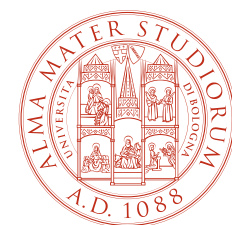


That's Entertainment!

Spectacle, Amusement, Audience
and the Culture of Recreation in the Audiovisual
Contexts of English-Speaking Countries

Spectacle, recreation, amusement, free time, in a word entertainment: not something accessory, but rather a key element in understanding not only an aesthetic expression, but also certain socio-economic transformations, and in reality also political, of 20th century modernity. And yet the role played by the entertainment dimension in the codification, in particular, of the cultural specificity of the twentieth century, over and above the canons imposed by so-called high culture, is still today undervalued and only occasionally investigated in a careful and in-depth manner. What relations have been established, in the era of new means of mass communication, between popular entertainment and official culture? What effects have been produced by specific performative and recreational practices, coming from the various fields of expression (theatre, music, radio, serious and popular literature, comic strips) not only in the linguistic but also systemic evolution of cinema and television? What is the role played by technology in the development of recreational forms, including audiovisual, in the 20th century? How is the body viewed, engaged, or conceived, and what notion of personality and actoriality is imposed after the diffusion of a certain idea of entertainment? And again: to what extent, in the era of new media and the internet, can the main ways of entertainment - and their exploitation - that dominated the last century, still be operative? The twenty-third SERCIA conference will endeavor to answer these and other questions, trying to offer new historical perspectives on the cultural forms of entertainment in the audiovisual production of English-speaking countries, that is to say in those territories in which greater space has been given to the conception of amusement that over the years has ended by imposing itself at a global level, transforming the customs, habits and the very culture of many nations, not only in the west.



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA
DIPARTIMENTO DELLE ARTI
VISIVE, PERFORMATIVE MEDIALI

LA SOFFITTA
CENTRO DI PROMOZIONE TEATRALE



Société d'Etudes et de Recherche
sur le Cinéma Anglophone



In collaboration with:



That's Entertainment!

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Contexts of English-Speaking Countries

23rd SERCIA International Conference
September 7, 8, 9, 2017
Dipartimento delle Arti
Università di Bologna, Italy

Keynote speakers:

Richard Dyer
(University of St Andrews)

Krin Gabbard
(Columbia University)

Laboratori delle Arti,
Piazzetta P.P.Pasolini, 5/b

live streaming - free entrance

<https://events.unibo.it/serciaconference-darvipem-bologna-2017>

Conference organized by:
Michele Fadda
Sara Pesce

Scientific committee:

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Giulia Carluccio
Leonardo Gandini
Michele Fadda
Giacomo Manzoli
Enrico Menduni
Franco Minganti
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Alma Mater Studiorum - Università di Bologna
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9,00 Registration

9,30 Auditorium:
Welcoming address

Greetings and Introduction,
Michele FADDA and Sara PESCE,
Università di Bologna

10,00 - 11,20 Auditorium:
Keynote address,
The Space of Entertainment
Richard DYER, University of St. Andrews
Discussant: Giacomo MANZOLI,
Università di Bologna

11,20 coffee break

11,40 - 13,30 Auditorium: Panel 1.
Chair: Veronica INNOCENTI,
Università di Bologna

Entertainment as a Genre in Media,
Social Networking and Consumer
Culture
Enrico MENDUNI,
Università degli Studi Roma 3

Texts and Audiences in the New TV
Entertainment Environment
Piergiorgio DEGLI ESPOSTI, Antonella
MASCIO, Roberta PALTRINIERI
Università di Bologna

Who's Running the Show? Structure and
Governance in Hollywood Today
Gianluca SERGI,
University of Nottingham

13,30 -14,30 lunch

14,30 -16 Auditorium: Panel 2.
Chair: Sara PESCE,
Università di Bologna

Retro-active: Pride's Nostalgia as
Unofficial Heritage
Louis BAYMAN
University of Southampton

Mourning the Studio System: Nostalgia,
Cinephilia, and Entertainment in Feud -
Bette and Joan
Ilaria DE PASCALIS
Università degli Studi Roma 3

The World as a Toy. On Miniaturization,
Nostalgia, and Atmosphere in Wes
Anderson's Grand Budapest Hotel
Lorenzo MARMO
Università di Napoli 'L'Orientale'

