

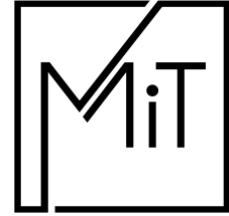
## MiT@UU: Media in Transition 2018

Tuesday, June 26

Het Huis Utrecht

Boorstraat 107

3513 SE Utrecht



### Program

<b>9.30h</b>	<b>Opening address</b> Keimpe Algra, Dean of the Faculty of Humanities, Utrecht University <b>Introduction by MiT@UU-team</b> Karin van Es, Judith Keilbach, Nina Köll, Hanna Surma, Nanna Verhoeff
<b>10.00h</b>	<b>Datafication and Public Values</b>
	<p>Moderator: William Uricchio (Utrecht University) Discussants: Mary Berkhout (Mediawijzer) John Leek (Beeld en Geluid) Geert-Jan Bogaerts (VPRO) Giovanna Fossati (EYE Film Institute Netherlands) Eleonora Mazzoli (European Broadcasting Union)</p> <p>This panel brings together participants from Dutch and European media institutions to discuss the impact of datafication on media industries and media publics. By scrutinizing public values the panel aims at continuing current debates about the role of public service. It will address the recent recommendations by the Dutch Council of Culture (Raad van Cultuur) that suggests the urgent need for (new) collaborations of public and commercial media institutions on an inter/national scale.</p> <p>The discussion will focus on topics such as the changing role of established media and cultural institutions. It will also address the challenges and opportunities these institutions face within a media environment in which agencies constantly shift, new players appear, and data have acquired broad new potentials.</p> <p>For more information on the Council of Culture's recommendations: <a href="https://www.volkskrant.nl/media/internetstrategie-npo-is-achterhaald-vindt-de-raad-voor-cultuur~a4572694/">https://www.volkskrant.nl/media/internetstrategie-npo-is-achterhaald-vindt-de-raad-voor-cultuur~a4572694/</a> (in Dutch) <a href="https://www.theguardian.com/world/2018/feb/22/borgen-envy-dutch-plot-path-to-emulate-other-european-tv-success?CMP=share_btn_fb">https://www.theguardian.com/world/2018/feb/22/borgen-envy-dutch-plot-path-to-emulate-other-european-tv-success?CMP=share_btn_fb</a> (in English)</p>
<b>11.30h</b>	<b>Break</b>
<b>11.45h</b>	<b>Industries and Infrastructures</b>
	<p>Moderator: Judith Keilbach (Utrecht University) Discussants: Amanda Lotz (University of Michigan) Jennifer Holt (University of California Santa Barbara) Lisa Parks (Massachusetts Institute of Technology) Vicki Mayer (Tulane University, New Orleans)</p> <p>During the last two decades, new players within the media industries have radically altered the</p>

	<p>production, distribution and consumption of media content. These new players benefit from technologies, infrastructures and policies that allow for implementing new business models and methods of financing. By offering media content in new distribution contexts they challenge established media providers and reorganize the long-existing structures of the media industry.</p> <p>This panel focuses on the transformations within the film and television industries. It discusses the main changes and addresses how established television networks and media companies have responded to the challenge of new competitors. By exploring these transformations the panel will scrutinize how the media industry is currently (re)organizing its existing infrastructures to handle the persistent demand for media content.</p>
<b>13.15h</b>	<b>Lunch</b>
<b>14.30h</b>	<b>Participatory Literacies</b>
	<p>Moderator: Mirko Tobias Schäfer (Utrecht University)</p> <p>Discussants: Henry Jenkins (University of Southern California) Jay Bolter (Georgia Institute of Technology) Roberta Pearson (University of Nottingham)</p> <p>The empowering potential of media technologies that allow for new and different forms of participatory user behaviour has emerged at the same time as counter-tendencies that are widely seen as imminent threats to democratic liberal societies. Debates on fake news, filter bubbles, automated processes of communication ("bots"), and so on make it obvious that new forms of media literacy are required.</p> <p>The dynamics of active media engagement versus exposure to the opacity of black-boxed information flows characterize some of the tensions that challenge the current mediascape and call for conceptual and political re-formulations of <i>media literacy</i> and <i>participation</i>. Current, urgent debates and fresh perspectives on participatory culture 'in transition' will be at the center of this panel.</p>
<b>16.00h</b>	<b>Break</b>
<b>16.15h</b>	<b>(Re)Searching (Media in) Transition</b>
	<p>Moderator: Frank Kessler (Utrecht University)</p> <p>Discussants: Lynn Spigel (Northwestern University) Jussi Parikka (University of Southampton) Erkki Huhtamo (University of California, Los Angeles)</p> <p>The panel focuses on histories of media objects and practices. It explores ways of studying media history/genealogy/archaeology and inquires productive forms of knowledge production and research output. How can the constantly evolving, diverse and rich media theoretical interventions and analytical observations that the field of media studies has seen over the course of the last decade be translated into operative methodologies that allow for new insights, different kinds of strategic collaboration and putting theoretical thinking into analytical action?</p>
<b>17.45h</b>	<b>Closing Remarks</b>
<b>18.00h</b>	<b>Drinks</b>