

# INTERNATIONAL SYMPOSIUM

## “And All I Gotta Do Is Act Naturally” Pop, Personae, and Stardom in Transmedia

*Potsdam, April 7–9 2022*

April 7      Campus New Palace,  
Audimax, 1:45pm –6:30pm  
(open to the public)

April 8      Bildungsforum, Room 4.24,  
11am–5pm

April 9      Bildungsforum, Room 4.24,  
10:15am–1pm

# “And All I Gotta Do Is Act Naturally” Pop, Personae, and Stardom in Transmedia

Potsdam April 7–9 2022

## Conference Brochure



(Campus New Palace)

### **Content:**

- *Symposium program*
- *Travel information*
- *Testcenter location*
- *Route to WIS Bildungsforum*
- *Grocery Stores nearby*
- *Restaurant recommendations*

### **Contact:**

In case of an emergency, you can call:

Patricia: +49 175 1173394

Pascal: +49 176 57840165

Fire brigade & ambulance services: 112

Police: 110

# **“And All I Gotta Do Is Act Naturally”**

## **Pop, Personae, and Stardom in Transmedia**

### *Symposium Program*

#### **Across the Borders**

Thursday, April 7, 2022

Campus New Palace, House 8, Room 1.45 (Audimax)

1:45–2:15 pm	Opening Words Melanie Fritsch, Steffen Just, Pascal Rudolph
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*Chair: Pascal Rudolph*

2:15–3:00 pm	Beyond Bieber Fever: Justin Bieber’s 2020 Comeback and the Rehabilitation of his Persona Kai Arne Hansen (Hamar)
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3:00–3:45 pm	POP/STARS: Riot Games Music and the Video Game Character as Popstar Andra Ivănescu (London)
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3:45–4:15 pm	<i>Coffee Break</i>
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4:15–5:00 pm	Pop Ubiquity: The Management of Transmedia Rock Stardom Landon Palmer (Tuscaloosa)
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5:00–6:30 pm	Workshop: Ludomusicological Perspectives on Performance, Personae and Play Melanie Fritsch (Düsseldorf)
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7:45 pm	<i>Dinner at El Puerto (next to Hotel Mercure)</i>
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# Act Naturally, Speak Truthfully

Friday, April 8, 2022

Bildungsforum, Room 4.24

*Chair: Steffen Just*

11.00–11.45 am	Stars, Anti-Stars, Anti-Star-Stars: Seismographic Transcultural Texts and Contexts of Popular Music and Media Christoph Jacke (Paderborn)
11.45 am–12.30 pm	“I Don’t Feel Hate” – A Long Short TikTok Journey to the ESC 2021 Barbara Hornberger (Osnabrück)
12.30–2.00 pm	<i>Lunch Break</i>
2.00–3.15 pm	Student Panel / Poster Presentations
3.15–3.45	<i>Coffee Break</i>
3.45–4.30 pm	You Took Me Back to the Summer of Love 1967: How “YouTube Drummers” Make a Meaningful Appearance Christofer Jost (Freiburg)
5.30–6.30 pm	<i>Walk to Sanssouci Palace</i>
6.30 pm	<i>Conference Dinner at Sanssouci Palace (Mövenpick)</i>

# Gazing at and Listening to the Mediatized Body

Saturday, April 9, 2022

Bildungsforum, Room 4.24

10.30 am                      *Morning Coffee*

*Chair: Melanie Fritsch*

11.00–11.45 am	“I’m Not Perfect (But I’m Perfect for You)”: Virtually Experiencing Grace Jones in a Different Light Shara Rambarran (Essex)
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11.45–12.30 am	Is Listening to a Recorded Voice the Same as Listening to Another Subject? Some Thoughts on the Positioned Subjectivity of Voices L.J. Müller (Berlin)
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12.30 pm                      *Final Remarks*