14,30 - 16 Teatro: Panel 3.
Chair: Luca BARRA,
Università di Bologna

The Perfection Series. Informercial
Demonstrations as Entertaining
Programs
Adriano D'ALOIA
Università Uninettuno Roma

That's Infotainment
David LIPSON
Université Paris Sud

You Cannot Spell Supernatural Without
Fandom: Dynamics of Entertainment
and Parasocial Relationship inside
Supernatural Fandom
Olimpia CALI,
Università di Messina

16,00-16,20 coffee break

16,20 - 18,10 Auditorium: Panel 4.
Fatima CHINITA,
Instituto Politécnico de Lisboa

Entertainment Between Laughter and

Tears: The Case of Two Silent Clowns in He
Who Gets Slapped (Victor Sjöström 1924)
and The Laughing Man (Paul Leni 1928)
Raphaëlle COSTA DE BEAUREGARD,
Université de Toulouse II - Jean Jaurès

Art, Entertainment, and Spectatorship in
Woody Allen's Cinema
Gilles MENEGALDO
Université de Poitiers

Woody Allen and the Spectacle of
Magic
Isabelle SCHMITT-PITOT
Université de Bourgogne

Entertaining with Movement: the Essence
of Animation
Pierre FLOQUET
Université de Bordeaux

16,20 - 18,10 Teatro: Panel 5.
Chair: Hervé MAYER,
Université Paris Ouest Nanterre

Des étoiles au dés/astre: le monde
entropique de Maps to the Stars de
David Cronenberg
Isabelle LABROUILLERE,
Université de Toulouse II - Jean Jaurès

Show Must Go On. Hollywood à travers
les spectaculaires métamorphoses du
film A Star Is Born (1937, 1954, 1976)
Jean Baptiste CHANTOISEAU
Université Sorbonne-Nouvelle

A star is porn. Part obscène de
l'entertainment dans Showgirls de Paul
Verhoeven (1995)
Xavier DAVERAT
Université de Bordeaux

What Price Hollywood? Grooming Daisy
Clover for Stardom
Zeenat SALEH
Université de Franche-Comté Besançon

19,00 Cocktail

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ore 9,30 - 11 Auditorium:
Keynote address,
La La Land Is a Hit. But Is It Good for
Jazz?
Krin GABBARD, Columbia University
Discussant: Franco MINGANTI,
Università di Bologna

11,00 coffee break

11,20 -13 Auditorium: Panel 6.
Chair: Leonardo GANDINI,
Università di Modena e Reggio Emilia

The Bitter Politics of Audio-visual Metafiction
in the Digital Age: Bourdieu, Rancière,
Black Mirror 1.1 (Channel 4, 2011) and I,
Daniel Blake (Ken Loach, 2016)
David ROCHE
Université de Toulouse II - Jean Jaurès

Debating the War on Terror in
Entertainment Cinema: The Politics of
Spectacle in Batman v Superman: Dawn
of Justice (Zack Snyder, 2016)
Hervé MAYER
Université Paris Ouest Nanterre,

Land of Wolves: The Spectacle of the
Border/The Border as Entertainment in
Sicario
Celestino DELEYTO
Universidad de Zaragoza

11,20 - 13 Teatro: Panel 7.
Chair: Isabelle LE CORFF,
Université de Bretagne Occidentale

Theatre Performance in Wes Anderson's
Films: Meaningful Games or Mere
Entertainment?
Julie ASSOULY, Université d'Artois

Danny Boyle's The Beach (2000), The
Most Dangerous Game?
Anne-Marie PAQUET-DEYRIS
Université Paris Ouest Nanterre

From The Sixth Sense (M. Night
Shyamalan, 1999) to Memento
(Christopher Nolan, 2000): Re-viewing as
Entertainment
Christophe GELLY
Université Clermont Auvergne

Avatars, Spectacle, and Identity in Atom
Egoyan's Adoration (2008)
Chloé MONASTEROLO
Université de Toulouse II - Jean Jourès,

13,00 - 14,00 lunch

14,10 -16 Auditorium: Panel 8.
Chair: Michele FADDA,
Università di Bologna

Film Documentary, Government
Propaganda, and Entertainment: The
Case of Lorentz's Films of Merit
Zachary BAQUÉ
Université de Toulouse II - Jean Jaurès

