

CALL FOR PAPERS

CFP: Jackpot! Reception and Viewer Agency in the Digital Age

An area of multiple panels for the 2014 *Film & History* Conference:

Golden Ages: Styles and Personalities, Genres and Histories

October 29-November 2, 2014

The Madison Concourse Hotel and Governor's Club

Madison, WI (USA)

DEADLINE for abstracts: June 1, 2014

AREA: Jackpot! Reception and Viewer Agency in the Digital Age

The middle 20th century saw a vast rise in academic institutions offering more and more cinema courses, majors, and concentrations, leading to a more critical viewership of the medium. In our 21st century, widely known as the internet and participatory age, viewers have various outlets and tools, such as websites, blogs, and video casts, to voice their critical accolades and contestations of films, the historical genre included. Such platforms offer viewers a space for participation and agency while also, inadvertently, offering the scholar new tools and arenas for reception studies. How have the roles and responsibilities of viewers and scholars evolved in response? How do we begin to map and analyze the terrain of reception in the new millennium?

This call for papers addresses questions that investigate the intersection between online participatory culture and the scholarly resource these arenas provide.

- Have we reached a new Golden Age of viewer participation and, more importantly, viewer agency?
- To what extent do viewers have the ability to affect a film's production, marketing, or bottom line?
- Have scholars hit the jackpot with the multitude of data these digital critiques provide?
- To what extent do Amazon.com reviews, Rotten Tomato rants, and YouTube parodies aid scholarly investigation of the reception of specific films?

While papers covering all types of viewer participation in this Golden Age are encouraged, papers focusing on historical films are particularly welcomed.

Proposals for complete panels (three related presentations) are also welcome, but they must include an abstract and contact information, including an e-mail address, for each presenter. For updates and registration information about the upcoming meeting, see the *Film & History* website (www.filmandhistory.org).

Please e-mail your 200-word proposal by 1 June 2014, to the area chair:

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