# Travel information

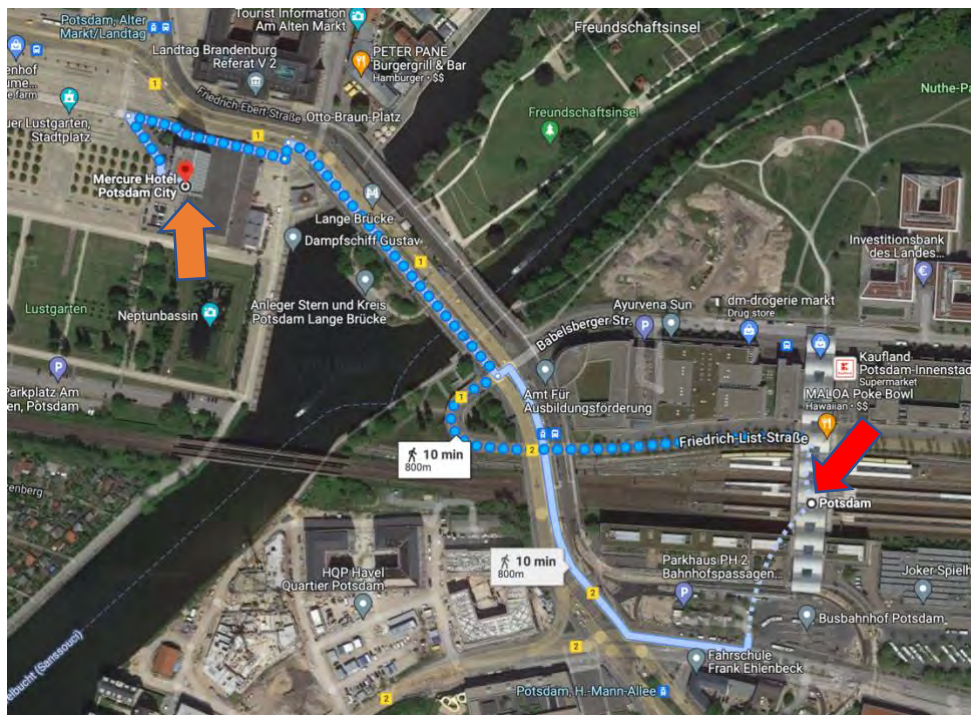
## TRAVEL TO POTSDAM

International travelers will arrive by plane at Berlin Brandenburg Airport (Flughafen BER – Terminal 1–2). From there, you can reach Potsdam Central Station (Potsdam Hbf) simply by taking the train connection RB22. The ride takes about one hour and goes to Potsdam without any changes. The train ticket costs €3,50 and you have to buy it at one of the ticket machines at the station. The ticket is called “Berlin BC” and costs €3,50. Alternatively, there is a bus shuttle (see here: <https://angerbus.de/ber/fahrplan.html>). You can buy the bus ticket directly from the driver. It costs €9,50.

Travelers from within Germany and from mainland Europe have the option of taking the long-distance train to Berlin main station (and will probably do so). From there you can reach Potsdam Hauptbahnhof directly by RE1. The RE1 leaves twice an hour, and the trip takes 25 minutes. If you just missed this train, you can also take the S7, which will take you only 10 minutes longer to Potsdam Hauptbahnhof. In both cases you have to buy a ticket at the ticket machine. You need a Berlin ABC ticket, which costs €3,80.

## HOTEL

We have reserved a room for you at the Mercure Hotel. The Mercure is only a 10-minute walk from Potsdam's main station. You can easily check in with your name. <https://www.mercure-potsdam.com/en/>



## LOCATIONS IN POTSDAM

Our symposium will take place at two different locations.

