

Ends of Television Conference

ASCA, Amsterdam School for Cultural Analysis

29 June – 1 July 2009

Preliminary Program

Is TV as we know it dead? Does TV Studies have any relevance in a world of media convergence? Are we at risk of becoming gravediggers of an obsolete medium rather than innovators in a cross-medial regime? The conference will address some of the central frames through which TV has been analyzed to test their relevance in an age where digitalization and convergence is redrawing the boundaries of media and of disciplines. Rather than accept the narrative of obsolescence or the nostalgia of seclusion, the conference aims at seriously analyzing both the contemporary specificity of TV and the challenges thrown up by new developments in technology and theory. For example: What is the specificity of the TV image in an environment suffused with moving images? Has the spectator of TV changed in a media world that begs "interaction"? How does the relevance of ideology-critique and propaganda fare in the age of surveillance? Is the educational role of TV obsolete with the triumph of market logics?

Depending on how these and other questions are answered, *TV Studies* must rethink its own status as a discipline, beginning with its own position *vis-à-vis* Film Studies and New Media Studies. Do such separations still hold analytical purchase? What old concepts need reformulation, and what areas of study (e.g. cultural studies, philosophy, sociology, anthropology, political science, art history) can we both borrow from and enrich?

Monday 29th June

9.00 – approx. 19:00
Panels 1 – 6 (in two parallel streams)
Plenary keynote by Lynn Spigel
Opening drinks

Tuesday 30th June

9:00 – 18:30
Panels 7 – 12 (in two parallel streams)
Plenary keynotes by Mimi White and Toby Miller

Wednesday 1st July

9:00 – approx. 18:30
Panels 13 – 17 (in two parallel streams)
Plenary keynote by Joke Hermes
Closing drinks

Monday 29th June

Time	Panel	Panel
9:00-9:30	Registration	
9:30-10:00	Welcome by conference organizers and welcome by José van Dijk, dean Faculty of Humanities, Professor of Television Studies	
10:00-11:15	Lynn Spigel (Northwestern University) Media Homes: Practiced and Imagined	
11:15-11:30	Coffee break	
11:30-13:00	<p>1 The make-over of television: Reinventing televisuality in the context of new media</p> <ol style="list-style-type: none"> 1. Andrea Seier (Univ Bochum): Remediating Televisuality on YouTube 2. Judith Keilbach/Markus Stauff (Univ. Utrecht/Univ. of Amsterdam): Dispositif through transformations: The urgent realities of television (becoming digital) 3. Hanna Surma (Univ. of Bochum): Previously on Youtube.com: Web Series and/as Online-Television 4. Sebastian Scholz (Univ. of Darmstadt): Of Coming Revolutions and Silent Deaths – Contextualizing the „Newness“ of New Media 	<p>2 Style/aesthetics</p> <ol style="list-style-type: none"> 1. Kathleen Dixon and Iskra Velinova (Univ. of North Dakota/New Bulgarian Univ.): Why “Content”Counts: The Political Aesthetic of a TV Talk Show 2. Mark Williams (Dartmouth College): Old Means, New Ends: “The Orchid Award” and TV Historiography 3. Martin A. Zeller (Univ. of York): Towards a Unified Approach to TV narrative in the Digital Era 4. Margot Bouwman (New School): Dystopias and the Hyper-Expansion of Television
13:00-14:30	Lunch	
14:30-16:00	<p>3 Televisuality: Case studies</p> <ol style="list-style-type: none"> 1. Jaap Kooijman (Univ. of Amsterdam): Breaking News, Instant Replay: The Televisuality of 9/11 2. Erin Giannini (Univ. of East Anglia): The “Death Whinny” of Television? <i>Doctor Horrible</i> as Model for Television-Quality Internet Content 3. Patricia Molloy (Wilfrid Laurier Univ.): The Interactive Border: The Televisual and the Virtual in CBC’s The Border 4. Sheila Petty (Univ. of Regina): Navigating Media TV: Remediation in <i>The City: Live After Show</i> 	<p>4 Local / global / national</p> <ol style="list-style-type: none"> 1. Sonja De Leeuw (Univ. Utrecht): Networks: TV Studies in the Age of Glocalization 2. Juan Francisco Gutiérrez Lozano (Malaga Univ.): Too Old to Die Young? Changes in Spanish Regional Televisions and Political Constructions of Identity at the Digital Context 3. Alexander D’Hoest (Univ. of Antwerpen): The End of National Television? ‘yeah but no but yeah but no”
16:00-16:15	Coffee break	
16:15-18:00	<p>5 Logics of what? A relational re-orientation of television studies</p> <ol style="list-style-type: none"> 1. Bev Skeggs (Goldsmith College): The Performance of the Sensual Spectacle of Affects and Emotional Labour on ‘Reality Television’ 2. Götz Bachmann (Goldsmith College): The Power of Metadata Time 3. David Oswell (Goldsmith College): Televisual Phantoms in the Built Environment: Sensate Publics and Acoustic Architectures 4. Liam Berriman (Goldsmith College): Re-aligning Media and Actors: The Impact of ‘Cross-Platform Broadcasting’ in the Children’s Media Industry 	<p>6 Local and community TV</p> <ol style="list-style-type: none"> 1. Holger Briel (Univ. of Nicosia): Generation Search: How the Death of the Push Medium Television Might Be Averted 2. Katalin Lustyik (Ithaca College): Promoting Regional Content But Raising a Global Consumer: The Case of Minimax, a New Transnational Children’s Television Network in Eastern Europe. 3. Jo Smith (Victoria Univ. of Wellington): Indigenous Reality TV: The Maori Make-Over in Aotearoa/New Zealand 4. Sanna Valtonen and Sanna Ojajärvi (Univ. of Helsinki): Between Television and New Media – Is Community Television Becoming a Reality?

