

5th Annual Austria's Young Americanists Workshop



Innsbruck, Austria
December 9–11, 2011
Guest Scholar: Jason Mittell

Call for Papers

“AMERICAN STUDIES AND/AS/Vs MEDIA STUDIES”

Nearly half a century ago, Marshall McLuhan, the godfather of Media Studies, claimed that the media were the “extensions of man.” However disdained by his contemporaries, the “print-oriented bastards,” over the years, McLuhan’s idea has become accepted in the humanities. Today, as Frank Kelleter and Daniel Stein put it in their introduction to *American Studies as Media Studies* (2008), “there is no denying that the media have a powerful effect on our social, cognitive, and emotional realities” — just think of the so-called “social networks” on the World Wide Web. Especially as European Americanists, a question that underpins our daily work is in how far our understanding of America relies on the study of media, not to speak of the question to what extent American media practices influence global media practices. With that in mind, we invite PhD students, advanced M.A. students, and other young academics to submit paper proposals on

- institutional/theoretical aspects (American Studies and/as Media Studies, American Studies and/as Film Studies, American Studies and/as Television Studies, American Studies and/as Literary Studies, New American Studies as New Media Studies, etc.)
- (transnational) representations of American history
- the mediality of ... (literature, film, painting, comics, videogames, etc.)
- the globalization of American popular culture
- race, class, and gender in American media
- America and its myths as transmedia narratives
- etc.

We are honored to announce that this year's workshop will be conducted by Jason Mittell, author of *Genre and Television* (Routledge, 2004) and *Television and American Culture* (Oxford UP, 2010) and a number of important articles, such as “Narrative Complexity in Contemporary American Television” (*Velvet Light Trap* 58, 2006). Jason is Associate Professor of American Studies and Film & Media Culture at Middlebury College and 2011/12 Lichtenberg-Kolleg Fellow at the University of Göttingen.

For paper proposals, please send your abstract (300-500 words) and a short scholarly biography (in one file) by **September 19, 2011**, to abstracts@ayaonline.net. The number of workshop participants is limited. All invited participants are to suggest a reading (one article or chapter of a book), viewing, or whatever else may be appropriate within the context of the paper for the workshop. Notifications of acceptance will be sent out by mid-October at the latest. If you have any questions prior to your submission, please contact Michael Fuchs (m.fuchs@uni-graz.at) or Cornelia Klecker (cornelia.klecker@uibk.ac.at).

AYA will organize and bear the costs for lodging for the two nights (December 9/10 and 10/11). The participants will be accommodated in a hotel close to the University of Innsbruck in double rooms (probably). If you do not use this offer, your expenses for lodging cannot be compensated. Depending on the final budget, we may be able to partly cover traveling expenses in case you do not receive any financial support from your home university. In the evening of December 9, a ‘workshop warming’ is planned and the workshop will end on December 11 in the afternoon with a farewell lunch.