### LOCATION I: NEW PALACE (DAY 1)

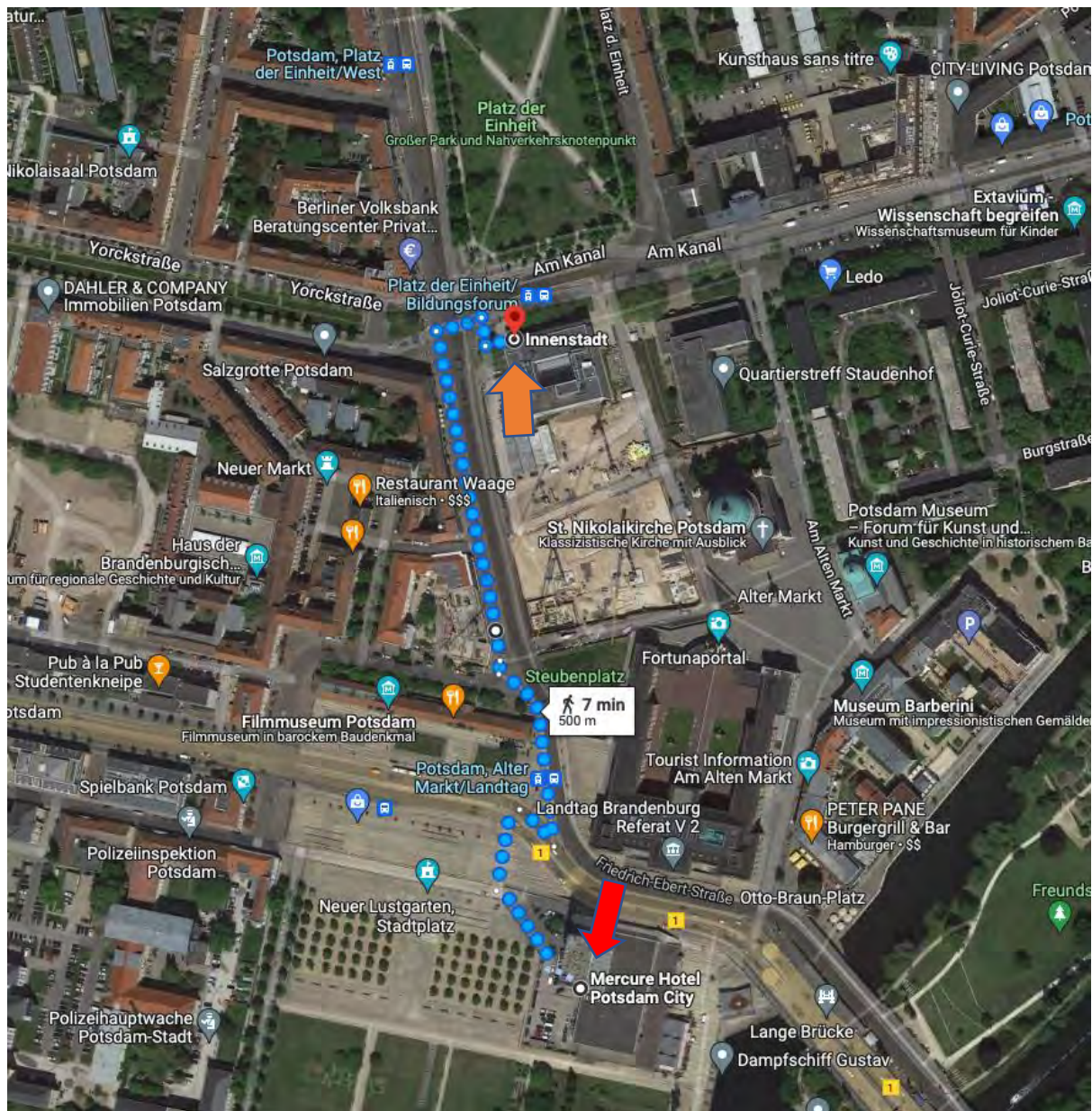
On Thursday, April 7, we will start the event at Campus New Palace in House 8, Room 1.45 (Audimax) (Google link: <https://goo.gl/maps/6UX1ijJTMPEioxwz9>). If you want to come directly to the venue on the first day, you can take the RE1 or RB21 from Potsdam main station to Brandenburg main station or Golm main station and get off after two stops at “Park Sanssouci”. From there you can walk to the campus. Alternatively, you can take bus 606 or 605 and get off directly at the bus stop “Neues Palais”. From the hotel, several buses will take you directly to the first venue: you can either take bus 606 or 605 from the bus stop “Alter Markt/Landtag” to “Science Park West” or “Alt-Golm”. After 15 minutes, get off at the “Neues Palais” stop and you will be directly on campus.

### LOCATION II: BILDUNGSFORUM (DAY 2 & 3)

On Friday and Saturday we will continue and conclude the event in the Bildungsforum, Room 4.24 (Google link: <https://goo.gl/maps/KTH1spw5Gj2jaw1z5>). From the hotel you need only 7 minutes to walk there.

## *Route to WIS Bildungsforum*

Our conference location for April 8 and 9 is the WIS Bildungsforum at Am Kanal 47. You can get there by foot in about 7 minutes from the Mercure hotel. You have to take the elevator next to the library entrance to get to the “Wissenschaftsetage / Potsdam Graduate School”. Please call Patricia if you have trouble finding the venue: +49 175 1173394.





