

Konferencii predchádza predkonferenčné stretnutie, ktorého súčasťou bude prezentácia nových projektov v oblasti audiovizie a panelová diskusia, venovaná vplyvu digitalizácie na alternatívne formy distribúcie

The conference is preceded by a meeting comprising presentations of new projects, and a panel discussion examining the impact of digitization on alternative modes of distribution

**OFICIÁLNY JAZYK PREDKONFERENČNÉHO STRETNUTIA JE SLOVENSKÝ A ČESKÝ**  
**THE OFFICIAL LANGUAGES OF THE PRE-CONFERENCE MEETING ARE SLOVAK AND CZECH**

Zostavovateľ programu predkonferenčného stretnutia / Program Chair of Pre-Conference Meeting:  
Eva Filová (efilova@gmail.com)

**ŠTVRTOK / THURSDAY 19. NOVEMBER**  
**DIGITALIZÁCIA, DISTRIBÚCIA A VÝCHOVA V AUDIOVÍZII / DIGITALIZATION, DISTRIBUTION, AND AUDIOVISUAL EDUCATION**  
**KINOSÁLA 35 MM / SCREENING HALL 35 MM**

**13:00 – 15:30** **FILM A VÝCHOVA NA SLOVENSKU A V ČR – PREZENTÁCIA PROJEKTOV**  
**FILM AND EDUCATION IN SLOVAKIA AND THE CZECH REPUBLIC – PROJECT PRESENTATIONS**

Moderátor / Chair: **JAN BERNARD** (FAMU)

**BLOK 1 / BLOCK 1:**

► **TEREZA CZESANY DVOŘÁKOVÁ** (Národní filmový archiv)

Projekty filmové/audiovizuální výchovy v ČR

Projects of Film/Audiovisual Education in Czech Republic

► **MONIKA MIKUŠOVÁ** (FTF VŠMU)

Filmová výchova pre pedagógov a študentov stredných škôl

Film Education for Teachers and Students in High Schools

► **JAKUB VIKTORÍN** (Boiler, o.z. - Visegrad Film Forum)

Alternatívna filmová výchova na školách

Alternative Film Education in Schools

**PRESTÁVKA / COFFEE BREAK**

**BLOK 2 / BLOCK 2:**

► **MARKÉTA DVOŘÁČKOVÁ** (Univerzita Tomáše Bati ve Zlíně)

Prenatální ultrazvukové screeniny jako zvláštní typ  
rodinného filmu

Prenatal Ultrasound Screenings as a Special Type  
of Family Film

► **JANA DUDKOVÁ** (ÚDFV SAV)

Slovenská kinematografia po roku 1989 (APVV-0797-12)

Slovak Cinema after 1989

► **MARIE BAREŠOVÁ** (Národní filmový archiv)

Generace normalizace: Ztracena generace českého filmu?

Generation of Normalization: The Lost Generation of Czech Film?

► **JAN ČERNÍK** (Univerzita Palackého, Olomouc)

Český historický film po roce 1989

Czech Historical Film after 1989

**PRESTÁVKA / COFFEE BREAK**

**16:00 – 18:30** **DIGITALIZÁCIA A ALTERNATÍVNE FORMY DISTRIBÚCIE V AUDIOVÍZII – PANELOVÁ DISKUSIA**  
**DIGITALIZATION AND ALTERNATIVE FORMS OF DISTRIBUTION – PANEL DISCUSSION**

Moderátor / Chair: **ZUZANA MISTRÍKOVÁ** (Asociácia nezávislých producentov)

Prednášajúci / Speakers:

► **PŘEMYSL MARTINEK** (MFF Febiofest)

► **EVA KRIŽKOVÁ** (ÚDFV SAV a Filmtopia)

Panelisti / Panelists:

► **LUCIA GERTLI** (Film Europe)

► **JANA RIPPLOVÁ** (KineDok)

► **DIANA TABAKOV** (DAFilms.cz)

► **ZORA JAUROVÁ, MÁTYÁS PRIKLER** (MPhilms)

**19:00** **RECEPCIA / RECEPTION**  
FOAJÉ FTF VŠMU / FOYER, FACULTY OF FILM AND TELEVISION

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Slovak Research and Development Agency  
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**FIFTH ANNUAL** **SCREEN INDUSTRIES**

IN EAST-CENTRAL EUROPE  
CONFERENCE:

**TRANSFORMATION  
PROCESSES AND  
NEW SCREEN MEDIA  
TECHNOLOGIES**

20-21 NOV 2015

Faculty of Film and Television  
Academy of Performing Arts  
Bratislava, Slovakia

