This collection shows the depth and range of James Joyce’s relationship with key literary, intellectual and cultural issues that arose in the nineteenth century. Thirteen original essays explore several new themes in Joyce studies, connecting Joyce’s writing to that of his predecessors and linking Joyce’s formal innovations to his reading of, and immersion in, nineteenth-century life. The volume begins by addressing Joyce’s relationships with fictional forms and cultural debates in nineteenth-century and turn-of-the-century Ireland. Further sections explore the rise of new economies of consumption and Joyce’s formal adaptations of major intellectual figures and issues. What emerges is a portrait of Joyce as he has not previously been seen, giving scholars and students of fin-de-siècle culture, literary modernism and English and Irish literature fresh insight into one of the most important writers of the past century.

John Nash is the author of *James Joyce and the Act of Reception: Reading, Ireland, Modernism* (2006) and the editor of *Joyce’s Audiences* (2002). He has published widely on the work of James Joyce and on modern Irish and English literature. He is currently Senior Lecturer in the Department of English Studies at Durham University.
'Boulevardier Joyce'. Image by Eddie Maloney.
JAMES JOYCE IN THE NINETEENTH CENTURY

EDITED BY

JOHN NASH

Durham University
Contents

List of Illustrations  page vii
List of Contributors  ix
Acknowledgements  xiii
Textual Note  xv

Introduction: Joyce in the Nineteenth Century  1
John Nash

Part I  The Politics of Form in Ireland
1  Joyce and the Nineteenth-Century Irish Novel  17
Emer Nolan
2  ‘He Says No, Your Worship’: Joyce, Free Indirect Discourse and Vernacular Modernism  31
Luke Gibbons
3  ‘That Dubious Enterprise, the Irish Short Story’: The Untilled Field and Dubliners  46
Richard Robinson
4  Thinking Forwards, Turning Back: Joyce's Writings 1898–1903  61
Andrew Gibson

Part II  Public and Private Economies
5  Underwriting Ulysses: Bloom, Risk and Life Insurance in the Nineteenth Century  77
Jaya Savige
6  Ulysses and the Dublin Advertising Business  95
John Strachan
## Contents

7  ‘To Arrest Involuntary Attention’: Advertising and Street-selling in *Ulysses*
   *Matthew Hayward*  113

8  ‘Food Values’: Joyce and Dietary Revival
   *Helen O’Connell*  128

### Part III  Formal Adaptations

9  Liberalism and Domesticity in *Ulysses*
   *John Nash*  149

10  Language and (Re)creation: Joyce and Nineteenth-Century Philology
    *Sylvain Belluc*  168

11  Joyce, Darwin and Literary Evolution
    *Scarlett Baron*  183

12  The Queen Is Not a Subject: Victoria’s *Leaves from the Journal* in *Ulysses*
    *Ronan Crowley*  200

13  *Dubliners*, the Magic-Lantern Business’ and Pre-Cinema
    *Keith Williams*  215

*Bibliography*  235

*Index*  253
Illustrations

Frontispiece: ‘Boulevardier Joyce’. Image by Eddie Maloney page ii
5.1 ‘Tit-Bits has paid ... £15,200 Insurance Money’. Tit-Bits, 11 June 1904 81
5.2 ‘Horner’s Weekly, No. 1’. Tit-Bits, 4 June 1904 82
6.1 Advertisement for B. Hyam’s, 30 Dame St. Dublin (1860) 106
13.1 A space-time shift from ‘The Curtain’, c. 1897 227
13.2 Magic lantern slide for ‘The Raven’, drawn by Joseph Boggs Beale, 1894 229
13.3 Snow effect roller blind slide 230
Contributors

Scarlett Baron is Lecturer in Twentieth-Century British and American Literature at University College, London. She is the author of ‘Strandentwining Cable’: Joyce, Flaubert, and Intertextuality (Oxford University Press, 2011). Her current project, forthcoming with Routledge, is entitled A Genealogy of Intertextuality.

Sylvain Belluc is in the final stages of a PhD on the relationship between Joyce’s work and the disciplines of philology and etymology at Université Paris 3 (Sorbonne Nouvelle). He is author of several essays on Joyce.

Ronan Crowley is completing his doctoral dissertation at the State University of New York at Buffalo, working on copyright and the Irish writer. His work on Joyce appears in the James Joyce Quarterly, European Joyce Studies and Genetic Joyce Studies. He is currently developing an online platform that uses string matching to track modernist quotation.


Andrew Gibson is Research Professor of Modern Literature and Theory at Royal Holloway, University of London. He was recently elected to the Conseil Scientifique of the Collège International de Philosophie at the Université de Paris. His books include Joyce’s Revenge: History, Politics and Aesthetics in ‘Ulysses’ (Oxford University Press, 2002); James Joyce: A Critical Life (Reaktion, 2006) and The Strong Spirit: History, Politics
Contributors

and Aesthetics in the Writings of James Joyce 1898–1915 (Oxford University Press, 2013). He is co-editor, with Len Platt, of Joyce, Ireland, Britain (University Press of Florida, 2006) and has also published books on Samuel Beckett, modern continental philosophy and narrative theory.