## *Covid-19 Testcenter nearby*

To ensure everyone's wellbeing and safety, please take a free antigen test at a testcenter or self-test every day before attending the conference. You can buy self-tests in grocery stores or pharmacies. You can get tested at "Testzentrum Potsdam Am Platz der Einheit" at Friedrich-Ebert-Straße 8, which is open 12 hours 7 days a week from 7 am to 7 pm and roughly 10 minutes per foot from the Mercure Hotel (the blue dotted route in the map below).

What do the rules "3G", "2G" and "2G+" mean?

- **3G:** persons who recovered from COVID, are fully vaccinated, or can provide proof of a negative PCR test (not older than 24 hours) are admitted. **The 3G rule applies in the two restaurants for our conference dinner (El Puerto and Mövenpick), as well as every restaurant you may choose for your lunch break on Friday.**
- **2G:** persons who recovered from Covid or fully vaccinated persons are admitted.
- **2G+:** persons who recovered from COVID or fully vaccinated persons are admitted if they can also present a negative test result (people with a booster vaccination do not need a test).





## *Grocery stores near the Mercure hotel*

To do your grocery shopping and run errands you may go to:

EDEKA at Brandenburger Str. 30–31. (supermarket)

Opening hours: 7 am to 10 pm every day except Sunday

REWE at Breite Str. 27 (supermarket)

Opening hours: 7 am to 10 pm every day except Sunday

maßVoll – einkaufen unverpackt at Zeppelinstraße 1 (Zero Waste shop)

Opening hours: 10 am to 7 pm on weekdays, 10 am to 4 pm on Saturdays and closed on Sunday

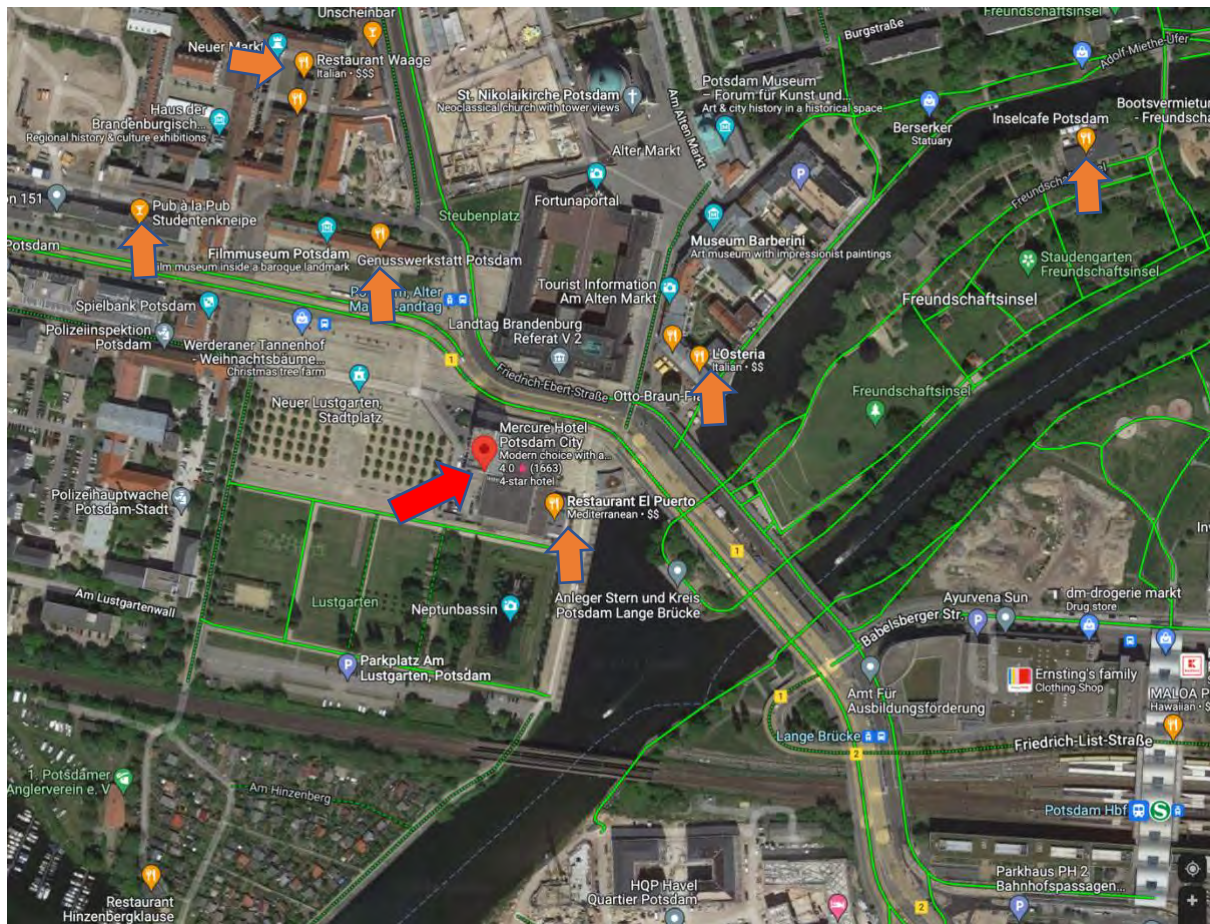
Internationale Lebensmittel at Lindenstraße 47. (international groceries)

