

MEDIA MUTATIONS

6

Media Mutations, the international conference on audiovisual media studies, comes to its sixth annual edition. This year's theme is the relationship between modes of production and narrative forms in contemporary scripted television series in the United States and in Europe. The industrial structures of television, from labor organization to economic models of monetization, all shape the types of content that is created: the stories that the medium tells and the ways in which it tells them. This year's conference seeks to explore changes brought in the past decade by new models of business, new technologies and new forms of integration within the media, and the resulting changes to television narratives.

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MEDIA MUTATIONS

Modes of Productions and Narrative Forms in the Contemporary TV Series

INTERNATIONAL CONFERENCE

Organized by Luca Barra, Leora Hadas, Veronica Innocenti and Paolo Noto

KEYNOTE SPEAKERS

Catherine Johnson (University of Nottingham)
and Derek Kompare (Southern Methodist University)

Free entrance | www.mediamutations.org

LA SOFFITTA

Centro di promozione teatrale

Date

27-28/05/14

Venue

DIPARTIMENTO DELLE ARTI
Salone Maescotti
via Barberia 4
Bologna



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

PROGRAMME

May 27th

14.30 Introduction and greetings

15.00 Keynote address

Catherine Johnson (University of Nottingham)
Beyond Transmedia Storytelling

16.00 Panel 1 – Transmedia storytelling in practice

Chair: Peppino Ortoleva (Università degli Studi di Torino)

Maria Engberg and Jay David Bolter (Georgia Tech)
Weak Narrativity in Transmedia. Storytelling in The Walking Dead

Deborah Toschi and Federica Villa (Università di Pavia)
The Lizzie Bennet Diaries

Mélanie Bourdaa (Université Bordeaux-Montaigne)
Re-inventing the Space Opera as an Endless Universe. The Case of Battlestar Galactica

17.15 Coffee break

17.30 Panel 2 – Images of the audience

Chair: Giovanni Boccia Artieri (Università degli Studi di Urbino “Carlo Bo”)

JP Kelly (Royal Holloway, London)
From Searching to Sifting. Television Ratings in the Age of Social Media

Çiğdem Erdal and Orçin Uzun (Marmara University)
What Do They Want? Turkish Television Audience and The Future of Television

Cecilia Penati and Anna Sfardini (Università Cattolica, Milan)
Serial Visions. Models of Complex Storytelling and Italian Audiences’ Perceptions

May 28th

9.45 Panel 3 – Industrial conditions and narrative

Chair: Roberta Pearson (University of Nottingham)

Paola Brembilla (Università di Bologna)
Straight-to-Series in Broadcast TV. Causes, Issues and Consequences

Amélie Chabrier and Yoann Hervey (University Paul Valéry, Montpellier)
Writing a Bottle Episode. “Fly”, from Breaking Bad

Basil Glynn (Middlesex University)
The Tudors, the National Past and the Re-shaping of Generic Traditions in Contemporary TV Costume Drama

11.15 Coffee break

11.30 Keynote address

Derek Kompare (Southern Methodist University)
Digital Distribution and the Erratic Expansion of Television

12.30 Lunch

14.30 Panel 4 – European fiction and global circulation

Chair: Francesco Casetti (Yale University)

Roberta Pearson (University of Nottingham)
A Case of Identity. Sherlock and Elementary

Giancarlo Lombardi (College of Staten Island and Graduate Center/CUNY)
Cultural Imperialism, Redefined. New Modes of Crossnational Television

Marco Cucco (Università della Svizzera Italiana)
Understanding Fiction by Looking at its Business. The Sky Italy Case Study

Catherine O’Rawe (Bristol University)
Romanzo criminale, la serie. Complex TV and Male Melodrama

16.15 Coffee break

16.30 Panel 5 – The wider context of narrative production

Chair: Enrico Menduni (Università degli Studi Roma Tre)

Nikola Stepić (Concordia University)
Looking Back on the News. Conceptualizing Television in HBO’s The Newsroom

James Hay (University of Illinois–Urbana-Champaign)
Reality TV & Entrepreneurial Citizenship after the Financial Crisis

Sara Zanatta (Fondazione Museo Storico del Trentino)
Pawn History Worldwide. How Antiques Dealers Have ‘Restored’ Television Factual Series