

Drittes Treffen des DFG-Netzwerkes Kommunikationswissenschaftliche Erinnerungsforschung

Visuelle Kommunikation
in öffentlicher und persönlicher Erinnerung

Visual Communication
in Public and Personal Memory

April 3-5, 2019

University of Applied Sciences Magdeburg-Stendal

Organisation:

Working Group Visual Remembering

Prof. Dr. Elke Grittmann, Hochschule Magdeburg-Stendal

Christina Sanko, Universität Bremen

Netzwerkkoordination:

Prof. Dr. Christine Lohmeier, Universität Salzburg

Prof. Dr. Christian Pentzold, Universität Bremen

Gefördert durch



Deutsche
Forschungsgemeinschaft

PROGRAM

Hochschule Magdeburg-Stendal, 3.-5.4.2019

Breitscheidstr. 2, 39 114 Magdeburg

Wednesday, April 3, 2019

Arrival and check-in: Hotel „Motel One“, Domplatz 5, 39104 Magdeburg

Campus Herrenkrug, Building 14, Lecture Room 3

18.00 *Welcome address*

Anne Lequy, Rector of the University of Applied Sciences Magdeburg-Stendal
Peter Rudolph, Dean of the Department Social Work, Health and Media

18.15 - Keynote
19.45 *Screens as Lieux de Memoire:
Memory, Embodiment and the Experience of Digital Worlds*
Paul Frosh, The Hebrew University of Jerusalem, Israel

20.15 Welcome Dinner
Restaurant Indian Palace, Breiter Weg 224, 39104 Magdeburg

Thursday, April 4, 2019

Campus Herrenkrug, Senatssaal, Building 2, Breitscheidstr. 2

9.00 *Welcome address and introduction*
Elke Grittmann und Christina Sanko

9.15 Presentation and discussion
*Visual remembering in public spheres: Theoretical approaches, state
of research and challenges*
Elke Grittmann

10.30 Break

11.00 Keynote
*The role of photographs for memory and remembering. Approaches from
audience research*
Katharina Lobinger, USI Università della Svizzera italiana, Lugano

- 12.30 Break
- 13.30 Presentation and discussion
Visual remembering in everyday life: Theoretical approaches, state of research and challenges
Christina Sanko
- 14.30 Break
- 15.00 - 17.15 Panel
Analysing visual remembering in communication studies: hands-on introductions to selected research methods
- 15.00 - 15.30 *Image type analysis*
Elke Grittmann
- 15.30 - 16.00 *Multi-modal discourse analysis*
Vivien Sommer
- 16.00 - 16.30 *Visual elicitation*
Christina Sanko
- Plenary discussion
Chair: Katharina Lobinger
- 18.00 Sightseeing Tour: Autumn '89 in Magdeburg – The Peaceful Revolution
- 19:30 Dinner
Restaurant SenViet BBQ & Soup Vietnamese Cuisine, Hasselbachplatz 2, 39104 Magdeburg

Friday, April 5, 2019

Campus Herrenkrug, Senatssaal, Building 2, Breitscheidstr. 2

- 9.00 Internal meeting of the network: Introduction
- 9.15 Panel: working group meetings on handbook publication and plenary discussion
- 11.45 Organisational issues and future meetings
- 13:00 Farewell lunch

Optional visit:

Exhibition „Reformstadt der Moderne - Magdeburg in the 1920s“ (100th anniversary Bauhaus 2019), Cultural History Museum (10min walk from main station)

ABSTRACTS Keynotes

Screens as Lieux de Memoire: Memory, Embodiment and the Experience of Digital Worlds

Paul Frosh
The Hebrew University of Jerusalem

This paper focuses on two largely under-studied features of digital visual culture and their implications for cultural memory. The first concerns the ubiquity of screens, not merely as representational vehicles – as mechanisms for delivering images to viewers - but as multi-sensory communicative interfaces which encourage particular kinds of bodily disposition among users and recalibrate temporal and spatial relations. The second concerns the constitution of digital networks – particularly social media – as distinctive worlds of action and expression whose screen-based manifestations can be visually recorded in their own right (for instance through screenshots). I will argue that these two features, which place screens in the foreground of analysis, pose significant challenges to prevalent assumptions regarding cultural memory in conditions of ubiquitous media. Most particularly, they reveal that digital interactions themselves are increasingly preserved as past events, and that engagement with them is performed through micro-scale embodied responses to screens as their sites of memory.

