

On Friday, July 14, 2023, the HOLLYWOOD MEMORIES Research Group will host the workshop “Global Hollywood, Global Audiences.” The workshop is designed to discuss the global impact of Hollywood cinema and its importance to global audiences. It will bring together scholars of historical and contemporary audiences, memories of moviegoing, and home movies in local, national, and global contexts. A central goal is to think critically about how to examine the global influence of Hollywood cinema in the study of global audiences. We would also like to look at recent thinking on cultural imperialism, as well as issues of representation and national identities. Another goal of the workshop is to reflect on audience research methods and critically discuss the work of data analysis and the presentation of research results.

Speakers at the workshop are Ana Rosas Mantecón (Universidad Autónoma Metropolitana Iztapalapa), Philippe Meers (University of Antwerp), Christine Hämmerling (University of Zurich/University of Hamburg) and Fabiola Alcalá Anguiano (Universidad de Guadalajara), as well as members of the HOLLYWOOD MEMORIES research group Kathleen Lock, Stefan Dierkes and Alejandra Bulla (Leibniz Universität Hannover). In addition to the presentations and discussions, the workshop will feature Maya Nedyalkova’s (Oxford Brookes University) research project on film consumption by Bulgarian cinema audiences.

The two morning sessions and discussion are open to the public.

How to arrive:

By subway: From Hannover main train station (Hauptbahnhof) you have to take any subway to Kröpcke station (lines 1, 2, 8) where you will have to change trains; both 4 Garbsen or 5 Stöcken will take you to Königsworther Platz.

By foot (approx. 20 minutes): Exit Hannover main train station (Hauptbahnhof) towards Ernst-August-Platz, turn right into Kurt-Schumacher Str., then turn left into Goseriede. After about 50m turn right into Lange Laube which will directly lead you to Königsworther Platz.

HOLLYWOOD MEMORIES



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WORKSHOP 14 July 2023



Leibniz Universität Hannover
Conti Campus
Königsworther Platz 1
Building 1501 | Room 112

09:30 - 18:00

Program

9:30–9:45 Introduction:

Global Hollywood and Audience Research

9:45–10:00 Featured Project

Maya Nedyalkova (Oxford Brookes University),
“From Tarzan (1932) to Titanic (1997) – Hollywood
in the Memories of Three Generations of
Bulgarian Film Viewers” (video recording)

10:00–10:45 Session 1

Ana Rosas Mantecón (Universidad Autónoma
Metropolitana Iztapalapa),
“The Transnationalization of Golden Age
Mexican Cinema: Hollywood's Otherness?”

Philippe Meers (University of Antwerp), “I think
this is the beginning of a beautiful friendship:
New Cinema History, Historical Audience
Research and Hollywood”

Christine Hämmerling (University of Zurich /
University of Hamburg), “Identification with a
TV-Show and Its Characters”

10:45–11:00 Coffee Break

11:00–11:45 Session 2

Kathleen Look (Leibniz University Hannover),
“What Hollywood Movies Mean to Me:
Individual and Collective Memory”

Stefan Dierkes (Leibniz University Hannover),
“The Good, the Bad, and the American:
German Audiences Negotiating Hollywood”

Alejandra Bulla (Leibniz University Hannover),
“Movements Across Borders: The Film Market
Dynamics between the US and Mexico”

11:45–12:00 Coffee Break

12:00–13:00 Discussion 1:

**Addressing the Global Impact of
Hollywood Cinema in Audience Research**

Alejandra Bulla, Ana Rosas Mantecón,
Christine Hämmerling, Philippe Meers,
Kathleen Look, Stefan Dierkes

13:00–14:30 Lunch

14:30–16:00 Session 3:

Group Work with Research Data

Group 1: German Case Study

Stefan Dierkes, Christine Hämmerling,
Tina Pahnke, Kathleen Look

Group 2: Mexican Case Study

Alejandra Bulla, Fabiola Alcalá Anguiano,
Ana Rosas Mantecón, Philippe Meers,
Kathleen Look

16:00–16:15 Coffee Break

16:15–16:45 Session 4:

Results of Group Work and Discussion

16:45–17:00 Coffee Break

17:00–18:00 Discussion 2:

**Challenges in Audience Research –
Improving the Recruitment Process**

18:30 Dinner

Find out more information about the
participants and their projects by scanning
the QR-Code.

