# 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

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<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Event</th>
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<tr>
<td>17:00 - 17:30</td>
<td>Theater hall</td>
<td>Welcome &amp; Opening&lt;br&gt;Jan Kromschröder (Dean of Faculty I, Film University Babelsberg)&lt;br&gt;Cathrin Bengesser (Chair of “Television Studies”, ECREA, Aarhus University)&lt;br&gt;Susanne Eichner (Head of Local Organizing Team, Film University Babelsberg)</td>
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<td>17:30 - 18:15</td>
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<td>Keynote 1: John T. Caldwell (UCLA): Televisuality: Stylistic Exhibitionism or 21st Century Industrial Stress Behaviors&lt;br&gt;<em>Chair: Luca Barra</em></td>
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### Thursday, October 26

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<thead>
<tr>
<th>Time</th>
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<tr>
<td>09:15 - 10:15</td>
<td>Theater hall</td>
<td>Keynote 2: Karin van Es (Utrecht University): (Re)Claiming Television: Myths and Horseless Carriages&lt;br&gt;<em>Chair: Deborah Castro</em></td>
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| 10:30 - 12:00 | Room 1321 | Television Ontology<br>*Chair: Cathrin Bengesser*<br>\begin{itemize}  
  \item Kathrin Fahlenbrach (University of Hamburg): Interactive Televisuality, Videographic Styles and Performances of Streaming Platforms in Cross-Media Environments  
  \item Brett Mills (Edge Hill University): Cheap TV  
  \item Klára Feikusová (Palacký University): How to approach cinematic television in the era of convergence (and deconvergence)  
  \item Rodrigo Pereira (Universidade Nova de Lisboa): The Traitors: the case for a new reality TV?  
\end{itemize}  
| 10:30 - 12:00 | Room 1322 | TV Genres<br>*Chair: Katrin von Kap-herr*<br>\begin{itemize}  
  \item Concepción Cascajosa-Virino (Carlos III University of Madrid): Critical prestige, globalization, and transformation of the TV drama industry: the Spanish Peak TV canon  
  \item Valentina Re (Link Campus University): Crime drama as site-specific televisuality: some recent cross-cultural trends in Italy and other Mediterranean countries  
  \item Gianluigi Rossini (University of Teramo) & Federico Pagello (University of Chieti-Pescara): Bad Guys and Good Mothers: The Televisuality of Italian Streaming Platforms  
  \item Ayşegül Kesirli Unur (Istanbul Bilgi University): “Thinking Globally Acting Locally:” Discovering Televisuality in Netflix Turkish Originals  
\end{itemize} |
### Room 1321
#### 13:00-14:45
**Sport, Liveness & Style**  
*Chair: Michael Wedel*

- **Markus Stauff** (University of Amsterdam): The Televisuality of Sports: On Cross-Media Authority of Style
- **Danilo Callea** (Independent Scholar): Live and Let Play. Investigating Liveness in Sports Content between Live Broadcasting and Live Streaming
- **Oliver Kröner** (Heinrich Heine-University Düsseldorf): Blood, Spandex, and American Flags—Defining Pro-Wrestling Aesthetics in the Digital Age
- **Florian Groß** (Leibniz University Hannover): Between Televisuality and Teleseriality: Towards a Poetics of American Post-Network Streaming Television Series
- **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

#### 14:45-15:00
Coffee break

### Room 1322
#### 13:00-14:45
**Industry Perspectives**  
*Chair: Skadi Loist*

- **Anna Zoellner** (University of Leeds): Working in a team, but on your own: The impact of self-shooting in unscripted television
- **Daphne Rena Idiz** (University of Amsterdam) & **Nina Vindum Rasmussen** (London School of Economics and Political Science): Streaming production cultures: How Netflix shapes European televisuality
- **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
- **Lukáš Slavík** (Charles University) & **Klára Smejkal** (Charles University): Competing Platform Imaginaries: Public Service Media Values at a Crossroad
- **Karolína Vodičková** (Charles University): Identity of the public service broadcaster in the digital era

#### 14:45-15:00
Coffee break

### Room 1321
#### 15:00-16:30
**Representation & Diversity**  
*Chair: Lisa Plumeier*

- **Traci B. Abbott** (Bentley University): Gen Z Sexual & Gender Fluidity in U.S. Scripted Television
- **Axelle Asmar** (Vrije Universiteit Brussel), **Tim Raats** & **Leo van Audenhove**: Globalizing difference(s): Netflix’s teen series and the global localization of diversity
- **Damien O’Meara** (Swinburne University of Technology): Queer televisuality: a holistic approach to analysing onscreen LGBTQ+ representations in scripted television

#### 16:30-17:00
Coffee break

### Room 1322
#### 15:00-16:30
**Audience Perspectives**  
*Chair: Jens Eder*

- **Juan Francisco Gutiérrez Lozano** (University of Malaga) & **Antonio Cuartero** (University of Malaga): Andalusian Youth living in Europe and their television viewing practices
- **Michaela Wünsch** (Universität Marburg): TV between national character and diasporic distribution, reception and content
- **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
- **Claudia Wolf** (transfermedia production services GmbH), **Ana Velhinho** (University of Aveiro), **Jorge Abreu**, **Pedro Almeida**, **Telmo Silva**: Enhancing audience experience through infotainment and in-stream shopping

