Thursday, September 5

Venue: Křížkovského 12, the City Ramparts Gardens

19.30
Welcome speech by Josef Jařab (Palacký University, Olomouc)
Welcome party (Live music by the band Tape Connection)

Friday, September 6

Venue: The Olomouc Archdiocesan Museum, Václavské nám. 3

8:30–9:00
Registration

9.00–10.30
Josef Jařab (Palacký University, Olomouc): Opening lecture
Jaroslav Pepřník (Palacký University, Olomouc): The Image of the U.S.A. in the Czech Regional Press around 1900
— coffee break

10.50–11.45
Chair: Josef Jařab (Palacký University, Olomouc)
Jaap Verheul (Utrecht University, Utrecht): America as Controversial Reference Culture: The Emergence of the United States in Public Discourse in the Netherlands, 1890–1990: Digital Humanities Approaches
Matthew Sweney (Palacký University, Olomouc): Representations of USA in Czech humor magazine Dikobraz
— lunch break

14.00–15.00
Chair: Alena Smiešková (The University of Constantine the Philosopher, Nitra)
Petr Kopecký (University of Ostrava, Ostrava): Literary America under Review: The Cold War of Words Between 1948 and 1968
Brad Vice (University of West Bohemia, Pilsen): The Hard Boiled, Inhuman and Undead of Paris and Mississippi: Noir and Horror Motifs in the Works of Barry Hannah
— coffee break

15.20–17.00
Chair: Alena Smiešková (The University of Constantine the Philosopher, Nitra)
Melvin Wevers (Utrecht University, Utrecht): Smoking like an American: The Emerge of the United States in Public Discourse in the Netherlands, 1890–1990
Jadranka Zlomislic and Tanja Gradecak-Erdeljic (University of Osijek, Osijek): Linguistic Landscape in the City of Osijek
Jan Beneš (Masaryk University, Brno): Flattening Tebowmania: Czech Newspapers on Tim Tebow
Saturday, September 7

**Venue:** The Olomouc Archdiocesan Museum, Václavské nám. 3

**9.00–10.20**
Chair: David Livingstone (Palacký University, Olomouc)

Martina **Kepková** (Palacký University, Olomouc): America in the Magazine Vpřed
Pavla **Vešelá** (Charles University, Prague): “Something to Laugh at”: Josef Mach’s America and Czech-American Journalism in the Early Twentieth Century

Coral **Morera Hernández** (University of Valladolid, Valladolid): Caricatures and Stereotypes about the United States from El País: Analysis of Humor Section in the Most Influential Newspaper in Spain

— coffee break

**10.40–12.00**
Chair: Jiří Flášar (Palacký University, Olomouc)

Martina **Bilá** (Masaryk University, Brno): The Construction of the “I” in Sylvia Plath’s Autobiographical Writings

Daria Anna **Urbańska** (University of Warsaw, Warsaw): Allen Ginsberg and His Stereotypization in the Media of the Hippie Movement in Poland

Petr **Anténe** (Palacký University, Olomouc): The Image of America in British Campus Novels

— lunch break

**14.00–15.20**
Chair: James Deutsch (Smithsonian Institution)

Andrea **Hoffmannová** (Palacký University, Olomouc): America Discovered – Jean Baudrillard’s Contribution to Hyperreal Image of the United States

Michal **Peprník** (Palacký University, Olomouc): Textual Representations of Native Americans in the 19th century Czech Periodicals

Pavlína **Flajšarová** (Palacký University, Olomouc): America, You Have to Catch the Martians: Portrayal of Jamaican Victory over American Sprinters at Olympics in American and Non-American Media

— coffee break

**15.40–16.40**
Chair: Libor Práger (Palacký University, Olomouc)

Irena **Přibylová** (Masaryk University, Brno): „Táboráku, plápolej“, or Appropriating America in 1929–1946 Czech song-sheets

David **Livingstone** (Palacký University, Olomouc): Home on the Range: Czech Transformations of Traditional American Country Music

**17.30** Film screening: *The Southerner*, dir. Jean Renoir (90 min)

Reception (After the film-screening – c. 19:30)
Sunday, September 8

Venue: The Olomouc Archdiocesan Museum, Václavské nám. 3

9.15–10.35

Chair: Marcel Arbeit (Palacký University, Olomouc)

Sandor Klapcsik (Technical University of Liberec, Liberec): The US on Latin American Screens: Sleep Dealer

Samira Khemkhem (Strasbour University, France): America in Egyptian films: ‘Real-ization’ of a Prevailing Image?

Zuzana Burianová (Palacký University, Olomouc): The Image of America in Bruno Barreto’s Four Days in September

— coffee break

11.00–11.50

M. Thomas Inge: Jean Renoir and the American South (Key-Note lecture)

12.00–13.00

Chair: M. Thomas Inge (Palacký University, Olomouc/ Randolph-Macon College)

Marcel Arbeit (Palacký University, Olomouc): The Stereotypical South in Jean-Marc Barr’s Films

James Deutsch (Smithsonian Center for Folklife and Cultural Heritage, Washington, D.C.): American Friends: The United States as Viewed by Wim Wenders

13.00–14.30

panel discussion: Josef Jařab, Marcel Arbeit, M. Thomas Inge, Jaap Verheul

Conference Closing Remarks

15.00-16.00 The Olomouc Archdiocesan Museum, Václavské nám. 3.

The general assembly (valná hromada) of the Czech and Slovak Association for American Studies — only the members of the Association