

MEDIA MUTATIONS

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Media Mutations, the international conference of studies on audiovisual media hosted by Dipartimento delle Arti of Università di Bologna, comes to its tenth edition. This conference's theme is the impact of entertainment logics across different media, at a professional, cultural and social level.

Entertainment cultures are spreading widely across contemporary media, from press to fashion, from music to television, from videogames to politics, from sports to museums. Audiovisual and digital media ease the connection between entertainment and a wide range of realms in everyday life, both at a global and local level; yet processes of hybridization and narrativization permeate and transform their logics, strategies and imageries through forms of performance, amusement and divertissement. After having been long accused of corrupting the masses, or dismissed as minor and banal, the cultures and practices of entertainment are now widely studied and thoroughly researched, with interdisciplinary approaches accounting for their complex and mixed nature.

The conference aims to expand the academic knowledge of this trend, establish new trans-medial and multidisciplinary research perspectives in the field, and strengthen the understanding about how entertainment has shaped (and is still shaping) media sectors, how it is defined, produced and perceived, and with what outcomes.

www.mediamutations.org

ALMA MATER STUDIORUM
Università di Bologna

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MEDIA MUTATIONS

THE “-TAINMENT” EFFECT

Cultures and Logics of Entertainment Across Audiovisual and Digital Media

INTERNATIONAL CONFERENCE

Organized by Luca Barra and Paola Brembilla (Università di Bologna)
in collaboration with Liz Evans (University of Nottingham)

Free entrance | www.mediamutations.org

LA SOFFITTA
Centro di promozione teatrale

Date

21-22/05/2018

Venue

DIPARTIMENTO DELLE ARTI
Salone Marescotti (via Barberia 4)
DAMSLab (piazzetta Pasolini 5b)
Bologna



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

Monday, May 21

9:45 Institutional Greetings

GIACOMO MANZOLI, director, Dipartimento delle Arti, Università di Bologna

Introduction

LUCA BARRA, PAOLA BREMBILLA, Università di Bologna

10:15 Keynote Address

Chair: PAOLA BREMBILLA, Università di Bologna

Reality Entertainers. The Hidden Work of Warm Up Acts for Reality Television

ANNETTE HILL, Lund University

11:15 Tele-tainment. Television Production and Distribution

Chair: ROBERTA PEARSON, University of Nottingham

The “-tainment” Effect of Emotions. Producing Emotions in Reality Television

LAURA SÜNA, Freie Universität, Berlin

The Rise of Datatainment. How Big Data are Reorganizing the Logics of TV Entertainment

ENRICO MENDUNI, Università Roma Tre, and LUCA MASSIDDA, Università degli Studi della Toscana

Provocative Television Production

PAULIINA TUOMI, Tampere University of Technology

From Barnum to the Small Screen, and Back. The Freak-ization of Television Entertainment

DANIELA CARDINI, Università IULM, Milano

13:00 Lunch Break

14:00 Poli-tainment/Info-tainment. News, Campaigns, Social Issues

Chair: GIOVANNI BOCCIA ARTIERI, Università di Urbino Carlo Bo

The “New Media Reality” of Donald Trump

GABRIELE COSENTINO, Lebanese American University

Political Commentary Shows in 2015 Spanish General Elections. A Perversion of the Democratic Public Space?

ALVAR PERIS BLANES, Universitat de València

Visualizing Necropolitics. The Infotainment of Human Suffering

PIERLUIGI MUSARÒ, Università di Bologna, and FRANCESCA DI RENZO, University of Sheffield

Redefining News Photography? Smartphones, Instagram and the Logics of Visual Infotainment

MARCO SOLAROLI, Università di Bologna

15:45 Edu-tainment/Cine-tainment. Screens and Museums

Chair: HÉCTOR PÉREZ LÓPEZ, Univesidad Politècnica de València

Cura-tainment and the Contradictions of Decontextualized Contextualization

JENNIFER GILLAN, Bentley University, Boston

Museums as Entertainment, Entertainment in Museums

PEPPINO ORTOLEVA, Università degli Studi di Torino

Immersive Entertainment. Cinema and Virtual Reality

ADRIANO D'ALOIA, International Telematic University UniNettuno, Roma

Branded Entertainment, Urban Environment and Cinema. “New” Spaces for Promotional Paratexts

STEFANIA ANTONIONI, Università degli Studi di Urbino Carlo Bo

20:00 Conference dinner

Tuesday, May 22

10:00 Keynote Address

Chair: LUCA BARRA, Università di Bologna

The Tyranny of Tech Empires. Engineering Consumer Containment Inside Digital Ecosystems

DENISE MANN, UCLA

11:00 Digi-tainment. Digital Media and Communities

Chair: PAUL McDONALD, King's College London

The “Wow” Factor in Choosing Digital Resources for Teaching. Entertainment or Empowerment?

JOSÉPHINE RÉMON, Université Lyon 2

The Star Trek Infotainment Complex and “Slow” Versus “Fast” Fandom

ROBERTA PEARSON, University of Nottingham

Politainment. Mutant Identities and Pop Culture Memes

CAROLINA FERNANDÉZ CASTRILLO, New York University-Madrid and Madrid Open University

The “Engagement Effect”. The Social Media Communication of Netflix in Italy

ELISABETTA LOCATELLI, Università Cattolica del Sacro Cuore, Milano

Swimming with Whales. The India Chapter

ISHANI DEY, Jawaharlal Nehru University, New Delhi

13:00 Lunch Break

14:00 Media-tainment/01. Music and Video

Chair: ED VOLLANS, University of Leicester

The Concert Will Be Televised. The Influence of TV Entertainment on Pop Concerts (and vice versa)

GIANNI SIBILLA, Università Cattolica del Sacro Cuore, Milano

Exploring the Impact of New Media in the Entertainment Industry. A Malaysian Music Reality TV Show

NURULHAMIMI ABDUL RAHMAN, University of Liverpool, and SYAMSUL HIRDI MUHID, University of Liverpool

Entertaining the Driver. How Radio and Streaming Services Compete for the Music Experience in the Car

MARTA PERROTTA, Università Roma Tre

On Air, in Air. Inflight Cinema as the Leading Frontier of On-the-Go Entertainment

EMILIANO ROSSI, Università di Bologna

15:45 Media-tainment/02. Transmedia Landscapes

Chair: STEPHANIE JANES, Royal Holloway, London

Historical and Cinematic Information as Entertainment in Video Game Promotion

ESTHER WRIGHT, University of Warwick

The Survival Mediasphere. Dystopic Games in the Japanese Media Mix

STEFANO LOCATI, Università IULM, Milano

Telling a Sports Story. Creation and Production Strategies of Federico Buffa's Programs on Italian Pay TV Channels

PAOLO CARELLI, Università Cattolica del Sacro Cuore, Milano

17:30 Presentation of the new website of the CUC

Organized by ADRIANO D'ALOIA and the board of CUC – Consulta Universitaria Cinema

The President, GIULIA CARLUCCIO (Università degli Studi di Torino), and vice-presidents, RUGGERO EUGENI

(Università Cattolica del Sacro Cuore, Milano) and STEFANIA PARIGI (Università Roma Tre), will be present

19:30 Reception

DAMSLab/Laboratori delle Arti, Piazzetta Pier Paolo Pasolini 5b