



SCIENTIFIC PROGRAM

WEDNESDAY, 17 MARCH 2010

8h30	Welcome	
9h30	Room "A1" OPENING SESSION	
9h45	Room "A1" RICHARD GRUSIN (Wayne State U.) Premediation, Affect and the Anticipation of Security Chair: Isabel Capelo Gil (FCH-CECC)	
10h45	Coffee Break	
11h00	<p>Room "A1" MEANING(S) AND MEDIATION Chair: Fernando Ilharco (FCH – CECC) Carla Ganito (FCH – CECC) The Mobile Phone as a Technology of Premediation Martin Zierold (GCSC – U. Giessen) Making Meaning of Mediations in Change from 'Techno-Images' to the 'Next Society': Analysing Theories of Meaning Making and Media Change Florian Wincek (Jacobs U. Bremen) Mediating Media Art – Digital Visual Archives as Mediation Tools</p>	<p>Room "Exposições" REMEDIACTION(S) OF NATIONHOOD (1) Chair: Catarina Burnay (FCH – CECC) Bernadette Kneidinger (U. Vienna) The (Re-)Mediation of National Identity in the Sports Coverage. A Qualitative Analysis of Swiss and Austrian Newspapers about the EURO 2008 Anna Rettberg (GCSC – Giessen, PhDnet member) The Remediation of a 'Rebranded Englishness' in Contemporary English Literature Olivier Nyirubugara (U. Amsterdam) The Past in a Nutshell: Naming as a Memory Art</p>
12.30	Lunch	
14.00	Room "A1" FRANK STERN (U. Vienna) The Jewish Gaze from the Screen: From Molly Picon to Daniel Craig and Melanie Laurent Chair: Adriana Martins (FCH – CECC)	
15.00	<p>Room "A1" SCENES OF REMEDIATION Chair: Gonçalo Silva (FCH – CECC) - Adriana Martins (FCH – CECC): Ethical (Re)Mediation in Margarida Cardoso's <i>A Costa dos Murmúrios</i> - Stefano Rosso (U. Bergamo): Mediation and Radical Cuts: On Postwestern Revisionism in Fiction, Film and TV Series - Rui Brás (CECC): Mediating an Idea of Russia</p>	<p>Room "Exposições" REMEDIACTION(S) OF NATIONHOOD (2) Chair: Teresa Ferreira (FCH – CECC) - Elsa Peralta (ICS): Mediating the Past: Empire and Public Memory - Ana Bela Ramos Morais (FLUL): Representations of the Hero and of the American Stereotypes in Contemporary Cinema - Tânia Ganito (ISCSP – CECC): Remediation, Memory and Identity in Zhang Yang's film <i>Sunflower</i></p>

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16.30	Coffee Break
16.45	<p>Room "A1" PHDNET ROUNDTABLE Chair: Peter Hanenberg (FCH-CECC)</p> <p>Elizabeth Wåghäll Nivre (U. Stockholm) Reenacting the Past: Queen Christina of Sweden in the Movies</p> <p>Elena Agazzi (U. Bergamo) Günter Grass 'Camera Obscura': The Shadows of Memory and the Horizons of Desire</p> <p>Uwe Wirth (JLU. Giessen) Scenes of Remediation</p>

