

Media Transatlantic IV

March 29 – 31, 2012, University of Paderborn, Germany

Traffic

Aiming to bring together media scholars from the United States, Canada, and Germany, the conference continues a series of symposia that began in 2007. After "*Re-Reading McLuhan. An International Conference on Media and Culture in the 21st Century*" (2007), "*Media Theory on the Move. Transatlantic Perspectives on Media and Mediation*" (2009) and "*Media Theory in North America and German-Speaking Europe*" (2010), the conference scheduled for 2012 focuses on "traffic".

Media products and signs travel just like things and people; constantly flowing, they overcome space and time, partly on communal and partly on specific networks. Traffic is the sum of its parts, made up of an infinite number of acts of transport and transfer. It is, however, more than that, because traffic has its own logic and forms its own structures and rules. Scientists from different fields will follow the tracks of Harold Innis and discuss *the media as a form of traffic*.

Program:

Thursday, March 29:

02:00 p.m. Conference Opening / Introduction

02:30 John **Peters** (University of Iowa, USA):
Keynote: Media as Traffic between Nature and Culture.

Innis, McLuhan and Co.

03:30 Gabriele **Schabacher** (University of Siegen, Germany):
Traffic as 'Dirt Experience'. Harold Innis' Tracing of Media.

04:30 Coffee break

05:00 Jana **Mangold** (University of Erfurt, Germany):
McLuhan's Comprehensive Traffic Science.

06:00 Menahem **Blondheim** (Hebrew University, Jerusalem, Israel),
Elihu **Katz** (Hebrew University, Jerusalem, Israel):
Traffic in an Ancient Empire:
Time and Space According to the Biblical Book of Esther.

Friday, March 30:

Flows and Counterflows

- 09:30 a.m. Grant David **Bollmer** (University of North Carolina at Chapel Hill, USA):
Vital Networks of Blood and Information:
A Media Archaeology of Traffic and Flow.
- 10:30 Peter **Bexte** (Kunsthochschule für Medien Köln, Germany):
Endless Traffic & Drowning Sons.
- 11:30 Coffee break
- 12:00 Richard **Cavell** (University of British Columbia, Vancouver, Canada):
McLuhan, Turing, and the Question of Determinism..
- 01:00 Lunch
- 02:30 Greg **Elmer** (Ryerson University, Toronto, Canada),
Ganaele **Langlois** (University of Ontario Institute of Technology, Oshawa, Canada):
Networked Campaigns:
Traffic Tags and Cross Platform Analysis on the Web.
- 03:30 Martina **Leeker** (Berlin / University of Köln, Germany):
Michael **Steppat** (Beuth Hochschule Berlin, Germany):
Data Traffic. Transformation as a Challenge.
- 04:30 Coffee break

Hold-ups

- 05:00 Wolf-Dieter **Ernst** (University of Bayreuth, Germany):
Mobile Performance.
- 06:00 Peter **Krapp** (UC Irvine, CA, USA)
Polar Media: The Invisible Axis

Saturday, March 31:

Traffic of Concepts

- 09:30 a.m. Norm **Friesen** (Thompson Rivers University, Canada):
The Academy and the ‘Commerce of Mind’: Dewey and Educational Media.
- 10:30 Shannon **Lowe** (Institute for Cultural Research, Lancaster, UK):
Trafficking in Media Methodology:
Propositions for an Approach from Literature.
- 11:30 Coffee break
- 12:00 Wolfgang **Sützl** (Vienna/ University of Innsbruck, Austria)
Street protests, electronic disturbance, smart mobs:
dislocations of resistance
- 01:00 Andreas **Ströhl** (Goethe-Institut, München, Germany)
From Traffic to Exchange to Communication to Media (and Back to Traffic Again):
On the Changes of a Modern Model of Thought.
- 02:00 End of the conference

The *Media Transatlantic IV – Traffic* conference is organized by the DFG Graduate School “Automatism” at the University of Paderborn, Germany
<http://www.upb.de/rtg-automatism>

Participants / guests are asked to register until February 29th.

Please contact the organizers via:

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Graduiertenkolleg
Automatismen

DFG Deutsche
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