

Format Matters.

Theories_Histories_Practices

Erika Balsom
Monika Dommann
Lori Emerson
Oliver Fahle
Johannes Gfeller
Malte Hagener
Florian Hoof
Jennifer Horne
Rembert Hüser
Marek Jancovic
Florian Krautkrämer
Kristina Köhler
Elisa Linseisen
Ramon Lobato
Kalani Michell
Margarete Pratschke
Alexandra Schneider
Carlos Spoerhase
Markus Stauff
Wanda Strauven
Axel Volmar
Yvonne Zimmermann

Interdisciplinary Conference

7 – 9 December 2017

Johannes Gutenberg University Mainz

Conference Locations: Alte Mensa & Erbacher Hof

fm.uni-mainz.de

Program

Thursday 7 December 2017
Alte Mensa, Atrium Maximum

16:00 Arrival
16:30 – 17:15 Opening and Welcome

17:30 – 19:00 Instances
Ramon Lobato — Melbourne
Formats and Formalization in
Digital Advertising
Wanda Strauven — Frankfurt / Bologna
Let's Dance: GIF 1.0 versus GIF 2.0
Chair: Alexandra Schneider — Mainz

19:00 Reception

Friday 8 December 2017
Tagungszentrum Erbacher Hof

10:00 – 11:30 Boundaries
Axel Volmar — Siegen
Formats as Media of Cooperation. Some
Thoughts on Format Theory
Carlos Spoerhase — Bielefeld
Radical Re-formatting: Schiller's Drama of Scale
Chair: Rembert Hüser — Frankfurt

11:45 – 13:15 Practices
Markus Stauff — Amsterdam
The Sports Highlight as Cross-Media Format:
Technology, Aesthetics, Property
Florian Hoof — Lüneburg
Rumble in the Format Jungle
On the Instability of Live Broadcasting Formats
Chair: Marek Jancovic — Mainz

13:15 Lunch break

14:45 – 16:15 Resolutions
Margarete Pratschke — Berlin
Landscape or Portrait. An Art-historical
Approach to Digital Displays
Oliver Fahle and Elisa Linseisen — Bochum
Format Reflects Film History. HD's Grand Narrative
or SD's Resistance Through Low Resolution
Chair: Malte Hagener — Marburg

16:30 – 18:00 Logistics
Monika Dommann — Zürich
At the Margins of Formats.
A Historical Ethnography of Logistics
Lori Emerson — Boulder
The Undersea Life of Other Networks
Chair: Florian Krautkrämer — Mainz

19:00 Dinner

Saturday 9 December 2017
Tagungszentrum Erbacher Hof

10:00 – 11:30 Materialities
Johannes Gfeller — Stuttgart
Format and Historicity. CRT and Helical Scan
as Major Cultural Technologies of the 2nd half of
the 20th Century
Erika Balsom — London
Photochemical film:
Medium or Family of Formats?
Chair: Kristina Köhler — Mainz

11:45 – 13:15 Approaches
Jennifer Horne — UC Santa Cruz
Format, the University, and the
Idea of Intellectual Freedom
Kalani Michell — Frankfurt
Cinema Journal in Your Ears:
Podcasting Media Studies
Chair: Yvonne Zimmermann — Marburg

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Program

The conference Format Matters at Johannes Gutenberg University Mainz brings together international scholars from a variety of disciplines to explore the cultural meaning, social dynamics and aesthetic effects of media formats.

“Format” can refer to a great range of very dissimilar objects, practices and cultural registers: From the size or folding of a book to the shape, color and “weight” of a film; from the durational rhythms of a television program and syntactic orderings of a computer file to formalized ways of record-keeping, cataloging and description. Formats are historically specific modes of organizing sensory experience that inscribe the economic, technological and cultural conditions of a particular age into concrete objects. Format is a category that allows us to seize and understand the hierarchy of gradations and material differences which relate “tabloid” to “broadsheet” and separate an 8mm film from a Laserdisc.

Yet in film, television, media and literary studies, questions of format have thus far remained subordinate to questions of form, content or genre. Acknowledging the urgency of a new field of “format theory”, as proposed by media scholar Jonathan Sterne, Format Matters will address methodological and theoretical concerns of the interdisciplinary study of formats in media culture.

Film and Media Studies, IFTeK
Organized by Alexandra Schneider, Marek Jancovic
& Nicole Braida

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