Opening hours: 10 am to 6 pm every day except Sunday



## *Restaurants near the Mercure Hotel*

If you want to get a taste of Potsdam's culinary landscape and go out for breakfast, a cup of coffee, dinner or a drink, here are some places nearby:

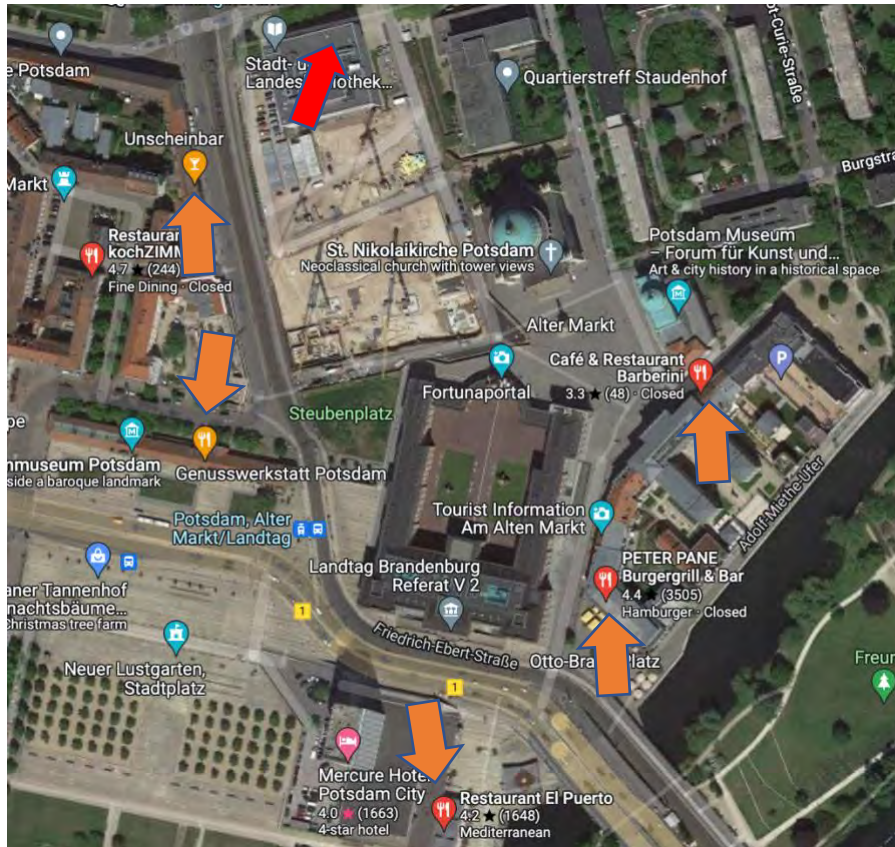


Please be aware that the 3G rule applies.



## ***Restaurants near WIS Bildungsforum***

On Friday, April 8 we will have a Lunch Break from 12:30–2:00 pm during which you can go to a restaurant of your choice. Please mind the 3G rule. Here are some options near the location:



There is also a nice variety of restaurants on Brandenburger Str.