FINAL PROGRAM

Transmedia History: Circulations, Reconfigurations and New Methodologies

International conference
University of Lausanne, Nucleo (Vortex building)
27-28 January 2025

25 November 1963 - A crowd of television, radio and press journalists attending District Attorney Henry Wade's press conference in Dallas, three days after the assassination of President Kennedy.
Photo Bill Sauro, Library of Congress, Wikimedia Commons.

16 March 2020 - The Swiss Federal Council's YouTube-streamed press conference announcing the start of lockdown at the outbreak of the COVID-19 pandemic, and the associated live-tweet.
Photo Martin Grandjean, CC-BY-SA.

impresso Media Monitoring of the Past

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Hosted by the Impresso project and the History Department of the University of Lausanne
Conference website: https://impresso.github.io/transmedia/

MONDAY 27 JANUARY 2025

Time	Session	Content
09:00-09:30		Welcome
09:30-10:00	Introduction	Introduction to the Conference **Raphaëlle Ruppen Coutaz**, **François Vallotton** and **Martin Grandjean** (University of Lausanne) The Impresso Project **Maud Ehrmann** (EPFL) and **Marten Düring** (University of Luxembourg)
10:00-10:30		Coffee break
10:30-11:00	Session 1 TRANSMEDIATIC ACTORS, NETWORKS AND PRACTICES Chair: **Carolyn Birdsall** (University of Amsterdam)	"No Wall is Thick Enough to Stop Them" - Transmediality and Colonial-Critical Resistance in French West Africa 1900 - 1914 **Philipp Horn** (University of Bern)
11:00-11:30		Geneva's Press and Radio Microcosm and the League of Nations in the Interwar Period **Martin Grandjean** (University of Lausanne)
11:30-12:00		Cross Media History in the mid-20th Century: The American Foreign Correspondents, the Rise of National Socialism, and the Convergence of Print and Radio Reporting **Norman Domeier** (Charles University Prague)
12:00-12:30		La diffusion du rock en France : approche transmédiatique (années 1960 - années 1970) **Maxime Guebey** (Université de Tours)
12:30-14:00		Lunch
14:00-14:30	Session 2 ARCHAEOLOGIES, RECONFIGURATIONS AND NEW GENEALOGIES Chair: **Anne-Katrin Weber** (University of Lausanne)	Animation as a Transmedia Catalyst **Antoine Rigaud** (Université Paris Nanterre)
14:30-15:00		"CD-ROMS in Print": Transmediality in Early Digital Culture **Alina Volynskaya** and **Valérie Schafer** (University of Luxembourg)
15:00-15:30		Always on: How the Fax and Teletext Transformed Social Practices and Norms **Jesper Verhoef** (University of Groningen)
15:30-16:00		Coffee break

16:00-16:30		Digital Throws of the Dice: A Genealogy of Rhetoric in *Fallout* **Clay Foye** (EPFL)
16:30-17:00	Session 3 CIRCULATIONS, ADAPTATIONS AND RECIPROCAL INFLUENCES Chair: **Yannick Rochat** (University of Lausanne)	Résistance des écosystèmes médiatiques et obsolescence programmée : le cas *Dragon Ball* (Japon, France, États-Unis) **Bounthavy Suvilay** (Université de Lille)
17:00-17:30		Des serveurs BBS à la TSR : l'histoire transmédiatique de "Star Stormer" (1991) **Pierre-Yves Hurel** and **Guillaume Guenat** (University of Lausanne)
17:30-18:00		Les nouveaux modes de production et de circulation de l'"actualité littéraire". La presse littéraire européenne francophone à l'épreuve du numérique **Léa Kœnig** (EHESS)
18:30-20:00		Social event Aperitif at the Montreux Jazz Café (EPFL) and visit of their Heritage Lab (audiovisual archives of the festival)

TUESDAY 28 JANUARY 2025

09:00-09:30 09:30-10:00	Keynote lecture	Beyond Entangled Media Histories? Reflections on Historical Research after the Transnational and Transmedia Turns **Marie Cronqvist** (Linköping University)
10:00-10:30		Coffee break
10:30-11:00	Session 4 TRANSMEDIA MOBILIZATIONS AND PROPAGANDA Chair: **Valérie Schafer** (University of Luxembourg)	Transmediality and Colonial Diplomacy: The Berlin Conference (1884-1885) Through Diplomatic Correspondence, "Livre Jaunes" and the French Press **Ferdaous Affan** (University of Luxembourg)
11:00-11:30		Faire une histoire visuelle et médiatique du tourisme, un enjeu transmédiatique : l'exemple de la Tchécoslovaquie en contexte de guerre froide **Marie Blanc** (Université Grenoble Alpes)
11:30-12:00		The Transmedia Publicity of Swiss Banks: Public Relations Strategies and Mass-Media Coverage (1960-1970) **Arthur Michelet** (University of Lausanne)
12:00-12:30		The Intellectual Life that Oil Fostered: Exploring the History of a 'Media Ecosystem' in Latin America (1950-1980) **Juan-David Murillo** (Instituto Caro y Cuervo)

Time	Session	Details
12:30-14:00		Lunch
14:00-14:30	Session 5 CHALLENGES AND OPPORTUNITIES OF THE TRANSMEDIA APPROACH Chair: **Marie Cronqvist** (Linköping University)	Research Data Infrastructures Before They Were Cool: Microfilms, Photocopies and Early Digital Storage Devices in Humanities Scholarship (1950-1990) **Anna-Maria Sichani** (University of London)
14:30-15:00		Just to be Safe. Towards a Frame Analysis of 70 years of Global Debate on the Civil Usage of Nuclear Power Between Science, Activists and Newspapers **Marten Düring** (University of Luxembourg) and **Kaspar Beelen** (University of London)
15:00-15:30		A Transmedia History Approach to Studying the Cultural Politics of Software Interfaces, 1977-1995 **Patryk Wasiak** (Polish Academy of Sciences)
15:30-16:00		Coffee break
16:00-16:30	Session 5 (continued)	From Oral History to Metadata? Report from the Oral History of Radio Archivists (OHRA) Pilot Project **Carolyn Birdsall** (University of Amsterdam) and **Marten Düring** (University of Luxembourg)
16:30-17:00		Archiving Multiplatform Conspiracy Social Spaces: A Case Study of the QAnon Counter-Public **Dusan Bozalka** (University Paris-Panthéon-Assas)
17:00-17:30	Conclusion	A Transmedia Impresso? **Maud Ehrmann** (EPFL) and **Marten Düring** (University of Luxembourg) Conference Conclusion **Raphaëlle Ruppen Coutaz**, **François Vallotton** and **Martin Grandjean** (University of Lausanne)

The conference is free of charge, but registration is required. The conference takes place in person in Lausanne. For those unable to attend, it will be possible to follow the conference online, but not to interact with participants on site.

Registration is open until **January 20** here: **https://impresso.github.io/transmedia/registration**

Campus map

The conference takes place in the **Nucleo room**, on the ground floor of the **Vortex building**. The nearest metro stop is "UNIL-Sorge" on the M1 line (5-minute walk).