18:00	Drinks
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Tuesday 30th June

Time	Panel	Panel
9:00-10:30	7 Perspectives on public service broadcasting <ol style="list-style-type: none"> Alexandre Bédard (HEC Montréal): The future of the television industry: perspectives of public television's leaders Bruce Hanlin and Michael Klontzas (Univ. of huddersfield): Public service broadcasting v2.0: an emerging paradigm in the UK Balazs Bodo and Peter Csigo (Budapest Univ. of Technology): Public service as market pressure on the online tv market? A Hungarian case study 	8 Production I: Practices <ol style="list-style-type: none"> Ann-Marie Murray (Dublin Inst of Technology): Rationalisation of public service broadcasting: scheduling as a management tool in RTÉ Television Osée Kamga (Univ. of Sudbury): Television and Participatory Journalism: New Dynamics of News Production Stijn Reijnders (Univ. of Amsterdam): Places of the imagination: an ethnography of the TV detective tour Sanne Ojajärvi (Univ. of Helsinki): Television studio revisited: evaluating the central element of television expression
10:30-11:45	Coffee Break	
10:45-12:15	Mimi White (Northwestern University) Barry Chappell's Fine Art Showcase: Apparitional TV, Aesthetic Value, and the Art Market	
12:15-13:45	Lunch	
13:45-15:15	9 Theoretical perspectives on the ends of television <ol style="list-style-type: none"> Gunn Enli, Hallvard Moe, Vilde Schanke Sundet & Trine Syvertsen (Univ. Oslo/Bergen): Fears and fascinations: five debates on television Michaela Wunsch (Jan v.Eyck Academy): Cybernetics and Television John Cook (Glasgow Caledonian Univ.): Television as transition medium: the perpetual white rabbit Tony Richards (Lincoln School of Media): Embalmed/ Unemblamed: problems of the lived event in Media Studies 2.0 Ömer Özer (Anadolou University): Can cultivation theory explain the Internet? An open-ended discussion 	10 Art and TV <ol style="list-style-type: none"> Amy Holdsworth (Leeds Metropolitan University): Last Rites? Memorialising Television Florian Mundhenke (Universitaet Leipzig): Television Rest in Peace – Long Live Television – Media Art as influence and perspective for recent Television Culture Julia Noordegraaf (Univ. of Amsterdam): Experiencing TV in the Museum: A Return to 'The Cinema of Attractions' Margriet Schavemaker (Univ. of Amsterdam): Cultural Broadcasting in the Age of Digital Reproduction
15:15-15:30	Coffee Break	
15:30-17:00	11 Convergence, past and future <ol style="list-style-type: none"> Matthias Thiele (TU Dortmund): The end of television and the birth of video journalism Anna Nacher (Jagiellonian Univ. Kraków): The end of television? Long live the television! Paul Manning (Univ. of Winchester): Teaching 'old' television in a new media world Stefan Muenker (ZDF, Univ. Basel): "The process of digitalisation and the future of TV" 	12 Fandom 3.0 <ol style="list-style-type: none"> Herbert Schwaab (Univ. Bochum): Reading <i>Reading Contemporary Television</i>. A critical examination of recent trends of fan/scholar publications on serial television Rhiannon Bury (Athabasca Univ.): More moments of television: theorizing production, reception and fandom in the age of convergence Angie Knaggs (Univ. of Queensland): Extra-hyperdiegetic spaces, power and identity in <i>Prison Break</i>
17:00-17:15	Coffee break	
17:15-18:30	Toby Miller (Univ. of California): Television is Finished, Television is Done, Television is Over!	