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9h00	<p>Room "A1" THE CULTURE OF IMMERSION Chair: Carla Ganito (FCH – CECC)</p> <p>Fernando Ilharco (FCH – CECC) The Backgroundness of New Media: Questioning the Conditions of Possibility of Contemporary Daily Life</p> <p>Vincenzo Martella (U. Bergamo, Phdnet member) The Function of Mediation in Adorno's Cultural Theory</p> <p>Vanda de Sousa (CECC – FCH) 'Big Brother is Watching You' or TV as the New Technological Home</p>	<p>Room "Sony" READING TECHNOLOGIES Chair: Pirjo Lyytikäinen (U. Helsinki)</p> <p>Angela Locatelli (U. Bergamo) Hybrid Discourses and the Rethoric of Mediation in Early Modern England</p> <p>Sabrina Kusche (GCSC – Giessen, Phdnet member) New Media(tion) – Cultural Models of Reality in the New Literary Genre 'E-mail- Novel'</p> <p>Isabel Simões Ferreira (FCSH – UNL) The Celebration of the Wedding of Prince Charles to Camila Parker Bowles: Royal Mediation and Press Mediatization</p>
10h15	Coffee Break	
10h30	<p>Room "A1" DAVID WELLBERRY (U. Chicago) Kafka's Wish. On The Art of Interpretation. Chair: Jorge Fazenda Lourenço (FCH – CECC)</p>	
11h30	<p>Room "A1" LITERATURE AS MEDIATION Chair: Alexandra Lopes (FCH – CECC)</p> <p>Diana Gonçalves (CECC, Phdnet member) Imaging Literature: Foer's <i>Extremely Loud and Incredibly Close</i> and the Remediation of 9/11</p> <p>Ana Cristina Mendes (CEAUL) In CinemaScope and Glorius Technicolor: Film as Mediation in Salman Rushdie's <i>Satanic Verses</i></p> <p>Hanna Mäkelä (U. Helsinki, Phdnet member) Beyond Rivalry: Mimetic Desire and the Mediation of Art in Siri Hustvedt's <i>What I Loved</i></p>	<p>Room "Sony" THE SOCIAL USE OF TECHNOLOGY Chair: Martin Zierold (GCSC – U. Giessen)</p> <p>Gonçalo Silva (FCH – CECC) Web 2.0. User Generated Mediation</p> <p>Patricia Dias (FCH – CECC) The New Media and the Mediation of Corporate Visual Identity: A Portuguese Case Study</p> <p>C. Susana Abrantes (UFRJ – Brazil) African Realities in Construction: Some Notes on Learning Tools, Students, Mediation and Power</p>
12h45	Lunch	

THURSDAY, 18 MARCH 2010

14h00	Room "A1" BARBIE ZELIZER (Annenberg School – U. Penn) Where Local Memories Go in the Global Flow of News Chair: Ansgar Nünning (JLU. Giessen)	
15h00	Coffee Break	
15h15	Room "A1" MEDIATING CONFLICT Chair: Kai Sicks (GCSC – U. Giessen) Maria Emília Fonseca (FLUL) From Arms to Art: From a Culture of Conflict to a Culture of Peace Daniela Agostinho (CECC) The Mediation of Memory and Trauma in the Aftermath of the Yugoslav Wars Elisabetta Colla (CECC) Picturing the Hunger: The Barthesian <i>Punctum</i> in the Photograph 'Mao and the Farmers'	Room "Sony" JOURNALISM AND THE CHALLENGES OF MEDIATION Chair: José Miguel Sardica (FCH – CECC) Rita Figueiras (FCH – CECC) The Art of Punditry Irmgard Wetzstein (U. Vienna) The Handling of Political Conflicts in Quality Journalism – Similarities and Differences in the News Coverage of Higher and Lower Escalates Conflict Phases Nelson Ribeiro (FCH – CECC) Radio and the Mediation of News in Portugal during World War II

FRIDAY, 19 MARCH 2010

9h00	Room "A1" ANSGAR NÜNNING (GCSC – U. Giessen) & VERA NÜNNING (U. Heidelberg) "How Do You Turn Catastrophe into Art?" – Metafictional Reflections on the Impact of Pre- and Remediation on the Representation of Reality in Julian Barnes's <i>A History of the World in 10 ½ Chapters</i> Chair: Elizabeth Wåghäll Nivré (U. Stockholm)	
9h45	Room "A1" REMEDIAING IDENTITY Chair: Patrícia Dias (FCH – CECC) Catarina Burnay (FCH – CECC) RTP Açores Television Fiction. The Mediation of 'Açorianidade' Cátia Ferreira (CECC) Remediated Selves: Having a Second Life Through an Avatar Christina Mohr (GCSC – U. Giessen) No Stories to Live By – On Cultural Premediation in Ron Kovic's <i>Born on the Fourth of July</i>	Room "422" SPACES OF MEDIATION Chair: Uwe Wirth (JLU. Giessen) Kai Sicks (GCSC – U. Giessen) Peary, Cook and the Mediation of North Pole Exploration Around 1900 Cândida Cadavez (ESHTE) Mediation in Tourism – The Importance of Being Naive Michele Whiting (Bath Spa U.) Negotiating Hollow Space
11h00	Coffee Break	
11h15	Room "A1" JOSÉ BRAGANÇA DE MIRANDA (UNL, U. Lusófona) Chair: Rogério Santos (FCH – CECC)	
12h00	Room "A1" MICHAEL SCHUDSON (U. Columbia) News as a Blurred Genre: The Contemporary Transformation of Journalism Chair: Luísa Leal de Faria (UCP)	
13h00	CLOSING REMARKS	

