

Producing and Researching Media Production in the Digital Era



Kick off-seminar for *Centre for Media Industries and Production Studies*, CMIP, Department for Media and Journalism Studies, Aarhus University

17th November 2017, 1 pm – 6 pm, Room 091, Nygaard-building,
Helsingforsgade 12, Aarhus University

The kick off-seminar for the new *Centre for Media Industries and Production Studies* (CMIP) focuses on one of CMIP's objectives: to facilitate and strengthen the exchange of knowledge between media research and the media industries (e.g. film, television, radio, music, the press, app producers, game producers, etc.).

All media industries are increasingly affected by the conditions that the digital era brings, but in different ways and therefore with different consequences and challenges. What is shared, however, is a general uncertainty about the future. The same can be said about the attempt by media researchers to conceptualize media production and how it is developing in the digital era. Hopefully, this mutual uncertainty provides a fertile ground for an increased focus on dialogue and cooperation.

The kick off-seminar attempts to instigate and investigate such collaboration by presenting keynotes from academia and the media industries with a focus on why and under what circumstances dialogue and/or cooperation is possible and perhaps important.

Central topics will be:

- What research questions and what challenges are calling for dialogue and cooperation?
- Is cooperation between research and media organizations more important today than it was 20 years ago?
- Why should (or shouldn't) media organizations help and/or cooperate with media researchers?
- What makes cooperation between researchers and media organizations interesting, and what is needed to make it work?

Program

- 1 -1:15 **Welcome and presentation of *CMIP: Focus and objectives***
Associate professor Hanne Bruun, Head of CMIP
- 1:15-2:15 **Doing media industries and production research in the digital era**
Keynote speaker: Associate Professor Catherine Johnson, University of Nottingham, UK.
- 2:15-2:30 **Coffee break**
- 2:30-4:00 **Producing media content in the digital era: The media industries perspective**
Keynote stakeholder panel:
 - Signe Aggerholm, head of DR Aarhus
 - Steffen Damborg, partner at DigitalConsult & Expert Advisor, World Association of Newspapers.
 - Ellen Riis, independent producer/Basmati film and assistant professor at VIA Multiplatform Story Telling and productionChair/moderator: Associate professor Hanne Bruun, CMIP
15 minutes presentation from each speaker followed by Q&A and discussion
- 4:00-4.15 **Break**
- 4:15-4:45 **Researching digital journalism production**
Associate Professor Henrik Bødker, CMIP
- 4:45-5:15 **Researching the interplay between media and sports organizations**
Associate Professor Kirsten Frandsen, CMIP
- 5:15-5:45 **Knowledge exchange and cooperation: CMIP and the media industries**
Presentation and moderation of discussion: Associate Professor Anne Marit Waade, CMIP
- 6:00 **Drinks and snacks**
Room 229, Nygaard-building (the lunch room on the 2nd floor)

Organizer

Hanne Bruun, Associate Professor, Head of CMIP. Email: hbruun@cc.au.dk

Registration

Please register for the seminar no later than November 1st by sending an email to Fie Dierichen (student assistant): Dierichen@outlook.com

There is only room for a limited number of participants allocated on a first come, first served basis. For additional information about CMIP, see:

<http://cc.au.dk/en/research/research-centres/centre-for-media-industries-and-production-studies/>