



HANS-BREDOW-INSTITUT
for Media Research at the University of Hamburg



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EMHIS Forum III Transnational Audiences and Media Consumption

25 – 28 November 2014
Hans Bredow Institute for Media Research
Hamburg, Rothenbaumchaussee 36

Tuesday, November 25th

EMHIS PhD Pre-Meeting

(Hans Bredow Institute, Conference Room, 4th floor)

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| | <u>Theme: PhD research & writing</u> |
| 9.00 am - 3.00 pm | PhD Workshop |
| 9.00 - 9.45 am | "Women, the Second World War and the BBC" <i>Kate Terkanian: Presentation of PhD project</i> |
| 9.45 - 10.30 am | "Entangled media histories: Broadcasting opera to a new republic, an investigation of the relationship between opera and radio in Weimar Germany" <i>Katy Homden: Presentation of PhD project</i> |
| 10.30 - 10.45 am | Coffee break |
| 10.45 - 11.30 am | Exchanging experiences <i>All PhD-students: Discussion:</i> <i>What are we currently working on and what problems do we face in our research?</i> |
| 11.30 - 12.00 pm | "Museums as Media" <i>Alina L. Tiews</i> <i>Presentation and discussion as theoretical preparation for our visit to the museum</i> |
| 12.00 - 1.00 pm | Lunch break and getting to the museum |
| 1.00 - 3.00 pm | Visit at Museum für Kunst und Gewerbe Hamburg <i>Steintorplatz, 20099 Hamburg, www.mkg-hamburg.de.</i> <i>We walk through the museum (guided by Alina) and discuss: "Entangled Media Histories at Museums or Historical Museums as Entangled Media?"</i> |

EMHIS Forum III

(Hans Bredow Institute, Conference Room, 4th floor)

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| | <u>Theme: Mapping the field</u> |
| 3.30 – 4.00 pm | Registration, Afternoon Tea & Coffee |
| 4.00 pm | Opening, Welcome Address |
| 4.15 – 5.00 pm | Keynote “Measuring television’s social impact: Transitional audiences in the era of limited choice” Professor Christina von Hodenberg, <i>Queen Mary University of London / Humboldt Research Award-Fellow at the Martin-Luther-Universität, Halle-Wittenberg</i> |
| 5.15 – 6.15 pm | Discussion on the Keynote |
| 7.00 pm | Dinner at “Brodersen Restaurant”, Rothenbaumchaussee 46, 20148 Hamburg |

Wednesday, November 26th

(Hans Bredow Institute, Conference Room 4th floor)

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| | <u>Theme: Perspectives & Approaches</u> |
| 9.00 am | Opening |
| 9.15 – 10.15 am | “Transnational audiences and media consumption in media history: A survey of research, best practices, and questions” Christoph Hilgert & Hans-Ulrich Wagner |
| 10.15 – 10.30 am | Tea & Coffee break |
| 10.30 – 12.00 am | “What did people do with the media and what did media do with the people?” <i>General discussion based on yesterday’s keynote, today’s research report and individual research experiences: How do we deal with audience related questions in our respective research? What are the benefits of having media reception in mind and which challenges/problems/limits do we face in doing so?</i> |
| 12.00 – 12.30 am | “Spiegel” – Historical significance, current problems Philipp Seufferling <i>Information about the publishing house, group discussion as preparation for the visit</i> |

(Hamburg Hafen City)

- 1.00 pm **Lunch** at "Fleetschlösschen", Brooktorkai 17, 20457 Hamburg
- 2.30 – 4.00 pm **Guided tour through the "SPIEGEL-Haus"**
Catherine Stockinger, *Head of "SPIEGEL-Leserservice" (Readership research)*
Christian Goedecke, *Head of "SPIEGEL-Media-Marketing"*
at DER SPIEGEL, Ericusspitze 1, Hamburg Hafen City
- 4.00 pm **Doing EMHIS: Open Space**
Smaller groups meet in order to plan co-operative projects, publications, panel proposals, etc.
at Kaffeerösterei, Kehrwieper 5, 20457 Hamburg
- 7.00 pm **Dinner** at "Hatari", Schanzenstr. 2-4, 20357 Hamburg

Thursday, November 27th

(Hans Bredow Institute, Conference Room, 4th floor)

- 9.00 am Theme: Presentations & Discussions
Opening
- 9.15 – 11.15 am **Doing EMHIS: Research Presentations & Discussion**
EMHIS-members and -guests present and discuss 'entangled' projects under way
Yvonne Robel: "Doing Identity" and "Urban Space: Media Discourses in Leipzig"
Katy Homden: Broadcasting opera to a new republic, an investigation of the relationship between opera and radio in Weimar Germany
Kate Terkanian: Women, the Second World War and the BBC
- 11.15 – 11.45 am **Tea & Coffee break**
- 11.45 – 1.00 pm **"Strategies of publishing – traditional and new forms of publishing"**
Short summary by Christoph Hilgert, additional information as appropriate & general discussion of the next steps (concrete projects, ideas for formats, etc.)
- 1.00 – 3.00 pm **Lunch** at UniPark, Rechtschaus, Universität Hamburg
- 3.00 – 4.00 pm **Meeting of the Steering Committee**
– and parallel –
Meeting of the PhD Network
- 4.00 – 4.45 pm **Joint Meeting, Reflection**

(Universität Hamburg, Medienzentrum, Von-Melle-Park 5, Kinosaal)

5.00 pm **Reception at the „Institut für Medien und Kommunikation“ (IMK)
at the Universität Hamburg**

Thomas Weber, Kathrin Fahlenbrach, Joan Bleicher:

IMK-colleagues welcome EMHIS

Heinz Hieber: The AV-sources at the Medienzentrum

Space to get to know each other

7.30 pm **Dinner** at Abaton Bistro, Grindelhof 14a, 20146 Hamburg

Friday, November 28th

(Hans Bredow Institute, Small Conference Room, 1st floor)

Theme: Reflections & Travel

9.30 am **Opening, Joint Meeting, Reflection**

Recap, feedback, plans for EMHIS IV in Bournemouth

11.30 am **Departure & Good Bye**