



University of
Western Sydney

INSTITUTE FOR
CULTURE AND SOCIETY

2015 Seminar Series

INSTITUTE FOR CULTURE AND SOCIETY

New Television-Cultures and New Economies: Mutual Challenges of Intermedia and Economic Studies

Professor Jürgen E. Müller

Abstract

Academic discourses on making television in the 21st century are marked by statements about the 'newness' of TV in the digital era. Digital media landscapes of a 'next generation' of TV production and TV reception seem to have gained new dimensions as they offer numerous innovative options to producers and viewers. To gain a pluriperspectival, transdisciplinary analysis of these various phenomena, I will discuss the impacts and implications for TV production and reception from both intermedia and marketing-management perspectives. In developing a research framework for historical intermedia network studies, I will focus on the transformation of fundamental processes of making and using television in times of glocalization, fragmentation, convergence, cross-media, value co-creation and prosumerism. The paper will then link these aspects and questions of the emerging media to new forms of media economies in general and of managing the next generation TV in particular.

Biography

Jürgen E. Müller is Professor of Media Studies at the University of Bayreuth, Germany. His main fields of research include multi- and intermediality, the history of audiovisions and television, media networks, film and semio-history, and media theory. His many publications include the following books: *Texte et médialité* (ed., Mannheim 1987), *Semiohistory and the Media* (with E.W.B. Hess-Lüttich, eds., Tübingen 1994), *Intermedialität. Formen moderner kultureller Kommunikation* (Münster 1996), *Culture – Sign – Space* (with E.W.B. Hess-Lüttich & A. v. Zoest, eds., Tübingen 1998), *Digital mediawa yesului hwagchang (Digital Media and the Expansion of the Arts*, with others eds., Seoul 2006), and *Media Encounters* (ed., Münster 2008).

Date

Tuesday 3 March

Time

2pm – 4pm

Venue

EE.G.02 Parramatta (South)
Campus