The role of everyday photography for individual and collective remembering. Approaches from audience research

Katharina Lobinger
USI Università della Svizzera italiana, Lugano

“Capturing” and “preserving” moments or storing beloved keepsakes in a (family) album or shoebox; these are just two examples of the important role of photography for memory. This close entanglement between photographic representation and memory goes back to the early years of photography and the involved socio-technical practices of creating and using photographs. In the last decade, everyday photography itself and the way photographs are used and integrated in interactions and practices have undergone profound changes. In particular, a shift towards live communication and photo sharing can be observed. In fact, the synchronous sharing of moments seems to gain importance. These changes notwithstanding, photography continues to play an important role for remembering – for individuals, in peer-groups or families, in societies and thus on an individual as well as on a collective level.

After a brief summary of the main changes and continuities in the field of everyday photography, the second part of talk focuses on memory and photography from an audience perspective. In this regard, two main aspects are elaborated: Firstly, visual practices of remembering in online and offline spheres are discussed with particular emphasis put on the relationships between single photographs and image flows. For example, individuals often

have some few “important” or “meaningful” photographs that are used for remembering certain moments or events. These photos often serve as anchors for storytelling about the photograph and for verbally sharing memories with others. On the other hand, the huge number of photographs that many people nowadays create, store and share form chronological visual timelines that allows for scrolling through own one’s life and for putting events in relation to each other. Secondly, the benefits of using photographs for research on individual and collective memory are underscored (e.g. in visual elicitation studies). In other words, it is shown that the historical and current intrinsic entanglement of memory and photography is not only a fertile topic on its own, but can also be fruitfully exploited in qualitative audience research.

Maps and Directions

Main Station to Campus Herrenkrug

- Tram number 6, direction “Herrenkrug”, getting in on stop “City Carré/Hauptbahnhof”
- Timetable of tram 6:
https://www.mvbn.de/fahrplanauskunft/isoli/2018_12/afp/data/afp_2221_6.pdf

Accommodation

Hotel “Motel One”

Address:

Hotel “Motel One”
Domplatz 5

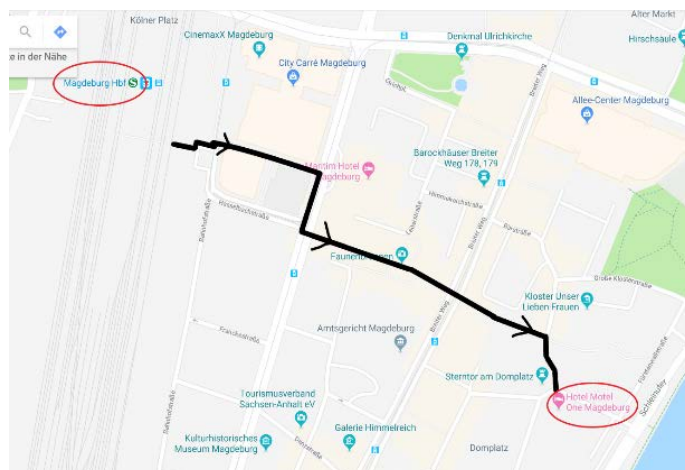
39104 Magdeburg

Tel. +49 391 555545-0

E-Mail: magdeburg@motel-one.com

Arrival by train:

- Leave central station Magdeburg in the direction of “Willy-Brandt-Platz”
- Walk straight ahead down the street “Am alten Theater” (you can see the “Maritim Hotel” in front of you)
- Then turn right at “Otto-von-Guericke Straße” and walk straight on till the first crossing
- Cross the street at the left traffic light, straight ahead you can see some stairs which will lead you to “Leiterstraße”
- Walk down “Leiterstraße” till it ends on the street “Breiter Weg”, then cross the street
- Now you’re on the “Erhard-Hübener-Platz”, on the righthand side you can see a huge pink building (the Hundertwasser Building), go on straight ahead until the street ends (it ends directly in front of a church)
- Turn right into “Regierungsstraße”, after 90 meters you’re in front of the “Domplatz” and there you can see the hotel “MotelOne”, turn left into the street “Gouvernementsberg”, there you’ll find the hotel entrance