Crooners & Cowboys: How 1930s
American Sensibility Was Shaped by
Vocal Tracks
Costanza SALVI, Independent Scholar

They Had Faces: Max Factor and the
Making of the Star Close-up in 1930s
Hollywood
Silvia VACIRCA
Università di Roma La Sapienza,
Richmond University

14,10 - 16,00 Teatro: Panel 9.
Chair: Gilles MENEGALDO,
Université de Poitiers

When is Entertainment? Multi-level Reality
in Hollywood Musicals (from 42nd Street
to La La Land) and a Few Other Genres
Dominique SIPIÈRE
Université Paris Ouest Nanterre

The Aura of Entertainment: Baz
Luhrmann's Moulin Rouge! and The Show
that Must Go On
Fatima CHINITA
Instituto Politécnico de Lisboa

Would keep a person entertained
whether he or she wanted to be or not
- le potentiel d'entertainment des films
musicaux hollywoodiens classiques à
l'épreuve des discours de spectateurs
Fanny BEURÉ,
Université Paris Diderot

L'Entertainment, une nouvelle science
cinématographique?
Yola LE CAÏNEC
Université de Rennes 2

16,00 coffee break

16,20 - 18,00 Auditorium: Panel 10.
Chair: Gino SCATASTA,
Università di Bologna

Re-creating the West: Robert Altman's
Buffalo Bill and the Indians, or Sitting Bull's
History Lesson (1976)
Penny STARFIELD
Université de Caen Normandie

The Role of Audiovisuals in Building the
Pop Celebrities' Identities: The Case
of The Beatles and a Comparison with
Contemporary State of the Art
Lucio SPAZIANTE
Università di Bologna

TV Party and Social(ist) Events in No Wave Films
Céline MURILLO,
Université Sorbonne Paris Cité

Excitingly Different and Disquieting
Unusual: Entertainment and the Incredibly
Strange Culture
Alessandra CHIARINI
Università di Bologna

16,20 - 18,00 Teatro: Panel 11.
Chair: CELESTINO DELEYTO, Universidad
de Zaragoza

"...Presents": The Framing of Horror
Entertainment in Television Anthology
Series
Philippe MET
Pennsylvania University

None Are Immune: The Spread of
Zombietainment in 21st Century Film,
Television and Beyond
Elizabeth MULLEN
Université de Bretagne Occidentale

Framing Reality Entertainment in
Contemporary Cinema: The Case of
Humilitainment
Sébastien LEFAIT
Université Paris 8 Vincennes-St.Denis

Vampire?... Vous dites toujours
vampire? (ou quel(s) genre(s) de
«divertissement(s)» le vampire nous
propose-t-il aujourd'hui ?)
Stella LOUIS
Université Paris Ouest Nanterre

20,00 dinner

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9,30 - 11,00 Auditorium: Panel 12.
Chair: Penny STARFIELD, Université de
Caen Normandie

The World Is a Stage: Entertainment,
Spectacle, and Mike Leigh's Discourse
of Class
Jean-François BAILLON
Université Bordeaux-Montaigne

British Nonsense and the Culture of
Recreation in Film
Isabelle LE CORFF
Université de Bretagne Occidentale

From Kitchen Sink to Bollywood:
Differing Regional and Ethnic
Constructions of Filmic Entertainment
in 1960s Britain
Melvyn STOKES
University College London

Post-Bollywood: Entertainment
Through Globalization?
Kristian FEIGELSON,
Université Sorbonne-Nouvelle

9,30 - 11,00 Teatro: Panel 13.
Chair: Elizabeth MULLEN,
Université de Bretagne Occidentale

You Know The Trope: But Do We?
Entertainment on Crazy Ex-Girlfriend
Anaïs LE FÈVRE-BERTHELOT
Université de Rennes 2

Without Schwarzie: Female Bodily
Performance in Terminator: The Sarah
Connor Chronicles (Fox, 2008-2009)
Marianne KAC-VERGNE
Université de Picardie Jules Verne

"Big Ben Said Stop!", Portobello, When
Entertainment Shocked the Italian
Public Service Broadcaster
Anna BISOGNO
Università degli Studi Roma 3

11,00 coffee break

11,30 Auditorium
SERCIA General Meeting

Conclusions

