

Redefining Televisuality: Programmes, Practices, Methods

ECREA Television Section Conference 2023 25. – 27.10.2023

@Film University KONRAD WOLF, Marlene-Dietrich-Allee 11, 14482 Potsdam (Babelsberg)

Preliminary Program

Wednesday, October 25

From 15:00 **Atrium:** Registration desk open

17:00-17:30 **Theater hall**

Welcome & Opening

Jan Kromschröder (Dean of Faculty I, Film University Babelsberg)

Cathrin Bengesser (Chair of "Television Studies", ECREA, Aarhus University)

Susanne Eichner (Head of Local Organizing Team, Film University Babelsberg)

17:30-18:15 Keynote 1: **John T. Caldwell** (UCLA): Televisuality: Stylistic Exhibitionism or 21st Century Industrial Stress Behaviors

Chair: Luca Barra

18:15-19:00 **Atrium:** Welcome Reception (with drinks and snacks)

Thursday, October 26

09:15-10:15 **Theater hall**

Keynote 2: **Karin van Es** (Utrecht University): (Re)Claiming Television: Myths and Horseless Carriages

Chair: Deborah Castro

10:30-12:00

Room 1321

Television Ontology

Chair: Cathrin Bengesser

Kathrin Fahlenbrach (University of Hamburg): Interactive Televisuality. Videographic Styles and Performances of Streaming Platforms in Cross-Media Environments

Brett Mills (Edge Hill University): Cheap TV

Klára Feikusová (Palacký University): How to approach cinematic television in the era of convergence (and deconvergence)

Rodrigo Pereira (Universidade Nova de Lisboa): The Traitors: the case for a new reality TV?

Room 1322

TV Genres

Chair: Katrin von Kap-herr

Concepción Cascajosa-Virino (Carlos III University of Madrid): Critical prestige, globalization, and transformation of the TV drama industry: the Spanish Peak TV canon

Valentina Re (Link Campus University): Crime drama as site-specific televisuality: some recent cross-cultural trends in Italy and other Mediterranean countries

Gianluigi Rossini (University of Teramo) & **Federico Pagello** (University of Chieti-Pescara): Bad Guys and Good Mothers: The Televisuality of Italian Streaming Platforms

Aysegül Kesirli Unur (Istanbul Bilgi University): "Thinking Globally Acting Locally:" Discovering Televisuality in Netflix Turkish Originals

12:00-13:00

Lunch break

13:00-14:45	<p>Room 1321</p> <p>Sport, Liveness & Style <i>Chair: Michael Wedel</i></p> <p>Markus Stauff (University of Amsterdam): The Televisuality of Sports: On Cross-Media Authority of Style</p> <p>Danilo Callea (Independent Scholar): Live and Let Play. Investigating Liveness in Sports Content between Live Broadcasting and Live Streaming</p> <p>Oliver Kröner (Heinrich Heine-University Düsseldorf): Blood, Spandex, and American Flags—Defining Pro-Wrestling Aesthetics in the Digital Age</p> <p>Florian Groß (Leibniz University Hannover): Between Televisuality and Teleseriality: Towards a Poetics of American Post-Network Streaming Television Series</p> <p>Juan Martín-Quevedo, Erika Fernández-Gómez, Tamara Antona-Jimeno (Rey Juan Carlos University): Gen Z and the ‘new television’: a case study of Kings League and Twitch soccer broadcasts</p>	<p>Room 1322</p> <p>Industry Perspectives <i>Chair: Skadi Loist</i></p> <p>Anna Zoellner (University of Leeds): Working in a team, but on your own: The impact of self-shooting in unscripted television</p> <p>Daphne Rena Idiz (University of Amsterdam) & Nina Vindum Rasmussen (London School of Economics and Political Science): Streaming production cultures: How Netflix shapes European televisuality</p> <p>Sandra Becker (Utrecht University) & Berber Hagedoorn (University of Groningen): Beyond the Dutch Quota: An Analysis of the Changing Dutch TV Industry and Local VOD Content Production in the Age of Streaming</p> <p>Lukáš Slavík (Charles University) & Klára Smejkal (Charles University): Competing Platform Imaginaries: Public Service Media Values at a Crossroad</p> <p>Karolína Vodičková (Charles University): Identity of the public service broadcaster in the digital era</p>
14:45-15:00	Coffee break	
15:00-16:30	<p>Room 1321</p> <p>Representation & Diversity <i>Chair: Lisa Plumeier</i></p> <p>Traci B. Abbott (Bentley University): Gen Z Sexual & Gender Fluidity in U.S. Scripted Television</p> <p>Axelle Asmar (Vrije Universiteit Brussel), Tim Raats & Leo van Audenhove: Globalizing difference(s): Netflix’s teen series and the global localization of diversity</p> <p>Damien O'Meara (Swinburne University of Technology): Queer televisuality: a holistic approach to analysing onscreen LGBTQ+ representations in scripted television</p>	<p>Room 1322</p> <p>Audience Perspectives <i>Chair: Jens Eder</i></p> <p>Juan Francisco Gutiérrez Lozano (University of Malaga) & Antonio Cuartero (University of Malaga): Andalusian Youth living in Europe and their television viewing practices</p> <p>Michaela Wünsch (Universität Marburg): TV between national character and diasporic distribution, reception and content</p> <p>Stefania Antonioni (University of Urbino Carlo Bo): The fascinating side of medicine: the case of the Italian medical drama Doc-Nelle tue mani and its televisual lives online</p> <p>Claudia Wolf (transfermedia production services GmbH), Ana Velinho (University of Aveiro), Jorge Abreu, Pedro Almeida, Telmo Silva: Enhancing audience experience through infotainment and in-stream shopping“</p>
16:30-17:00	Coffee break	
17:00-18:30	<p>Atrium</p> <p>Industry roundtable <i>Chair: Susanne Eichner</i></p>	
19:30	<p>Networking Meeting (@Masala Rasoi, Rudolf-Breitscheid-Straße 34, Potsdam)</p>	

