Culture	13
2 Periodical Titles; or, 'The London Journal' as a Signifier	21
Querying the Major Source	21
To 1852. 'The London Journal' Enters the Literary Field: From Revolution to Crime	23
From 1852. 'The Literature of the Kitchen': 'The London Journal' Established in the Field	29
1858-59. 'The London Journal' under Scrutiny	34
'The London Journal' in the 1860s: Receipts for Profit	38
'The London Journal' and the 1870 Education Act	41
Part 2 Periodical Production	47
3 1845-49. Theoretical Issues; or, Genre, Title, Network, Space	49
Genre, Title, Network, Space	49
The Parergic, Plagiarism and the Cheap Illustrated Miscellany	50
Familiarity Breeds Content: Brand-Names, Internationalism, Siblings and Rivals	63
The Parergic Space	73
4 Cultural Numerology; or, Circulation, Demographics, Debits and Credits	81
Numbers Are Not Always Hard	81
Circulation and Demographics	82
Debits and Credits	90

5	1849-57. Moving from the Miscellany; or, J.F. Smith and After	98
6	1857-62. When is a Journal Not Itself? or, Mark Lemon and his Successors	112
	Networks, Names and 'Books'	113
	<i>Ivanhoe</i> in the <i>London Journal</i> : National and Gender Cleansing	125
	1859-62. Title v. Practice: Incorporating the <i>Guide</i>	132
7	1862-83. The Secret of Success; or, American Women and British Men	141
	<i>L'Elisir d'amore</i> : an Authorial Stable and a Fixed Format	141
	From Parergy to Performance: The Artiste in the City	148
	1868-80. The Ladies' Supplement and the Transatlantic Exchange	154
	1880-83. Pierce Egan III and the Failure of the First Series	165
	Part 3 Periodical Gender; or, The Metastases of the Reader	173
8	1845-55. Gender and the Implied Reader; or, the Re-Gendering of News	175
	Gender Issues	175
	News and the Gender of the Domestic Miscellany	176
	Literatures, Arts and Sciences	181
	The Art of the Crimean War	188
9	1863. Lady Audley's Secret Zone; or, Is Subversion Subversive?	195
	Why Sympathy and not Subversion?	195
	The Pleasures of Sympathy: Women's Crimes and Madness	199
	Sympathy and Social Transformation	203
	Homoerotic is not a Synonym for 'Subversive'	206
10	1868-83. Dress, Address and the Vote; or, the Gender of Performance	210
	The Science of Life and the Girl of the Period	210
	Fashion, not Franchise	213
	Women's Talk, Women's Space	215
11	1883. The Revenge of the Reader; or, Zola Out and In	223
	Zola <i>chez lui</i>	223
	Analysing Gender	229
	Zola Abroad	232
	Appendix: The <i>London Journal</i> 's Circulation Figures	243
	<i>References</i>	245
	<i>Index</i>	264