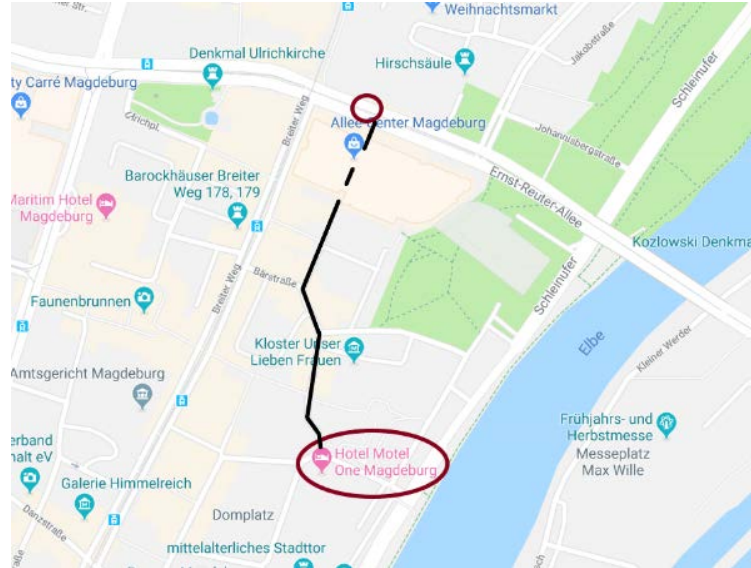
Hotel “Motel One” to University of Applied Sciences Magdeburg

Arrival by tram:

- Tram number 6, direction “Herrenkrug”, getting in on stop “Allee-Center”
- Timetable of tram 6:
https://www.mvbn.de/fahrplanauskunft/isoli/2018_12/afp/data/afp_2221_6.pdf

Directions from the hotel to tram stop “Allee-Center”:

- Leave the hotel in direction of “Regierungsstraße”
- Go ahead and follow the “Regierungsstraße” (you’ll pass a church on the righthand side)
- After a light left turn the street splits, stay on “Regierungsstraße” and go straight ahead (now you can see the entrance of the shopping centre “Allee-Center”)
- Take the entrance and go straight ahead in the direction of the opposite entrance, leave the “Allee-Center” there
- You’re now on „Ernst-Reuter-Allee“, right in front of you you’ll see the tram stop “Allee-Center”, take the tram number 6 with the direction “Herrenkrug”



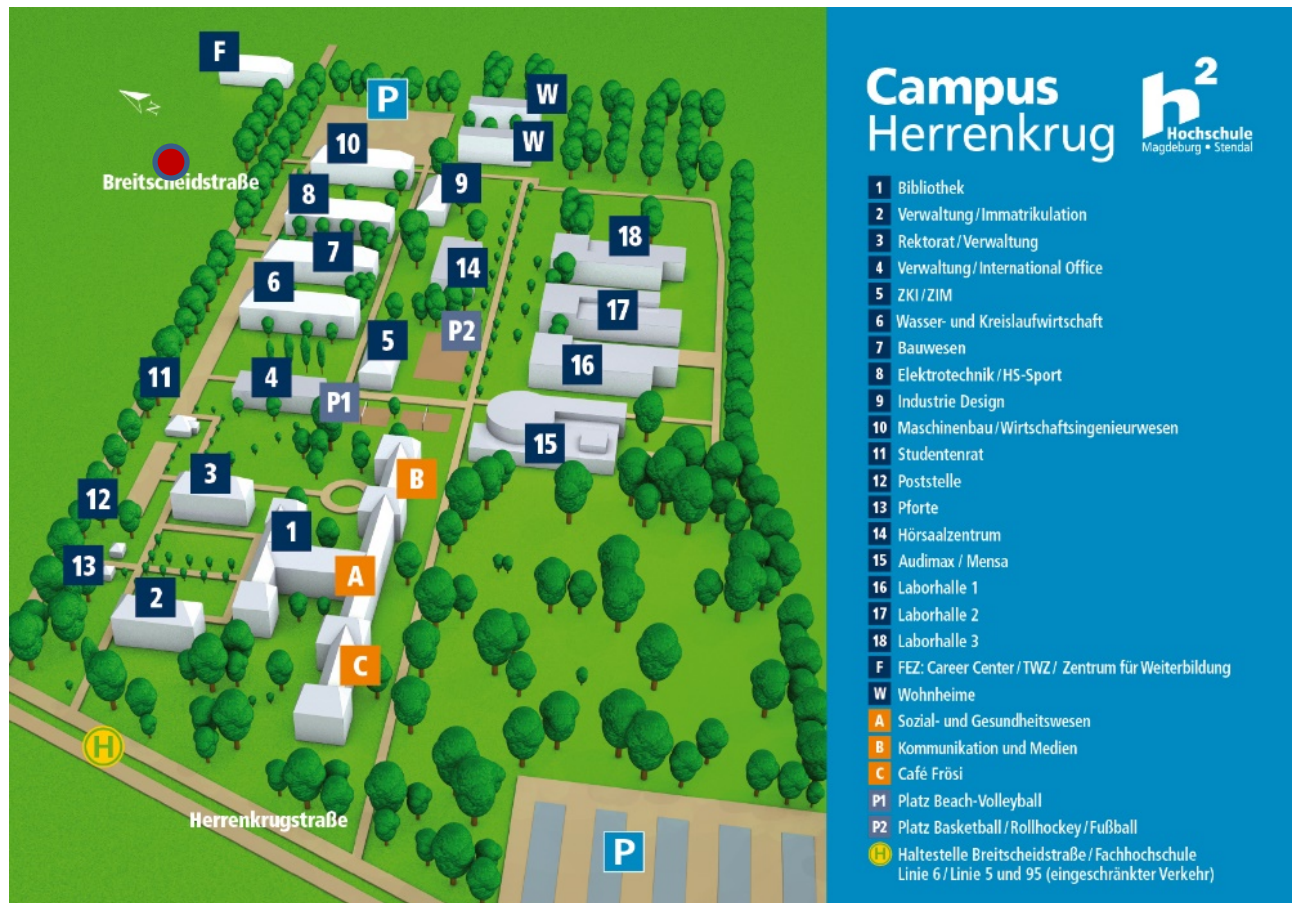
Tram stop “Allee-Center” to tram stop “Fachhochschule” (University of Applied Sciences)