**Conference and pre-conference meeting attendance is free**

**PRINCIPAL ORGANIZERS:**

Institute of Theatre and Film Research, Slovak Academy of Sciences; Academy of Performing Arts in Bratislava

**CO-ORGANIZERS:**

Czech Society for Film Studies; Faculty of Arts, Masaryk University

# PROGRAM

## DAY 1: FRIDAY 20 NOVEMBER SCREENING HALL 35 MM

- 09:00 WELCOME AND OPENING REMARKS**
- 09:30 PANEL 1: TRANSFORMATIONS OF POST-SOCIALIST PRODUCTION SYSTEMS**  
Chair: **VÁCLAV MACEK** (Academy of Performing Arts, Slovakia)  
► **MARTIN ŠMATLÁK** (Slovak Academy of Sciences / Audiovisual Fund, Slovakia)  
*Slovak Audiovisual Fund: A Brief History of Prolonged Time*  
► **PETR SZCZEPANIK** (Masaryk University, Czech Republic)  
*Transformations of the Post-socialist Producer*  
► **ELŽBIETA DURYS** (University of Lodz, Poland)  
*Successful Transformation: What Protected Polish Cinema from Extinction after 1989?*  
Respondent: **MARCIN ADAMCZAK** (Adam Mickiewicz University, Poland)  
**COFFEE BREAK**
- 11:30 PANEL 2: BETWEEN ETHICS AND POLITICS: SLOVAK AND CZECH CINEMA AFTER 1989**  
Chair: **NICK HUDAC** (Charles University, Czech Republic)  
► **JANA DUDKOVÁ** (Slovak Academy of Sciences, Slovakia)  
*One Myth, Two Paths: Slovak Television Film after 1989 as Seen through the Narrative of Contemporary Slovak Cinema*  
► **KATARÍNA MIŠÍKOVÁ** (Academy of Performing Arts, Slovakia)  
*The Real Story: Indexing Strategies of Slovak Social Film Dramas*  
► **JAN MOTAL** (Janáček Academy of Music and Performing Arts, Czech Republic)  
*Ethical Aspects of the Post-1989 Transformation of Czech Documentary*  
Respondent: **BALÁZS VARGA** (Eötvös Loránd University, Hungary)  
**LUNCH BREAK**
- 14:30 PANEL 3: TRANSGRESSION AND TRANSFORMATION IN SERBIAN CINEMA**  
Chair: **JANA DUDKOVÁ** (Slovak Academy of Sciences, Slovakia)  
► **NEVENA DAKOVIĆ** (University of Arts in Belgrade, Serbia)  
*(Hi)stories of Socialist Yugoslavia*  
► **ALEKSANDRA MILOVANOVIĆ** (University of Arts in Belgrade, Serbia)  
*Re-imagining the Balkans through Transmedia Narrative Models and Strategies*  
► **BILJANA MITROVIĆ** (University of Arts in Belgrade, Serbia)  
*History and Fantasy in Contemporary Serbian Cinema*  
Respondent: **CONSTANTIN PARVULESCU** (University of Navarra, Spain)  
**COFFEE BREAK**

- 16:30 PANEL 4: BETWEEN THE LOCAL AND THE GLOBAL**  
Chair: **JAN ČERNÍK** (Palacký University, Czech Republic)  
► **MARCIN ADAMCZAK** (Adam Mickiewicz University, Poland)  
*The New Mode of Production at Work: The (Un)finished story of Hel*  
► **EWA CISZEWSKA** (University of Lodz, Poland)  
*Do You Want to Share a Flat with Pola Negri? Ways of Dealing with Film Heritage in the Post-Cinematic City of Łódź*  
► **KATERYNA KHINKULOVA** (Birkbeck College, UK)  
*The Voice of the Nation*  
► **OLOF HEDLING** (Lund University, Sweden)  
*Two Cheeseburgers and a Coke: A Note on the Changing Geography of European Film and Television Production since 1989*  
Respondent: **ŠÁRKA GMITERKOVÁ** (Masaryk University, Czech Republic)  
**COFFEE BREAK**
- 19:00 KEYNOTE 1**  
Chair: **ALEXANDRA STRELKOVÁ** (Slovak Film Institute, Slovakia)  
► **CHUCK TRYON** (Fayetteville State University, USA)  
*On-Demand Spectatorship: Eight Concepts for the Era of Digital Delivery*
- 20:30 RECEPTION**  
**FOYER, FACULTY OF FILM AND TELEVISION**

