

## PROGRAM

### **Thursday 02 March 2017**

Arrival

16:00-17:00 Welcome over Coffee

18:00-19:30 Dinner

19:30 Informal Screening + Socializing

### **Friday 03 March 2017**

09:00-10:40 Panel I chaired by Yvonne Zimmermann

Lydia Nsiah

*Film Art as Vision in (Non-) Use*

John Hoffmann

*Julius Pinschewer's Anglophone Cinema*

Joachim Schätz:

*"Photomontage" Advertising Films in Vienna, 1936–1941*

Rositza Alexandrova

*Reclamations: The Aesthetic Economy of Architecture, Advertising, and the Filmic Avant-Garde*

Coffee Break

11:00-12:40 Panel II chaired by Patrick Vonderau

Jeremy W. Groskopf

*Sponsored Audiences: Robyn-Kander and Silent Era Coupon Schemes*

Matthew Ogonoski

*It's All Part of the Show: Minute Movies and the Demise of mid-20th Century Theatrically Exhibited Advertisements*

Martin L. Johnson

*An Advertisement By Any Other Name: Disguising the Advertising Film in the United States, 1910-1925*

Malcolm Cook

*Advertising and the Development of Animation in Britain in the Early 20th Century*

13:00-14:00 Lunch

14:00-15:00 Keynote I: Gregory A. Waller  
*Multi-Purpose Moving Pictures and the Mediums of Advertising in the 1910s*

Coffee Break

15:20-17:00 Panel III chaired by Bo Florin

Sema Colpan  
*Reflections of Fordism: Advertising Films and the Imagery of Industrial Modernization*

Nico de Klerk  
*A Case of Reframing*

Lucie Česálková  
*Socialist Screen Advertising*

Karin Moser  
*The Emotionalisation of National Brands in Austrian Commercials, 1950-2000*

18:00-19:30 Dinner

19:30-20:30 Evening Lecture - Keynote II: Michael Cowan  
*Advertising Screens in the Age of Inter-Action*

### **Saturday 04 March 2017**

09:15-10:15 Roundtable I chaired by Frank Kessler & Sabine Lenk  
*For this roundtable focusing on issues of mediality we would like to choose as a starting point the period of the late 19th and early 20th centuries. Arguably, it is in this period that media advertisements outside the domain of print media (including posters) emerge. We will look in particular at various dispositifs of projected still and moving images. In this session we would like to discuss the genealogy of such forms of advertisement and their historical evolution.*

Coffee Break

10:30-11:30 Roundtable II chaired by Patrick Vonderau & Yvonne Zimmermann  
*This roundtable focuses on conceptual, methodological and didactical issues related to screen advertising. More specifically, we are interested in conceptual definitions of screen advertising that, among others, question medium specificities (such as movement). Approaches to study transnational circulation and the relation between advertising and society are two other points we would like to address, also with regard to teaching screen advertising.*

12:00-13:00 Lunch

Departure

**Dr Rositza Alexandrova, rositza@alumni.princeton.edu**  
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**Dr Lucie Česálková, lucie.cesalkova@gmail.com**  
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**Mag. Sema Colpan, semacolpan@gmail.com**  
Historian/Austrian State Archive, Phd Candidate/Humboldt University Berlin

**Dr Malcolm Cook, M.Cook@soton.ac.uk**  
Lecturer in Film, School of Humanities, University of Southampton

**Dr Michael Cowan, mc258@st-andrews.ac.uk**  
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**Dr Nico de Klerk, nhdeklerk@gmail.com**  
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**Dr Bo Florin, bo.florin@ims.su.se**  
Associate Professor, Cinema Studies, Stockholm University

**Dr Jeremy W. Groskopf, jwadeg@gmail.com**  
Lecturer, Communication Studies/Journalism, Averett University

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Graduate Student/DAAD Researcher, Department for English, Johns Hopkins University

**Dr Martin L. Johnson, johnsonml@cua.edu**  
Assistant Professor, Media and Communication Studies, The Catholic University of America

**Dr Frank Kessler, F.E.Kessler@uu.nl**  
Professor, Media and Performance Studies, Utrecht University

**Dr Sabine Lenk, S.Lenk@uu.nl**  
Archivist/Film Historian, Lantern Slides Project, University of Antwerp

**Mag. Karin Moser, karin.moser@univie.ac.at**  
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