TRANSMEDIALITY IN MODERN POPULAR CULTURE
WORKSHOP AT THE 9TH NECS CONFERENCE: JUNE 2015, ŁÓDŹ

Call for papers

The 9th Annual Conference of NECS – European Network of Cinema and Media Studies (www.necs.org) will take place in Łódź (Poland) on 18-20 June 2015. 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. The workshop will consist of two parts: a NECS preconference with a keynote lectures (TBD) and a seminar on 17th June and a set of dedicated panels during NECS conference on 18-20 June.

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” (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:

POSSIBLE TOPICS

Going beyond traditional notions of adaptation, remediation and intermediality, we would like to reconsider dominant history of media in modernity and to examine the constitution of the transmedia dimension of culture industry and entertainment. We are interested in transmedia flows, business synergies and connections between different media and cultural spheres:

- literature
- radio
- cinema
- music
- stage (cabaret, revue, vaudeville, variété)
- popular press
- comic strips
- graphic design and advertisement
- modern art

Submission may include, but are not limited to the following themes:

- circulation of texts, motives, etc. in the 19th and early 20th century (i.e. vaudeville and radio relations)
• business synergies between film, radio, press, phonographic industry, etc.
• local histories of the proliferation of the technical media (especially in the peripheral and semi-peripheral countries)
• relations between “transmedia” and theories of intertextuality, adaptation, etc.
• vernacular practices of media producers and audiences
• vernacular reception and grassroot practices of fans

Theoretical and historical contributions concerning all geographical areas before 1939 are welcomed.

SUBMISSIONS & DETAILS

17th June: a preconference with a keynote lectures (TBD) and a seminar
18-20 June: a set of dedicated panels during the NECS conference

Please address abstracts (max. 200 words) along with institutional affiliation and a short bio (max. 150 words) to: lukasz.biskupski@swps.edu.pl

Deadline for submission: 31.01.2015. Confirmation will follow shortly thereafter.

The workshop language is English.

Workshop attendance is free, but valid NECS-membership is required to participate, see: http://necs.org/user/register.

You will find the CFP online at: http://necs.org/conference/preconference/.

Organizers: Łukasz Biskupski (University of Social Sciences and Humanities SWPS in Warsaw), Mirosław Filiciak (University of Social Sciences and Humanities SWPS in Warsaw) and Michał Pabiś-Orzeszyna (University of Łódź).

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