



FRIAS

FREIBURG INSTITUTE
FOR ADVANCED STUDIES
ALBERT-LUDWIGS-
UNIVERSITÄT FREIBURG

Rethinking Adaptation in the Age of Media Convergence

A FRIAS Junior Researcher Conference

Date: 7-9 November 2013

Program

Thursday, November 7th	
15:00 - 15:30	Welcome
15:30 - 16:30	Johannes Fehrle University of Mannheim "Adapting Storyworlds?: Rethinking Adaptation in a Convergence Environment"
16:30 - 17:30	Regina Schober University of Mannheim "Adaptation as Connection: A Network Theoretical Approach to Convergence, Participation, and Co-Production"
17:30 - 18:00	Coffee Break
18:00 - 19:00	Werner Schäfke University of Freiburg From Robo-Hitler to Golden Nazi Vampires: Narrative filters in international transmedial story worlds".
19:00 - 20:00	Lucia Krämer University of Hannover "To Have and to Hold – and to Share: Fan Texts and the Principles of 'Shareconomy'"
20:00	Welcome-Reception
Friday, November 8th	
10:00 - 11:00	Costas Constandinides University of Nicosia (Cyprus) "I haven't Read the Book, the Film was OK, but You Should See the One-minute Spoof on YouTube: Rethinking Audience Likes to Adaptations in the Age of Convergence Culture"
11:00 - 11:30	Coffee Break
11:30 - 12:30	Dorothee Birke Freiburg Institute for Advanced Studies (FRIAS) "Don Quixote according to Alan Bennett: Literary Culture in the Age of Convergence"
12:30 - 14:00	Lunch
14:00 - 15:00	Jan-Noël Thon University of Tübingen "Video Games and Transmedial Storyworlds: Adaptation, Expansion, Modification"
15:00 - 16:00	Rüdiger Heinze Braunschweig University "Sounds Familiar/Alien: Storyworld Expansion Between Difference & Repetition in the Alien-Franchise"
16:00 - 19:00	Excursion: Schlossberg
19:00	Dinner

Program (continued)

Saturday, November 9th	
11:00 - 11:30	Coffee Break
11:30 - 12:30	Veronica Popescu University of Iași (Romania) "Advertising and Merchandising Adaptations: Baz Luhrmann's Old and New Media Strategies for Promoting Romeo + Juliet (1996) and The Great Gatsby (2013)"
12:30 - 14:00	Lunch
14:00 - 15:00	Eckardt Voigts Braunschweig University „Variation on a Theme: The Cultural Jazz of the ‚Untergangers‘“
15:00 - 16:00	Michael Butter University of Wuppertal "The Place of the Empire Market in the Star Wars Universe: Chad Vader: Dayshift Manager"
16:00 - 16:30	Coffee Break
16:30 - 17:30	Benjamin Poore University of York "The Strange Casebooks of Dr Jekyll and Mr Holmes: Adaptation and the Limits of Neo-Victorianism"
17:30 - 18:30	Plenary Discussion and Closing Remarks
19:00	Dinner