## DAY 2: SATURDAY 21 NOVEMBER SCREENING HALL 35 MM

- 09:30 PANEL 5: SOCIALIST STYLES: TECHNOLOGY, IDEOLOGY, AND STAR IMAGES**  
Chair: **EWA CISZEWSKA** (University of Lodz, Poland)  
► **VALÉRIE POZNER** (Centre national de la recherche scientifique, France)  
*Technological Transformation after WWII: Circulation, Adaptation, Transposition - The Case of Color Film (Soviet Union, Germany, Czechoslovakia)*  
► **MARSHA SIEFERT** (Central European University, Hungary)  
*Socialist Style: Technology and Cultural Form in the 1950s*  
► **ŠÁRKA GMITERKOVÁ** (Masaryk University, Czech Republic)  
*"The Stripping of His Charms": The Stability and Transformation of Oldřich Nový's Star Image, 1936–1955*  
Respondent: **JULIANE SCHOLZ** (Leipzig University, Germany)  
**COFFEE BREAK**
- 11:30 PANEL 6: ALTERNATIVE MODES OF DISTRIBUTION**  
Chair: **MAROŠ BROJO** (Academy of Performing Arts, Slovakia)

- **CONSTANTIN PARVULESCU** (University of Navarra, Spain)  
*Film Caravans in Contemporary Romania*  
► **MAYA NEDYALKOVA** (University of Southampton, UK)  
*Festivals Gone Digital: A Case-Study of Netcinema.bg and the Online European Film Festival in Bulgaria*  
Respondent: **JAN HANZLÍK** (The University of Economics, Prague, Czech Republic)  
**LUNCH BREAK**
- 14:00 KEYNOTE 2**  
Chair: **PETR SZCZEPANIK** (Masaryk University, Czech Republic)  
► **MIKOŁAJ KUNICKI** (St Antony's College, University of Oxford, UK)  
*The (Un)usual Suspects: De-Stalinization, De-politicization, and the Auteur and Genre Film-making in East Central Europe in the 1950s and '60s*  
**COFFEE BREAK**
- 15:45 PANEL 7: NEW GENRES AND POPULAR CINEMA IN EAST AND CENTRAL EUROPE**  
Chair: **KATARÍNA MIŠÍKOVÁ** (Academy of Performing Arts, Slovakia)  
► **BALÁZS VARGA** (Eötvös Loránd University, Hungary)  
*Global Trends and Local Markets: The Transformation of Hungarian Popular Cinema*  
► **OKSANA BULGAKOWA** (Johannes Gutenberg-Universität Mainz, Germany)  
*Shifts in the History of Post-Soviet Film*  
► **BEJA MARGITHÁZI** (Eötvös Loránd University, Hungary)  
*Digital Imagining and Cultural Representation in Liza, the Fox-Fairy*  
► **JULIANE SCHOLZ** (Leipzig University, Germany)  
*The Contemporary Genre Film Movement in Germany: A Current German Angst?*  
Respondent: **PETR SZCZEPANIK** (Masaryk University, Czech Republic)  
**COFFEE BREAK**
- 18:00 PANEL 8: "POPULAR" HUNGARIAN AND ROMANIAN FILMS IN THE 2010S: PUBLIC FUNDING DECISIONS, AUDIENCE TASTES, AND FESTIVAL HYPE**  
Chair: **CONSTANTIN PARVULESCU** (University of Navarra, Spain)  
► **PETER VIRGINÁS** (Babes-Bolyai University, Romania)  
*Desire Beyond (Film Festival) Popularity*  
► **DIANA POPA** (University of St. Andrews, UK)  
*Romanian Slow Cinema and Public Film Funding*  
► **ANDREA VIRGINÁS** (Sapientia University, Romania)  
*Funding Un/Popular Films in Hungary and Romania: A Recent History*  
Respondent: **CLAUDIU TURCUS** (Babes-Bolyai University, Romania)  
**20:30 CLOSING PARTY**

### Conference Venue

Faculty of Film and Television, Academy of Performing Arts  
Svoradova 2, Bratislava  
[www.fff.vsmu.sk](http://www.fff.vsmu.sk)

### Conference Organizers

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The fifth annual Screen Industries in East-Central Europe (SIECE) conference considers how systemic institutional, legislative, and technological changes within the screen industries have influenced production, content, distribution, and reception. The conference continues to provide a platform for the interdisciplinary examination of media in this region while facilitating productive exchanges between industry professionals and scholars. This year's theme reflects the conference location of Slovakia, a nation which saw its domestic cinema come close to perishing in the 1990s, only to see it re-emerge as a stable media hub after 2004, a time when the local industry needed to respond to global technological developments such as digitization.

**THE OFFICIAL LANGUAGE OF THE CONFERENCE IS ENGLISH**

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#### Co-organizers:



#### Financially supported by:



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