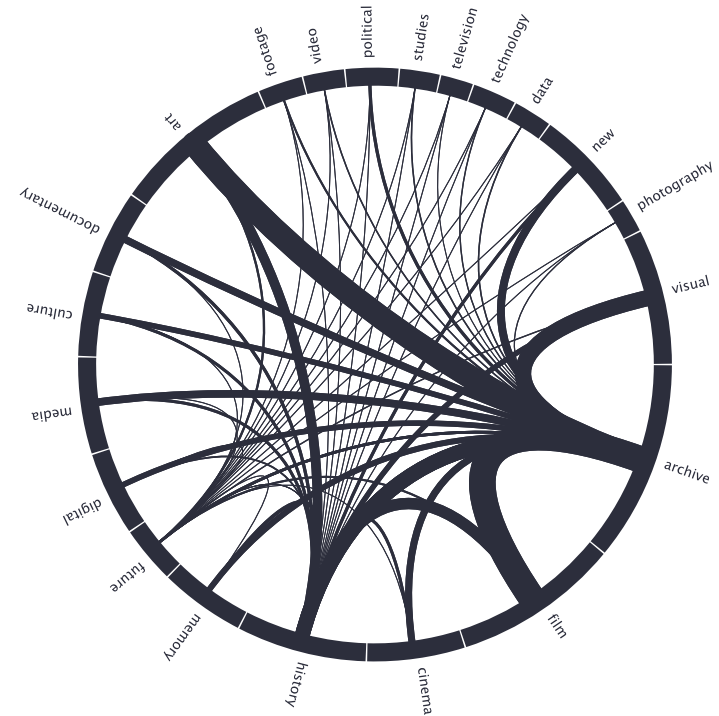


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The NECS 2015 Conference
Łódź, Poland, June 18-20, 2015



PRECONFERENCE WORKSHOP »

TRANSMEDIAILITY IN MODERN POPULAR CULTURE

PRELIMINARY PROGRAMME

Wednesday June 17th

PRECONFERENCE WORKSHOP »

TRANSMEDIALITY IN MODERN POPULAR CULTURE

In reference to one of the conference's sub-themes "The archive of popular culture" a workshop on the history of transmediality in modern popular culture will be held. It will focus on the exploration of cross-media business synergies in the entertainment industry and on the history of media convergence in the 19th and the first half of the 20th century popular culture (before 1939).

SCOPE

Media convergence is one of the widely debated concepts in contemporary media research. As conceptualised by Henry Jenkins, convergence manifests itself i.e. in transmedia storytelling (Jenkins, 2006:334). The investigation of transmediality, however, most often concentrates on contemporary networked digital media. As concerns the historical research of popular culture, transmediality is limitedly explored (however not entirely unexamined). Yet that kind of cross-textual practices can be traced as early as the modern culture industry came into existence. For example, according to Matthew Freeman, at the beginning of the 20th century in the USA we can find examples of "cross-textual self-promotion and cross-media branding (...), grounded in such cultural factors as turn-of-the-century immigration, new forms of mass media - such as, most notably, newspapers, comic strips, and magazines - and consumerism and other related textual activities" (Freeman, 2014: 2).

Therefore, we would like to explore the transmedial dimension of pop culture in the 19th and the first half of the 20th century.

- How did motives, characters, narratives circulate between various media platforms and cultural circuits?
- What was the transmedial dimension of the emerging global culture industry?
- How did mediatization processes impact on local practices (especially in the peripheral media environments)?

REFERENCES:

Jenkins, Henry, *Convergence Culture: where old and new media collide*, NYU Press, 2006.

Freeman Matthew, *Branding consumerism: Cross-media characters and story-worlds at the turn of the 20th century*, *International Journal of Cultural Studies*, Published online before print January 21, 2014, DOI: 10.1177/1367877913515868.

ORGANISERS

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TRANSMEDIALITY IN MODERN POPULAR CULTURE

Wednesday June 17th » 9:00-18:00

Introductory lecture		
Matthew Freeman	Birmingham City University	The Historical Rise of Transmedia Storytelling
Bartolome Herrera Beatriz	Concordia University	Movie-themed Exhibitions: interrogating transmedia practices in spatial terms.
Eugster Benjamin	University of Zürich	Affirmative Neurasthenia: Aesthetic Excess and the Dilemma of Expressionist Transmediality
Filar Witold	Nicolaus Copernicus University in Toruń	The influence on the local media on development of popular culture in Second Polish Republic.
Filiciak Mirosław	Warsaw University of Social Sciences and Humanities SWPS	The Other Kind of Media. Problematizing the Media Concept in the Polish lands before World War II
Gionco Pamela	Universidad de Buenos Aires	High and popular culture on a 19th century satirical publication from Argentina
Gmitterková Šárka	Masaryk University, Brno, Czech Republic	Multiple charms, multiple media presence. Oldřich Nový 1936-1945
Gonzalez Atenea Isabel	Universitat Autònoma de Barcelona	On Rewriting and Intertextuality: Luis Buñuel and Spanish Cinema
Harkema Gert Jan	Stockholm University	The new within the old, the old within the new: transmediality and the introduction of the cinematograph
Pabiś-Orzeszyna Michał	University of Łódź	Traveling Sound. Radio, Gramophone and Sound Film in the interwar Poland
Pagello Federico	Queen's University Belfats	Transmedial Crime Narratives in Early Twentieth-Century Film and Print Culture
Valentini Paola	University of Florence (Italy)	Transmediality in Italy in the Fascist Era: soundscape and transmedia resonances

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