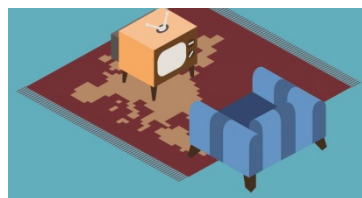


“The Future of European Television: Between Transnationalism and Euroscepticism”



University of Malaga (Spain), November 15th-17th 2017

Organized by the Television Studies section of ECREA (European Communication Research and Education Association) and the University of Malaga (Spain), in collaboration with “Production and circulation of media contents” section of AE-IC (Spanish Communication Research Association)

Final programme

Day 1. Wednesday, November 15

Time	Event
8.45-9.15	Registration
9.15-9.30	Welcome and Opening remarks. Juan Antonio García Galindo, Francisco Javier Ruiz del Olmo, Juan Francisco Gutiérrez Lozano (University of Malaga)
9.30-10.30	Keynote session: <i>Traveling Europe: Digital television heritage as gateway to a future European Television (Historiography).</i> Sonja De Leew (Utrecht University)
10.30-11.00	Coffee break
11.00-13.00	Panel session A. Transnational Television and Public Service
13.00-14.30	Lunch break
14.30-16.15	Panel session B. Current affairs on TV
16.15-16.30	Coffee break
16.30-17.30	Plenary roundtable: <i>Women and European TV series.</i> Kim Akass (University of Hertfordshire), Concepción Cascajosa (Univ. Carlos III), Lothar Mikos (Filmuniversität Babelsberg)

Day 2. Thursday, November 16

Time	Event
9.00-10.15	Panel session C. TV Series (I)
10.15-10.45	Coffee break
10.45-11.45	Panel session D. TV Series (II)
11.45-12.45	Keynote session: <i>The End of Transnationalisation? The Future of European TV fiction.</i> Andrea Esser (University of Roehampton)
12.45-14.00	Lunch break
14.00-15.15	Panel session E. International Channels and Audiences
15.15-15.30	Coffee break
15.30-16.30	Panel session F. TV and the Digital Era
16.30-17.30	Special session: <i>How Television used to be made.</i> John Ellis (Royal Holloway, Univ. of London)
20.00	Social event: Tapas night

Day 3. Friday, November 17

Time	Event
9.30-10.30	Keynote session: <i>The Past, Present, and Future of European Television...Sets</i> Toby Miller (Universidad del Norte, Barranquilla, Colombia)
10.30-10.45	Coffee break
10.45-12.15	Panel session G. The image of Europe
12.15-13.30	Panel session H. National Television & identities
13.30-13.45	Final remarks. Berber Hagedoorn
13.45	Farewell drinks

Venue: Facultad de Ciencias de la Comunicación. Campus de Teatinos. Universidad de Málaga.

With the support of:

-Vicerrectorado de Investigación y Transferencia. Universidad de Málaga.

-Aula María Zambrano de Estudios Transatlánticos. Campus de Excelencia Internacional Andalucía Tech.

With the collaboration of:

-Consejo Audiovisual de Andalucía (CAA); Málaga Convention Bureau.

Keynote sessions

-Sonja De Leew (Utrecht University)

Traveling Europe: Digital television heritage as gateway to a future European Television (Historiography)

In this keynote I would like to address the notion of European television from an historical point of view. Following that I'll try and give a rough sketch of what European television historiography in the future would be like, given the state of the art in heritage digitization and in Digital Humanities as well as expected developments in both areas. I will be building my argument around the central idea of digital television heritage as gateway to a digital future European television historiography and ideally to a future Europe. It goes without saying that we need to ask ourselves "What do we mean by European television?" And how has European television been conceived of in its early days? What about European television historiography? Where do the national and global dimensions come in? As we cannot answer these questions without regard to the interconnectedness of these dimensions, I suggest to consider 'travelling' a key concept in relation to what Ulrich Beck coined as "rooted cosmopolitanism". The notion of rooted Europeanism might take us further, as we are now able to travel through time and space with the help of digitized television heritage. This would call for a new approach to television's time-space relationship, a steppingstone to a future European television (historiography).

Chair: Berber Hagedoorn (University of Groningen). **Wednesday, 9.30-10.30**

-Andrea Esser (University of Roehampton)

The End of Transnationalisation? The Future of European TV fiction

The twin forces of digitalisation and globalization are causing the radical transformation of all three constituent parts of the TV ecology—production, distribution and consumption. One of the outcomes is the transnationalisation of TV fiction, as noted by an increasing number of scholars in recent years

(Weissmann, 2012; Hilmes, 2014; Bondebjerg and Redvall, 2015; Agger, 2015; Hill, 2016; Jensen, Nielsen, Waade, 2016; Steemers, 2016). Concurrently, populist nationalism is rising across Europe, as are parochialism and open displays of xenophobia and anti-Europeanism. In addition, Europe might soon come to face the economic protectionism propagated by Trump. This raises the question: Is the transnational trajectory of TV fiction challenged? Will it be stopped in its track, or even be reversed? This paper will try to provide an initial response. To do so it will outline the transnationalisation of the production, distribution and consumption of TV fiction in Europe throughout the new millennium. To consider all three constituent parts of the TV ecology in conjunction, I argue, is important as each drives the transnationalisation of the other. By providing a holistic overview, which recognises interdependencies and economic as well as cultural aspects, I hope to demonstrate the scale and depth of TV's transnationalism and develop a more advanced understanding of it. Concluding, the paper will critically reflect on whether the current political and socio-cultural climate could put an end to the transnational trajectory of TV fiction. For this it will draw on in particular the political economy approach and theories concerned with (post)modernity, nationalism and space and place in a global world (Appadurai, 1996; Bauman, 1998; Beck, 2006; Hall, 1991, Massey, 1994; Robins, 2014; Storper, 2002; Urry, 2004). For the foreseeable future, I will argue, transnationalism is here to stay.

Chair: Susanne Eichner (Aarhus University). **Thursday, 11.45-12.45**

-Toby Miller (Universidad del Norte, Barranquilla, Colombia)

The Past, Present, and Future of European Television...Sets

The talk will rethink dominant approaches to TV and its audiences—sender-message-receiver, encoding-decoding, uses and gratifications, and cultivation analysis—in favor of a cultural-materialist approach focused on the ecological damage of constructing, using, and disposing of television—whether it is watched on a device called a TV, or any other technology. It concludes by reluctantly quoting Heidegger in an approving manner.

Chair: Juan Francisco Gutiérrez Lozano (University of Malaga). **Friday, 9.30-10.30**

Plenary roundtable

-Women and European TV series

Kim Akass (University of Hertfordshire)

Concepción Cascajosa (Univ. Carlos III de Madrid)

Lothar Mikos (Filmuniversität Babelsberg) (also as Chair)

Wednesday, 16.30-17.30

Special session

-John Ellis (Royal Holloway, Univ. of London)

How Television used to be made

Digital production has become the norm, and in doing so it is effacing the memory of production in the analogue era, using film and video. The innovative ADAPT project has recorded 'simulations' which re-unite analogue equipment with the professionals who used to use it, and asks them to make programmes how they used to. The resultant data shows the distinctive working methods of the analogue era; and produces vivid illustrations of how TV used to be made; and offers a new approach to research on the cultures of production.

Chair: Ana Sedeño (University of Malaga). **Thursday, 15.30-16.30**

Panel sessions (in chronological order)

Panel A. Transnational Television and Public Service

Wednesday, 11.00-13.00. Chair: Susanne Eichner (Aarhus University)

-The Politics of Transnationalisation: Relations and Interactions within Television Production Conglomerates. Jolien van Keulen and Joke Bauwens (Vrije Universiteit Brussel).

-A Critical Exploration of the Global Netflix Strategy. Lothar Mikos (Filmuniversität Babelsberg).

-Public service media, pluralism and diversity. Carla Baptista, Francisco Rui Cádima, Luís Oliveira Martins y Marisa Torres da Silva (Universidade Nova de Lisboa).

-Public Broadcasting Service and Minority Languages: A comparative approach to Scotland and the Basque Country. Miren Manias-Munoz (University of the Basque Country, UPV/EHU and University of Edinburgh).

-Disparity and weakness of public regional media in Europe. Analysis of Spain, Belgium and Germany. Marta Rodríguez-Castro (Universidade de Santiago de Compostela); Francisco Campos-Freire (Universidade de Santiago de Compostela), and Óscar Juanatey-Boga (Universidade da Coruña).

-Discourse and information quality as a threat to internal pluralism in public broadcasting television services. Carlos Aguilar Paredes, Lydia Sánchez Gómez, M^a Ángeles García Asensio, Lucía Jiménez Iglesias (University of Barcelona).

Panel B. Current affairs on TV

Wednesday, 14.30-16.15. Chair: Laura López (University of Malaga)

-Watching the Post-Truth Unfold on Turkish TV Channels: The Dutch-Turkish Crisis. Zeynep Gultekin-Akçay (Cumhuriyet University).

-Does Adopting Media Logic Lead to Communicative Success in Political TV Interviews? Communicative Strategies in Thirty Years of Televised Talks with Austrian Party Leaders. Andreas Riedl (Austrian Academy of Sciences).

-Continuities in a Changing Television Sector: The Endurance of Violence on Broadcast Television. Stelios Stylianou and Vivi Theodoropoulou (Cyprus University of Technology).

- Representing the social acceptance of migrants in the Netherlands as both a disruptive and lucid narrative. Berber Hagedoorn (University of Groningen).

-Spanish television executives' attitudes about scientific content on television and its audiences. María T. Soto-Sanfiel and Isabel Villegas-Simón (Universitat Autònoma de Barcelona).

Panel C. TV Series (I)

Thursday, 9.00-10.15. Chair: Sonia Blanco (University of Malaga)

-The Challenge to Keep European DNA in Transnational TV Drama Series.
Deniz Ozalpman (University of Vienna).

-Far away, so close: Sydney-siders watching Forbrydelsen, Borgen and Bron/Broen.
Pia Majbritt Jensen (Aarhus University).

-Remaking european co-productions: the case of Bron/Broen (2011-) and The Tunnel (2013-).
Patricia Diego (University of Navarra) and Isadora García (Universitat Internacional de Catalunya).

-A 'Europe of different speeds' in the production and distribution history of The Team (2015).
Cathrin Bengesser (University of London).

Panel D. TV Series (II)

Thursday, 10.45-11.45. Chair: Pia Majbritt Jensen (Aarhus University)

-Discussing Obstacles and/or Opportunities: Travel of Turkish Police Procedural Genre in the European TV Landscape.
Aysegul Kesirli (Istanbul Bilgi University).

-Building soft power through soap operas: The case of Turkish TV shows.
Goksu Akkan (Universitat Ramon Llull – Blanquerna).

-Historical Insights and Political Keys in Isabella I's Reign as Reflected in TVE's Fiction Series.
Lucía Salvador (Universidad de Valladolid).

Panel E. International Channels and Audiences

Thursday, 14.00-15.15. Chair: María T. Soto-Sanfiel (Universitat Autònoma de Barcelona)

-Screening Migration in Post-Crash Ireland: TV Formats and National Affective Management.
Anthony McIntyre (University College Dublin).

-Turkish trans-national TV channels in Germany with the challenges, prospects and limits.
Mine Gencil Bek (University of Siegen).

-Cultural identity, proximity, and attribution: European and Latin American audiences of European TV drama.
Susanne Eichner (Aarhus University).

-Andalusian identity and the new practices of viewing of young audiences abroad.
Juan Francisco Gutiérrez Lozano (University of Malaga).

Panel F. TV and the Digital Era

Thursday, 15.30-16.30 Chair: Rocío Monedero (University of Malaga)

- TV audience measurement in the digital era. Emilia Smolak-Lozano (University of Malaga).
- From videogame streaming to eSports: new format and new ways of use in the Spanish digital television market. Antonio Cuartero and Natalia Meléndez Malavé (University of Malaga).
- Jobbing Hood webserie, a transmedia hero for the institutional communication of the European Commission. Concepción Mateos-Martin (Rey Juan Carlos University) and Ana Sedeño (University of Malaga).
- Traffic web and social network management. Analysis of the main European public television channels. José Miguel Túnñez-López (Universidade de Santiago de Compostela, España), Carmen Costa-Sánchez (Universidade da Coruña, España) and Ana Gabriela Frazão Nogueira (University Fernando Pessoa, Oporto, Portugal).

Panel G. The image of Europe

Friday, 10.45-12.15. Chair: Lothar Mikos (Filmuniversität Babelsberg)

- Between transnationalism and Euroscepticism: a TV war in Poland in the European context. Radoslaw Sajna (Kazimierz Wielki University in Bydgoszcz).
- Priming Europe. The Central-Eastern European televisions on European Issues. Ewa Nowak (Maria Curie-Skłodowska University).
- The image of Europe portrayed by Spanish Television programme Informe Semanal (1986-2016). Virginia Martín Jiménez and Itziar Reguero Sanz (University of Valladolid).
- European Union on the guide of Televisión Española (RTVE): case study of the programme "Europa". María Purificación Subires Mancera (University of Malaga).
- 25/S: Audio-visual Arts Communication, Culture and Aesthetics. Nélia Cruz (University of Lisbon).

Panel H. National Television & identities

Friday, 12.15-13.30. Chair: Antonio Cuartero (University of Malaga)

- Religious Identity and TV Audience in Turkey: Identity in the Making. Burak Özçetin (Kadir Has University).
- National imaginaries in infotainment TV shows. The case of the magazine España Directo (TVE). Alvar Peris (Universitat de València).
- Faded into oblivion. Representation and censorship in Spanish historical fiction: The case of TVE (2011-2017). Ivan Gómez (Universidad Ramon Llull).
- A New Sense of Place: The City in Contemporary Spanish TV Fiction. Concepción Cascajosa Virino (Universidad Carlos III).