

MEDIA MUTATIONS

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Considering the variety of paratextual materials that surround contemporary film and television shows, including trailers, credit sequences, mashups, promos, podcasts, bonus materials and merchandising, it has been suggested that 'off-screen studies' may be needed in order to make sense of the wealth of other entities that saturate the media.

This is part of a wider critical move to explore the 'ephemeral' texts that exist beyond, below and between the principal entertainment content of media corporations. This symposium raises issues ranging from the increasing role that short-form content has assumed in media culture to the way paratexts from the past have become more permanent and accessible by vastly increasing the opportunities for their distribution and remediation.

This focus on paratexts gives rise to broader concerns with the temporalities of media within the digital environment, and specifically the *duration* and *circulation* of media objects. New regimes of memory and attention may be arising within the digital mediascape. The conference therefore considers the cultural life of paratexts, raising questions concerning: the way paratexts produce changes within media ecosystems; the role of short-form content within media culture; the relationship of paratexts to cultural memory and nostalgia; the means of studying texts that fall outside the analytic focus of film and broadcast archives.

ALMA MATER STUDIORUM
Università di Bologna

DEPARTMENT OF ARTS
La Soffitta
Centro di promozione teatrale
info: tel. 051 20 92 400/410
www.dar.unibo.it

Organization Office: Cronopios
tel. 051 224420
info@cronopios.it

Communication and Promotion
tel. 051 20 92 410
fabio.acca@unibo.it

Press Office
tel. 051 20 92 053 | cell. 329 21 58 045
l.bernardini@unibo.it



MEDIA MUTATIONS

EPHEMERAL MEDIA

Time, persistence and transience in contemporary screen culture

INTERNATIONAL CONFERENCE

organized by Sara Pesce, with Paul Grainge and Roberta Pearson

Keynote speaker: Jonathan Gray

Free entrance | www.mediamutations.org

LA SOFFITTA
Centro di promozione teatrale

Date

21-22/05/13

Venue

DEPARTMENT OF ARTS
Salone Maescotti
via Barberia 4
Bologna



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA
DIPARTIMENTO DELLE ARTI
VISIVE PERFORMATIVE MEDIALI
LA SOFFITTA
CENTRO DI PROMOZIONE TEATRALE

PROGRAMME/PROGRAMMA

Tuesday, 21 _ 14.00

14.00 Welcoming address/Saluti

14.15 **Introduction/Introduzione** (Sara Pesce and Paul Grainge)

14.45 About MM4 proceedings: Claudio Bisoni, Veronica Innocenti (a cura di), *Gli ecosistemi narrativi nello scenario mediale contemporaneo. Spazi, modelli, usi sociali*, Modena, Mucchi, 2013

1. Producing Paratexts: Media and Market Perspectives (Chair: Enrico Menduni)

15.00 Jennifer Gillan (Bentley University)
“Short-form and Short-term Brandcasting: 1950s and Now”

15.20 Paul Grainge (University of Nottingham)
“Animating the Olympics: Promotion, Paratexts and Live Media Events”

15.40 Paola Brembilla (Università di Bologna)
“The Institutional Fan-Made Paratext: The Case of The Van Der Memes”

16.00 Discussion

16.30 Coffee break

2. Temporal Regimes and Cultural Constructions: Case Studies in Paratextual Media (Chair: Jonathan Gray)

16.45 Stephanie Janes (Royal Holloway, University of London)
“You Had to Be There” – ARGs and Multiple Durational Temporalities

17.05 Kim Walden (University of Hertfordshire)
“Nostalgia for the Future. How *Tron: Legacy*’s Transmedia Campaign Rebooted the Franchise”

17.25 Marta Boni (Concordia University)
“Poaching Reloaded. *The Girl With the Dragon Tattoo*: Paratexts in a Flexible World”

17.45 Discussion

18.15 Presentation

Cinema & Cie, *International Film Studies Journal*, n°18, 2012 (Valentina Re)
Théorème, n°17, 2013 *Networking Images. Approches interdisciplinaires des images en réseaux* (Marta Boni)

Wednesday, 22 _ 9.30

9.30 **Keynote: Jonathan Gray**: “Paratextual Politics”

10.20 Discussion

10.50 Coffee break

1. Reconsidering Paratexts as a Category (Chair: Giovanni Boccia Artieri)

11.10 Valentina Re (Università Ca’ Foscari, Venezia)
“Attraversare la soglia. Paratesto, immanenza plurale, narrazioni transmediali”

11.30 Giulio Lughì (Università di Torino)
“Paratexts in Digital Media”

11.50 Chiara Grizzaffi (Università IULM, Milano)
“The Analysis of Film in the Digital Age: Online Video Essays”

12.10 Enrica Picarelli (Leuphana University)
Critical Reflection: “Acoustic Paratextuality and Ephemeral Holosonics”

12.20 Discussion

13.00 Lunch

14.20 Book Presentations

Enrico Menduni (Università Roma Tre), *Entertainment. Spettacoli, centri commerciali, talk show, parchi a tema, social network*, Bologna, Il Mulino, 2013
Discussant: Roberto Grandi (Università di Bologna)

2. Film Culture and Beyond (Chair: Michele Fadda)

14.20 Fabrice Lyczba (University of Paris Est Créteil)
“The Living Realities of Romance: Playing with the Illusion of Reality in 1920s Film Reception Paratexts”

15.40 Roy Menarini (Università di Udine)
“From Cinephilia to Mediophilia – The special relationship between film culture and new media landscape”

16.00 Ed Vollans (University of East Anglia)
“Trailers Are Following Me: Studying, Contemporary 'Trailers'”

16.20 Discussion

16.50 Coffee break

3. Paratexts, Interfaces and Gameplay (Chair: Mariagrazia Fanchi)

17.10 Luca Rosati (Università per Stranieri di Perugia), Italo Marconi (Ubiquity, Milano)
“Pinterest e la crisi del paratesto”

17.30 Rosamund Davies (University of Greenwich)
“Replaying the Sims – Gameplay Narration as Paratext”

17.50 Anton Varinsky (Goldsmiths, University of London)
“Everting Secrecy -- The Curious Case of DVD Easter Eggs”

18.20 Discussion