- You have to pass five stops until you get off the tram at the stop “Fachhochschule”, the journey only takes 10 minutes (the tram stops are also announced in English during the ride)
- Cross the street “Herrenkrugstraße” on the right side, you are now at the spot that is marked red on the campus plan

Campus Herrenkrug

Workshop: Senatssaal, Building 2

Keynote Paul Frosh: Building 14, Lecture Room 3



Restaurants:

Indian Palace

Breiter Weg 224
39104 Magdeburg

Sen Viet BBQ & Soup Vietnamese Cuisine

Hasselbachplatz 2
39104 Magdeburg



Optional visit in the afternoon of April, 5

Exhibition “Reformstadt der Moderne - Magdeburg in the 1920s”



In the year 2019 the Bauhaus school celebrates its 100th anniversary. Nowadays the historic Bauhaus is the most influential educational institution in the field of modern architecture, art and design in the 20th century.

Magdeburg, the state capital of Saxony-Anhalt, stands like no other major German city for the dawn of modernity after the First World War. The exhibition is dedicated to the era between the early 1920s and the year 1933.

Despite difficult conditions, especially economically, Magdeburg managed to re-establish itself.

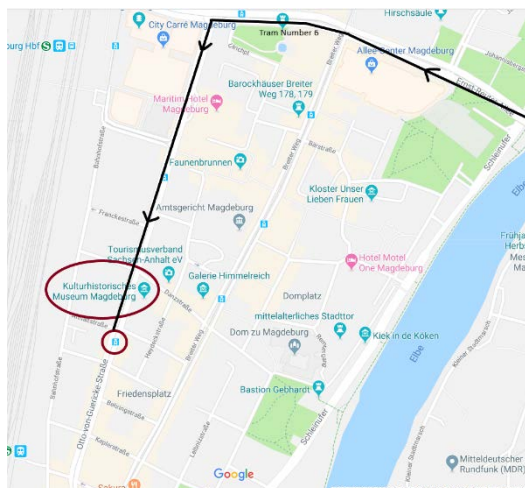
Positively oriented towards the future, the newly appointed city planner Bruno Taut and his staff had developed plans and visions for a progressive Magdeburg since 1921. Numerous new settlements and public buildings, reform schools, health care or large-scale exhibitions and innovative city marketing made Magdeburg known throughout Germany during this period.

Place: Cultural History Museum Magdeburg
Otto-von-Guericke Straße 68-73
39104 Magdeburg

Opening hours: Tuesday to Friday: 10:00 – 17:00

Price: 8 Euro/reduced 6 Euro (price includes visit of all other exhibitions in the museum)

Tram from University of Applied Sciences to Cultural History Museum:



- Take tram number 6 in the direction of “Leipziger Chaussee” on the tram stop “Fachhochschule”
- Drive eight stops and get off the tram on the stop “Haeckelstraße/ Museum”
- The museum is a big historical building, when you get off the tram you can see it on the left side of the street