Matthew Hayward is Lecturer in Literature at the University of the South Pacific, based in Fiji. He is the author of several essays on Joyce and consumer culture and has recently published on Joyce’s ‘Notes on Business and Commerce’ in Genetic Joyce Studies and the Dublin James Joyce Journal.

John Nash is Senior Lecturer in English Studies at Durham University. He is author of James Joyce and the Act of Reception (Cambridge University Press, 2006) and editor of Joyce’s Audiences (Rodopi, 2002). He has published widely on James Joyce, Irish literary culture, modern literature and critical theory in journals such as James Joyce Quarterly, Twentieth-Century Literature, Paragraph and Irish Studies Review.

Emer Nolan is Senior Lecturer in English at NUI Maynooth. She is author of James Joyce and Nationalism (Routledge, 1995) and Catholic Emancipations: Irish Fiction from Thomas Moore to James Joyce (Syracuse University Press, 2007) and editor of Thomas Moore: The Memoirs of Captain Rock (Field Day, 2008). She has written essays on Irish literature and criticism in such journals as The British Journal for Eighteenth-century Studies, Éire-Ireland and Field Day Review.

Helen O’Connell is Lecturer in English Studies at Durham University. She is author of Ireland and the Fiction of Improvement (Oxford University Press, 2006), a study of modes of modernization in relation to nineteenth-century Irish writing. She has recently published on tea drinking and food culture in nineteenth-century Ireland in Literature & History and Éire-Ireland.

Richard Robinson is Lecturer in English at Swansea University. He is author of Narratives of the European Border: A History of Nowhere (Palgrave Macmillan, 2007) and has published widely on Joyce, modernism and twentieth-century literature in journals such as Modern Fiction Studies, Critical Quarterly, Journal of European Studies and James Joyce Quarterly.

Jaya Savige is a Gates Scholar at Christ’s College, University of Cambridge, currently working on an analysis of risk in nineteenth- and twentieth-century literature. He is the author of two collections
of poetry: *Latecomers* (2005), which won the NSW Premier’s Kenneth Slessor Prize, and *Surface to Air* (University of Queensland Press, 2011), which was shortlisted for the 2012 *The Age* poetry book of the year. He is Poetry Editor of the *Australian* newspaper.

**John Strachan** is Professor of English at Bath Spa University and author of numerous books on nineteenth-century literary culture, including *Advertising and Satirical Culture in the Romantic Period* (Cambridge University Press, 2007). While at Sunderland University, he was Principal Investigator of the project ‘Consumer Culture, Advertising and Literature in Ireland, 1848–1921’, which was sponsored by the Leverhulme Trust. He is also author, with Clare Nally, of *Advertising, Literature and Print Culture in Ireland, 1891–1922* (Palgrave, 2012).

**Keith Williams** is Senior Lecturer in English at the University of Dundee. He is the author of several books, articles and essays on literature and intermediality, including, most recently *H. G. Wells, Modernity and the Movies* (Liverpool University Press, 2007). He is currently completing *James Joyce and Cinematicity: Before and After Film*. 
Acknowledgements

The idea for this volume began with a research project, ‘Consumer Culture, Advertising and Literature in Ireland, 1848–1922’, funded by the Leverhulme Trust. The project was held at the Universities of Durham and Sunderland between 2008 and 2011. It was led by John Strachan; I was the ‘co-investigator’, and Matthew Hayward was a PhD student funded by the project. Several of the essays in this volume emerged from papers given at a conference in Durham which was part of that project. All are original and published here for the first time.

Figures 5.1 and 5.2, both in Chapter 5, are reproduced by permission of Cambridge University Library. Figure 6.1, in Chapter 6, is reproduced courtesy of the National Library of Ireland. Figures 13.1, 13.2 and 13.3 are in Chapter 13. Figure 13.1 appears as illustrated between pages 116 and 117 of Olive Cook’s *Movement in Two Dimensions: A Study of the Animated and Projected Pictures Which Preceded the Invention of Cinematography* (London: Hutchinson, 1963); republished as vol. III of Stephen Herbert (ed.), *A History of Pre-Cinema* (London and New York: Routledge, 2000). It is reproduced here by kind permission of Taylor and Francis. Figure 13.2 is reproduced courtesy of the American Magic-Lantern Theater. Figure 13.3 is reproduced by kind permission of the Magic Lantern Society (http://www.magiclantern.org.uk/slides/slides3.html).

Matthew Hayward worked as a research assistant with characteristic care and diligence in making numerous checks and helping to prepare the essays for Cambridge style, among other labours. The editor gratefully acknowledges his assistance and the financial support of Durham University’s Department of English Studies.
Textual Note

The following editions of Joyce's works and Ellmann's biography have been cited parenthetically in the text:


