

**TV in the age of transnationalisation and transmedialisation:** a two-day, international conference

**Date:** Monday 22<sup>nd</sup> and Tuesday 23<sup>rd</sup> JUNE 2015

**Venue:** University of Roehampton, London, UK

**Organisers:** ECREA Television Studies section and the *Media Across Borders* network ([www.mediaacrossborders.com](http://www.mediaacrossborders.com))



Television is crossing borders in multiple ways. Throughout much of the 20<sup>th</sup> century it seemed to resemble the geometrical elements of a Kandinsky painting from the Bauhaus phase: each element clearly distinct but overlapping and carefully positioned in relation to other elements. Television was perceived and studied similarly; mostly separate from the other mass media, including film, radio, video games or consumer magazines. Moreover, in Europe television content was clearly separated from advertising through the distinction, or separation principle. In addition to these distinct media elements, state borders clearly separated television markets in the perception of academics, audiences and TV executives. After all, television was mostly conceived and regulated by state institutions and predominately broadcast and consumed within state borders. Cross-border production and trade in television programmes were consequently viewed as international; organised between national institutions and companies. But gradual and ongoing transnationalisation and transmedialisation are making the neat geometrical forms more and more permeable, manifold and unsteady. Kokoschka's style of painting, blurred and blended, seems a more appropriate metaphor to describe today's television-scapes. This conference offers a space to reflect on the changes pertaining to the processes and workings of transmedialisation and transnationalisation, and on the theoretical and methodological consequences this has for television studies. It also offers opportunities for networking.

Papers are invited on topics related to television's transnationalisation and transmedialisation, including:

- Transnational and international production and distribution of TV programmes
- Transmedia/cross-media storytelling (with global examples particularly welcome)
- The trade in TV Formats
- Adaptations and remakes of international franchises
- Localization of television and related content at the textual and paratextual levels
- Dubbing, subtitling and re-versioning of television content
- Marketing and branding of global (trans)media franchises
- Global television aesthetics
- Transnational television consumption and reception
- Professional negotiations of internationalisation, transnationalisation and localisation
- Organisational relationships and trends in a transmedialising/transnationalising media environment
- Attempts to re-conceptualise television and television markets
- Theoretical reflections on the international, transnational, global, national and/or local
- Methodological reflections: researching television in the age of transnationalisation and transmedialisation

## Plenary speakers

Liz Evans (University of Nottingham)

Giselinde Kuipers (University of Amsterdam)

Industry panel to be confirmed but will include Senior TV Executives from BBC Worldwide, Channel 4, FremantleMedia, HBO Europe, Media Xchange, Northern Europe and 360 Degree, Shine International and/or Warner Bros.

## Information/details

- **Submit your max. 300 word abstract** along with institutional affiliation and a short bio (max. 150 words), or a panel proposal (minimum 3 speakers, 300 words rationale plus 300 words per paper, relating them to the focus of the conference to Lothar Mikos ([l.mikos@hff-potsdam.de](mailto:l.mikos@hff-potsdam.de)) and Andrea Esser ([a.esser@roehampton.ac.uk](mailto:a.esser@roehampton.ac.uk)) **by March 9, 2015**.
- Decisions on abstracts will be communicated by 6<sup>th</sup> April 2015.
- The conference fee for ECREA and MAB members is £95 waged (approx. 127 euro/\$144); £45 unwaged/student (approx. 60 euro/\$68); for non-members it is £110 waged (approx. 147 euro/\$167) and £55 unwaged/student (approx. 72 euro/\$83). The fee includes lunch and refreshments for both days and a drinks reception.
- Conference papers on TV Formats will be considered for a special issue on 'Trade in TV Formats', for *VIEW: Journal of European Television History and Culture* (<http://journal.euscreen.eu/index.php/view>) for publication in June 2016. The issue is jointly edited by John Ellis (Royal Holloway/University of London), Andrea Esser (University of Roehampton, London) and Juan Francisco Gutiérrez Lozano (University of Málaga/Spain).
- The conference is hosted by the University of Roehampton's Centre for Research in Film and Audiovisual Cultures (CRFAC) in the Department of Media, Culture & Language.
- Please direct any academic queries to Dr. Andrea Esser ([a.esser@roehampton.ac.uk](mailto:a.esser@roehampton.ac.uk)), other queries to Julia Noyce on [julia.noyce@roehampton.ac.uk](mailto:julia.noyce@roehampton.ac.uk) or 0208 392 3698.