

Approaching Media Industries: Trends, Methods, Perspectives

14 May 2013
The Library, School of the Arts,
University of Liverpool

Welcome to ***Approaching Media Industries: Trends, Methods, Perspectives***, a one day symposium organised by the Department of Communication and Media at the University of Liverpool.

In recent years the study of media industries has become an integral part of university curricula around the world, while academic research on the subject has resulted in a large number of publications. Universities and media industries have begun working more closely together, with governmental organisations in a number of countries supporting financially collaborative projects and knowledge exchange. New methodological approaches to the study of the media industries have been proposed and have often challenged well-established research paradigms and dominant models of analysis.

Despite such a substantial level of research, the exponential growth and constant evolution of contemporary media industries in tandem with the effects of media convergence and the increasing reach of media companies into every aspect of human life has meant that there is still a lot more that needs to be explored, researched and understood. Media companies come and go, often with great speed, new industries (such as the social media industry) emerge and become major players in a very short amount of time, and inevitably change industry dynamics, while the technological advancements and the creative ways in which they are often used require constant research and examination. Add to this government agendas, policy questions, the increasing effects of globalisation, a persistent financial crisis and a host of other factors and it becomes clear that 'media industries' is a subject that does not only require constant research but also constant realignment in terms of the ways in which researchers approach the topic, the questions they ask, the methods they use, the trends they focus on and the perspectives they highlight.

With these thoughts in mind, this one day symposium aims to bring together scholars and media industry professionals to highlight some of the key issues surrounding the study of contemporary media industries. More specifically, it aims to:

- a) provide insights into the ways in which scholars coming from different media 'backgrounds' have approached the subject of media industries in their recent or current work, focusing particularly on the areas of film, television and popular music and highlighting important issues that have emerged from their engagement with their respective fields.
- b) bring in an industry perspective in terms of key research trends and the potential ways in which media industries envisage and perhaps cultivate research and collaborations with academia.
- c) offer a snapshot of the ways in which media industry research has been conducted in UK-based academic and professional environments.

Keynote Address:

Professor Janet Wasko (Knight Chair in Communication Research, University of Oregon, Eugene)

Confirmed Speakers:

Dr Philip Drake (Reader in Film, Media and Culture and Director of Research, Middlesex University)

Kevan Feshami (Master of Arts Graduate, American Culture Studies, Bowling Green State University, Ohio)

Dr Mike Jones (Lecturer in Music and Director of the MA in Media Industry Studies, University of Liverpool)

Dr Ruth McElroy (Management Committee Member, BAFTA Cymru and Cyfrwng, the Welsh Media Association, and Reader in Media and Cultural Studies, University of South Wales)

Professor Claire Molloy (Chair in Film, Television and Digital Media, Edge Hill University)

Dr Lydia Papadimitriou (Senior Lecturer in Film Studies, Liverpool John Moores University)

Dr Lee Salter (Filmmaker and Senior Lecturer in Journalism, University of West England)

Roger Shannon (Film Producer and Professor of Film and Television, Edge Hill University)

Mike Stubbs (CEO of Foundation of Art and Creative Technology [FACT] and Professor of Art, Media and Curating, Liverpool John Moores University)

Hayley Trowbridge (Doctorate Candidate, Department of Communication and Media, University of Liverpool)

The Symposium is organised by Dr Yannis Tzioumakis, Senior Lecturer in Communication and Media, University of Liverpool

Registration (covers coffee, refreshments and lunch)

£30

Students/University of Liverpool staff/alumni

£20