Wednesday 1st July

Time	Panel	Panel
9:00-10:30	13 Production II: Industries 1. Timothy Havens (Univ. of Iowa): Rechanneling Culture in a Digital World 2. Catherine Johnston (Univ. of London): Branding and the textuality of TV in the Digital Era 3. Melis Behlil (Kadir Has Univ.): Close Encounters: Contemporary Turkish TV and Cinema 4. Aniko Imre (Univ. of Southern California): Quality Tv in Translation	
10:30-11:45	Coffee Break	
10:45-12:15	Joke Hermes (Univ. of Amsterdam, InHolland) Making Ends Meet: The qualities of television from the perspective of audiences	
12:15-13:45	Lunch	
13:45-15:15	14 Expanded television 1. Joachim Ardel: Writing Mobisodes 2. Nikki Porter (Concordia Univ.): Timeless TV: The end of television schedules? 3. Marusya Bociurkiw (Ryerson univ.): Girly men and Manly technology: Social Discourses of HDTV 4. Eggo Müller (Utrecht Univ.): Participation TV: Re-inventing TV as a Multi-Platform Medium 5. Gunn Enli & Hilde van den Bulck (Univ. Oslo/Antwerpen): Bye, bye 'hello ladies'? Announcers as continuity techniques	15 Audiences I 1. Ioanna Vouvou (Univ. of Paris III, Panteion Univ.): Methodological propositions for the analysis of Tv and its programs in relation with the modern social context 2. Lothar Mikos (Hochschule Konrad Wolf, Potsdam): The everyday life of TV: The changing roles of institutional TV and TV consumption 3. Mirosław Filiciak (Warsaw School of Social Sciences and Humanities): TV or not TV? Polish audiences, internet piracy and American TV series 4. Elizabeth Cough-Gordon (State Univ. of New Jersey): "Questioning the audience: research issues of television viewers and medium specificity
15:15-15:30	Coffee Break	
15:30-17:00	16 Transmedia television 1. Roberta Pearson (Univ. of Nottingham): Transmedia Storytelling in Historical and Theoretical perspective 2. Anthony Smith (Univ. of Nottingham): Transmedial Slayage: Investigating the impact of industrial configuration upon the multi-platform narrative of <i>Buffy the Vampire Slayer</i> 3. Alessandro Catania (Univ. of Nottingham): Transmedia Distribution Schedules: On the new distribution logics of enhanced TV 4. Elizabeth Evans (Univ. of Nottingham): Same Content, Different Screen: Transmedia Engagement and the Television 'Audience'	17 Audiences II 1. Phil Ellis (Univ. of Plymouth): Flow is now viral is agency: Re-working the site(s) of new television 2. Mark Hayward (American Univ. Paris): Audience as technical Object: TV viewers and Convergence thinking 3. Sonia Livingstone and Ranjana Das (LSE): Theoretical Echoes of <i>Reception</i> amidst the Uncertainties of Use 4. Nele Simons (Univ. of Antwerp): "Me TV": Towards changing television viewing patterns?
17:00-17:30	Closing	
17:30	Drinks	