

Redefining Televisuality: Programmes, Practices, Methods

Biennial Conference of the Television
Studies Section of ECREA

25-27 October 2023, Potsdam
Film University KONRAD WOLF



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)

17:30-18:30

Keynote 1: **John T. Caldwell** (UCLA): Televisuality in the Platform Era?: Golden Ages, Industry Stress Research, and Collateral Damage

Chair: Luca Barra

18:30-19:30

ECREA Lounge: 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

A1-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

A2-TV Genres

Chair: Katrin von Kap-herr

Gabrielle Camille Ferreira (University of Oslo): Turkish TV dramas in Spain: Exploring the cross-border fandom

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>B1-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>Florian Groß (Leibniz University Hannover): Between Televisuality and Teleseriality: Towards a Poetics of American Post-Network Streaming Television Series</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>Room 1322</p> <p>B2-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>C1-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>Eik Dödtmann (University of Potsdam): Aesthetics and production practices of Netflix' transnational high-end series on Jewish Ultra-Orthodoxy</p>	<p>Room 1322</p> <p>C2-Audience Perspectives <i>Chair: Deborah Castro Mariño</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>ECREA Lounge</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

09:15-10:45

Room 1321

D1-New Approaches to Streaming, Genre & market

Chair: Luca Barra

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

Rom 1322

D2-Labour & Ideology

Chair: Yulia Yurtaeva-Martens

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

ECREA Lounge:

Methods workshop

Organizers: Cathrin Bengesser, Deborah Castro, Luca Barra

12:30-13:30

Lunch

13:30-15:00

Room 1321

E1-TikTok, Memes & Snippets

Chair: Susanne Eichner

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

Rom 1322

E2-TV Formats

Chair: Ayşegül Kesirli Unur

Anne Marit Waade (Aarhus University) & **Anders Grønlund** (Copenhagen University): Televisual landscape technologies: Borgen: Power & Glory in Greenland

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

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): Aesthetic Structure of Turkish TV Series and International Audience Preference in the Framework of Quality Television Concept

15:00-15:15

Coffee break

15:15-16:45

Room 1321

F1-Netflix's global strategies

Chair: Lothar Mikos

Joanna Szymańska - Are investment obligations for global streaming services a wind of hope for the "peripheral" markets in Europe? Poland as a case study

Sylwia Szostak (SWPS University): Poland's Invisible Fiction in the Streamers Age

Frédérique Khazoom (Université de Montréal / University of Amsterdam): Televisuality on a global scale: Netflix's 'local-language' strategy

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

Rom 1322

F2-Materiality & Sites

Chair: Berber Hagedoorn

Yulia Yurtaeva-Martens (Film University Babelsberg): Television festivals as a blind spot in contemporary television practices

Vera Klocke (Berlin University of the Arts): Thick Descriptions and 3D Renderings - Practical Research Reflections on Literary and Visual Methods of Researching Television

Emiliano Rossi (Università di Bologna): TV in Disguise, from the Core of Industry: In-Transit Screens and the Challenge of Public Media

Pekka Isotalus (Tampere University): The televisual communication styles of anchors and hosts: Changes over the last thirty years

16:45-17:15

ECREA Lounge: Closing remarks, coffee, cake and goodbye

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](mailto:tv.conference(at)filmuniversitaet.de)

Contact ECREA TV section: [cbengesser\(at\)cc.au.dk](mailto:cbengesser(at)cc.au.dk)

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