#### 16:30-17:00
Coffee break

### Atrium
#### 17:00-18:30
**Industry roundtable**  
*Chair: Susanne Eichner*

- **Industry roundtable**

#### 19:30
**Networking Meeting** (@Masala Rasoi, Rudolf-Breitscheid-Straße 34, Potsdam)
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<tr>
<td>09:15-10:45</td>
<td><strong>New Approaches to Streaming, Genre &amp; market</strong>&lt;br&gt;Chair: Luca Barra</td>
<td><strong>Labour &amp; Ideology</strong>&lt;br&gt;Chair: Yulia Yurtaeva</td>
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<td>Jessica Balanzategui (RMIT), Andrew Lynch (Swinburne University of Technology) &amp; Alexa Scarlata (RMIT): New Approaches to Streaming and Genre</td>
<td>Andrea Virginás (Babes-Bolyai University): ‘Television modes’, and midcult aesthetics in limited HBO-series on Eastern European collective traumas</td>
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<td>Lothar Mikos (Film University Babelsberg): The end of streaming as we know it or Why television disrupts Netflix and other streaming platforms</td>
<td>Nicoletta Marini-Maio (Dickinson College): Scripted, Unscripted, and Live-streaming: The Storytelling of Authenticity in Chiara Ferragni Postfeminist Branded Persona</td>
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<td>10:45-11:00</td>
<td>Coffee break</td>
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<td>11:00-12:30</td>
<td><strong>Atrium</strong>:&lt;br&gt;Methods workshop&lt;br&gt;Organizers: Cathrin Bengesser, Deborah Castro, Luca Barra</td>
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<td>12:30-13:30</td>
<td>Lunch</td>
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<td>13:30-15:00</td>
<td><strong>TikTok, Memes &amp; Snippets</strong>&lt;br&gt;Chair: Susanne Eichner</td>
<td><strong>TV Formats</strong>&lt;br&gt;Chair: Ayşegül Kesirli Unur</td>
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<td>Kim Hebben (TU Dortmund University) &amp; Christine Piepiorka: Social Media, Search Engines, and Snippets - New Paradigms of (Post)-Televisuality</td>
<td>Anne Marit Waade (Aarhus University) &amp; Anders Grønlund (Copenhagen University): Televisual landscape technologies: Borgen: Power &amp; Glory in Greenland</td>
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<td>Ellenrose Firth &amp; Alberto Marinelli (Sapienza University of Rome): Algorithmic flow and datacasting. Exploring the possibility of a new mode of fruition for content viewing</td>
<td>Eik Dödtmann (Film University Babelsberg): Aesthetics and production practices of Netflix’ transnational high-end series on JewishUltra-Orthodoxy</td>
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<td>Jana Zündel (Goethe University Frankfurt): Between memeability and televisuality: the (self-)memefication of television series</td>
<td>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</td>
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<td>Lisa Plumeier (Film University Babelsberg): Tracing TV on TikTok: mapping out showcases of televisuality in TikTok’s remix culture</td>
<td>Meral Ozcinar (Manisa CelalBayar University): Transnational aesthetics, production, distribution, and audience practices</td>
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<td><strong>15:15-16:45</strong></td>
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<td><strong>Netflix’s global strategies</strong>&lt;br&gt;Chair: Lothar Mikos</td>
<td><strong>Materiality &amp; Sites</strong>&lt;br&gt;Chair: Berber Hagedoorn</td>
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<td><strong>Consuelo Ábalos</strong> (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)</td>
<td><strong>Yulia Yurtaeva-Martens</strong> (Film University Babelsberg): Television festivals as a blind spot in contemporary television practices</td>
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<td><strong>Sylwia Szostak</strong> (SWPS University): Poland’s Invisible Fiction in the Streamers Age</td>
<td><strong>Vera Klocke</strong> (Berlin University of the Arts): Thick Descriptions and 3D Renderings - Practical Research Reflections on Literary and Visual Methods of Researching Television</td>
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<td><strong>Frédérique Khazoom</strong> (Université de Montréal / University of Amsterdam): Televisuality on a global scale: Netflix’s ‘local-language’ strategy</td>
<td><strong>Emiliano Rossi</strong> (Università di Bologna): TV in Disguise, from the Core of Industry: In-Transit Screens and the Challenge of Public Media</td>
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<td><strong>Orcun Can</strong> (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</td>
<td><strong>Pekka Isotalus</strong> (Tampere University): The televisual communication styles of anchors and hosts: Changes over the last thirty years</td>
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**16:45-17:15**

**Atrium:** Closing remarks, coffee, cake and goodbye

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**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.

Contact conference host: tv.conference(at)filmuniversitaet.de
Contact ECREA TV section: cbengesser(at)cc.au.dk

**With friendly support of:**
Filmuniversität KONRAD WOLF Bereich Forschung und Transfer Brandenburgisches Zentrum für Medienwissenschaft Alumniverein der Filmuniversität Babelsberg KONRAD WOLF e.V.