



# Danish TV Drama and its Audiences

**Conference 28-29 May 2015**

**Department of Aesthetics and Communication: Media Studies**

**University of Aarhus**

Venue: meeting room ADA 333, 3<sup>rd</sup> floor

Thursday May 28, 9-19

Friday May 29, 9-19

## Preliminary conference program:

Thursday May 28

### **Internal Project Team Meeting: Discussing the Concept of Travelling**

09.30 Morning coffee

10:00 **Workshop:** Discussing the Concept of **Travelling**

All project participants contribute with short presentation, and we read texts in advantage (coordinated by Sanne, Ushma and Anne Marit)

12.00 Lunch Break (and welcome to our guests)

### **Panel 1: International perspectives: Turkish, Brazilian and Japanese Television Cultures**

13.00 **Anne Marit Waade:** Welcome and Introduction

13:15 Short introductions by respectively **Yesim Kaptan** (Turkey, Izmir) and **Ushma Jakobsen** (about Japan) (ca. 20 minutes each + discussion)

14:45 Break incl. coffee

### **Panel 2: Danish TV Drama and its Audiences (I)**

15:00 **Pia Majbritt Jensen:** Studying Audiences Across Borders

15:30 **Maja Hermansen & Sofie Thorup:** Distribution of Danish TV Drama

16:30 **Students Potsdam:** The German Audiences: Outcomes of focus groups

17:30 Discussion

18:30 Get together & Dinner with all in the Lunch Room

Friday May 29

**Panel 3: Danish TV Drama and its Audiences (II)**

09:00 Morning coffee  
09:15 **Andrea Esser:** The UK-Audiences of Danish TV Drama  
10:00 **Kirsten Sparre:** Media Coverage Analysis – UK Case  
10:45 **Sanne Eichner:** Media Coverage Analysis – German Case

11:30 Lunch Break at Cantina

**Panel 4: TV Drama Fans – and how to study fandom**

12:30 **Matt Hills:** The Danish TV Drama fandom: theoretical and methodological approaches

13.30 Coffee break

*13.45 **Tina Askanius (tbc):** Crime fans – empirical case study*

14.15 **Sanne Eichner:** Audience Engagement and Danish TV Drama

14:45 **Claus Toft-Nielsen:** How to study online and offline media Fandom?

15.15 Discussion

15:45 Coffee Break

**Panel 5: Transnational Media Research: challenges and**

16.15 **Andrea Esser:** A challenge to methodological nationalism: TV production in the global television entertainment market

17.00 **Lothar Mikos:** Challenges of comparative media research

17:45 Final discussion - and outlook by Anne Marit

19:30 Dinner at the harbour (at a restaurant) with Project Team Members + Andrea Esser, Lothar Mikos, Matt Hills, Claus Toft-Nielsen