Friday, October 27

	Room 1321	Rom 1322
09:15-10:45	New Approaches to Streaming, Genre & market <i>Chair: Luca Barra</i> Jessica Balanzategui (RMIT), Andrew Lynch (Swinburne University of Technology) & Alexa Scarlata (RMIT): New Approaches to Streaming and Genre Lothar Mikos (Film University Babelsberg): The end of streaming as we know it or Why television disrupts Netflix and other streaming platforms Nino Domazetovikj (imec-SMIT-VUB) & Tim Raats: Televisuality in the Era of VOD: A Comparative Study of Production Dynamics in Small European Markets	Labour & Ideology <i>Chair: Yulia Yurtaeva</i> Andrea Virginás (Babes-Bolyai University): 'Televisual modes', and midcult aesthetics in limited HBO-series on Eastern European collective traumas Nicoletta Marini-Maio (Dickinson College): Scripted, Unscripted, and Live-streaming: The Storytelling of Authenticity in Chiara Ferragni Postfeminist Branded Persona Veronika Hermann (Eötvös Loránd University): Series of Posts - Representations of socialism and cultural colonization in contemporary Eastern European television Anna Svetlova (Jagiellonian University): Nostalgic Paradigm on Russian TV: The Case of "Ciao 2020!"
10:45-11:00	Coffee break	
11:00-12:30	Atrium: Methods workshop <i>Organizers: Cathrin Bengesser, Deborah Castro, Luca Barra</i>	
12:30-13:30	Lunch	
	Room 1321	Rom 1322
13:30-15:00	TikTok, Memes & Snippets <i>Chair: Susanne Eichner</i> Kim Hebben (TU Dortmund University) & Christine Piepiorka : Social Media, Search Engines, and Snippets - New Paradigms of (Post)-Televisuality Ellenrose Firth & Alberto Marinelli (Sapienza University of Rome): Algorithmic flow and datacasting. Exploring the possibility of a new mode of fruition for content viewing Jana Zündel (Goethe University Frankfurt): Between memeability and televisuality: the (self-)memefication of television series Lisa Plumeier (Film University Babelsberg): Tracing TV on TikTok: mapping out showcases of televisuality in TikTok's remix culture	TV Formats <i>Chair: Ayşegül Kesirli Unur</i> Anne Marit Waade (Aarhus University) & Anders Grønland (Copenhagen University): Televisual landscape technologies: Borgen: Power & Glory in Greenland Eik Dödtmann (Film University Babelsberg): Aesthetics and production practices of Netflix' transnational high-end series on Jewish Ultra-Orthodoxy Florian Krauß (University of Siegen): "Screen only format" and "chamber play": Production ways, aesthetics, and televisuality in the COVID-19 dramedy Drinnen – Im Internet sind alle gleich Meral Ozcinar (Manisa CelalBayar University): Transnational aesthetics, production, distribution, and audience practices
15:00-15:15	Coffee break	

15:15-16:45	<p>Room 1321 Netflix's global strategies <i>Chair: Lothar Mikos</i></p> <p>Consuelo Ábalos (Pontificia Universidad Católica de Chile): When Latin American melodrama meets Nordic Noir: how streaming logic influences national narratives in TV fiction's 42 days of Darkness (Netflix, 2022)</p> <p>Sylwia Szostak (SWPS University): Poland's Invisible Fiction in the Streamers Age</p> <p>Frédérique Khazoom (Université de Montréal / University of Amsterdam): Televisuality on a global scale: Netflix's 'local-language' strategy</p> <p>Orcun Can (King's College London): What We Talk about When We Talk about Internet Televisuality: A Formal Analysis in Search of Common Characteristics in Netflix Originals</p>	<p>Rom 1322 Materiality & Sites <i>Chair: Berber Hagedoorn</i></p> <p>Yulia Yurtaeva-Martens (Film University Babelsberg): Television festivals as a blind spot in contemporary television practices</p> <p>Vera Klocke (Berlin University of the Arts): Thick Descriptions and 3D Renderings - Practical Research Reflections on Literary and Visual Methods of Researching Television</p> <p>Emiliano Rossi (Università di Bologna): TV in Disguise, from the Core of Industry: In-Transit Screens and the Challenge of Public Media</p> <p>Pekka Isotalus (Tampere University): The televisual communication styles of anchors and hosts: Changes over the last thirty years</p>
16:45-17:15	<p>Atrium: Closing remarks, coffee, cake and goodbye</p>	

Organisation & Contact:

The conference is jointly organised by the ECREA Television Section's management team, Cathrin Bengesser, Deborah Castro Mariño & Luca Barra and the local hosts Susanne Eichner and Lisa Plumeier at Film University Babelsberg KONRAD WOLF.

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