Historical perspectives on media events

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The English-language research tradition of studying media events is widely considered to have started with Dayan and Katz’ Media Events. This seminal work is characterised by an emphasis on liveness and broadcast technology as conditions of eventfulness. The German-language tradition of research on historical media events provides a very different approach to studying media events, starting from the 16th-century advent of mechanical production and distribution. Bringing together these strands of research, this talk argues for a deepening of the historical dimension in conceiving of media events. After a critical review of the English-language tradition and an overview of key media-historical research contributions particularly from Germany, it discusses three main themes: the role of temporal acceleration over time by means of media technologies; the role of premeditation in events and the tradition of discussing media-generated events as ‘pseudo-events’, and the historically shifting relationships between mediated and non-mediated communication in the event.

Bio
Espen Ytreberg is Professor of media studies at the Department of media and communication, University of Oslo. Currently he is also Visiting Professor at Södertörn University College. His research interests include media history, media performance and interaction, and media and communication theory. He is currently engaged in research projects and networks on early 20th century media events, on mediated temporality, and on the mediatisation of health.

Further info: http://www.hf.uio.no/imk/personer/vit/espeny/index.html
Background paper:
http://mcs.sagepub.com/content/early/2016/04/20/0163443716643155.full