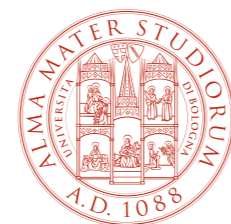


## That's Entertainment!

Spectacle, Amusement, Audience  
and the Culture of Recreation in the Audiovisual  
Contexts of English-Speaking Countries

Spectacle, recreation, amusement, free time, in a word entertainment: not something accessory, but rather a key element in understanding not only an aesthetic expression, but also certain socio-economic transformations, and in reality also political, of 20th century modernity. And yet the role played by the entertainment dimension in the codification, in particular, of the cultural specificity of the twentieth century, over and above the canons imposed by so-called high culture, is still today undervalued and only occasionally investigated in a careful and in-depth manner. What relations have been established, in the era of new means of mass communication, between popular entertainment and official culture? What effects have been produced by specific performative and recreational practices, coming from the various fields of expression (theatre, music, radio, serious and popular literature, comic strips) not only in the linguistic but also systemic evolution of cinema and television? What is the role played by technology in the development of recreational forms, including audiovisual, in the 20th century? How is the body viewed, engaged, or conceived, and what notion of personality and actoriality is imposed after the diffusion of a certain idea of entertainment? And again: to what extent, in the era of new media and the internet, can the main ways of entertainment - and their exploitation - that dominated the last century, still be operative? The twenty-third SERCIA conference will endeavor to answer these and other questions, trying to offer new historical perspectives on the cultural forms of entertainment in the audiovisual production of English-speaking countries, that is to say in those territories in which greater space has been given to the conception of amusement that over the years has ended by imposing itself at a global level, transforming the customs, habits and the very culture of many nations, not only in the west.



ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA  
DIPARTIMENTO DELLE ARTI  
VISIVE, PERFORMATIVE MEDIALI

LA SOFFITTA  
CENTRO DI PROMOZIONE TEATRALE



Société d'Etudes et de Recherche  
sur le Cinéma Anglophone



In collaboration with:



## That's Entertainment!

Spectacle, Amusement, Audience  
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Contexts of English-Speaking Countries

**23<sup>rd</sup> SERCIA International Conference**  
**September 7, 8, 9, 2017**  
**Dipartimento delle Arti**  
**Università di Bologna, Italy**

### Keynote speakers:

Richard Dyer  
(University of St Andrews)

Krin Gabbard  
(Columbia University)

Laboratori delle Arti,  
Piazzetta P.P.Pasolini, 5/b

*live streaming - free entrance*

<https://events.unibo.it/serciaconference-darvipem-bologna-2017>

### Conference organized by:

Michele Fadda  
Sara Pesce

### Scientific committee:

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Leonardo Gandini  
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Peter Stanfield

**Alma Mater Studiorum - Università di Bologna**  
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# 7

9,00 Registration

9,30 Auditorium:  
Welcoming address

Greetings and Introduction,  
Michele FADDA and Sara PESCE,  
Università di Bologna

10,00 - 11,20 Auditorium:  
Keynote address.  
The Space of Entertainment  
Richard DYER, University of St. Andrews  
Discussant: Giacomo MANZOLI,  
Università di Bologna

11,20 coffee break

11,40 - 13,30 Auditorium: Panel 1.  
Chair: Veronica INNOCENTI,  
Università di Bologna

Entertainment as a Genre in Media,  
Social Networking and Consumer  
Culture  
Enrico MENDUNI,  
Università degli Studi Roma 3

Texts and Audiences in the New TV  
Entertainment Environment  
Piergiorgio DEGLI ESPOSTI, Antonella  
MASCIO, Roberta PALTRINIERI  
Università di Bologna

Who's Running the Show? Structure and  
Governance in Hollywood Today  
Gianluca SERGI,  
University of Nottingham

13,30 -14,30 lunch

14,30 -16 Auditorium: Panel 2.  
Chair: Sara PESCE,  
Università di Bologna

Retro-active: Pride's Nostalgia as  
Unofficial Heritage  
Louis BAYMAN  
University of Southampton

Mourning the Studio System: Nostalgia,  
Cinephilia, and Entertainment in Feud -  
Bette and Joan  
Ilaria DE PASCALIS  
Università degli Studi Roma 3

The World as a Toy. On Miniaturization,  
Nostalgia, and Atmosphere in Wes  
Anderson's Grand Budapest Hotel  
Lorenzo MARMO  
Università di Napoli 'L'Orientale'

14,30 - 16 Teatro: Panel 3.  
Chair: Luca BARRA,  
Università di Bologna

The Perfection Series. Informercial  
Demonstrations as Entertaining  
Programs  
Adriano D'ALOIA  
Università Uninettuno Roma

That's Infotainment  
David LIPSON  
Université Paris Sud

You Cannot Spell Supernatural Without  
Fandom: Dynamics of Entertainment  
and Parasocial Relationship inside  
Supernatural Fandom  
Olimpia CALI,  
Università di Messina

16,00-16,20 coffee break

16,20 - 18,10 Auditorium: Panel 4.  
Fatima CHINITA,  
Instituto Politécnico de Lisboa

Entertainment Between Laughter and

Tears: The Case of Two Silent Clowns in He  
Who Gets Slapped (Victor Sjöström 1924)  
and The Laughing Man (Paul Leni 1928)  
Raphaëlle COSTA DE BEAUREGARD,  
Université de Toulouse II - Jean Jaurès

Art, Entertainment, and Spectatorship in  
Woody Allen's Cinema  
Gilles MENEGALDO  
Université de Poitiers

Woody Allen and the Spectacle of  
Magic  
Isabelle SCHMITT-PITOT  
Université de Bourgogne

Entertaining with Movement: the Essence  
of Animation  
Pierre FLOQUET  
Université de Bordeaux

16,20 - 18,10 Teatro: Panel 5.  
Chair: Hervé MAYER,  
Université Paris Ouest Nanterre

Des étoiles au dés/astre: le monde  
entropique de Maps to the Stars de  
David Cronenberg  
Isabelle LABROUILLERE,  
Université de Toulouse II - Jean Jaurès

Show Must Go On. Hollywood à travers  
les spectaculaires métamorphoses du  
film A Star Is Born (1937, 1954, 1976)  
Jean Baptiste CHANTOISEAU  
Université Sorbonne-Nouvelle

A star is porn. Part obscène de  
l'entertainment dans Showgirls de Paul  
Verhoeven (1995)  
Xavier DAVERAT  
Université de Bordeaux

What Price Hollywood? Grooming Daisy  
Clover for Stardom  
Zeenat SALEH  
Université de Franche-Comté Besançon

19,00 Cocktail

# 8

ore 9,30 - 11 Auditorium:  
Keynote address.  
La La Land Is a Hit. But Is It Good for  
Jazz?

Krin GABBARD, Columbia University  
Discussant: Franco MINGANTI,  
Università di Bologna

11,00 coffee break

11,20 -13 Auditorium: Panel 6.  
Chair: Leonardo GANDINI,  
Università di Modena e Reggio Emilia

The Bitter Politics of Audio-visual Metafiction  
in the Digital Age: Bourdieu, Rancière,  
Black Mirror 1.1 (Channel 4, 2011) and I,  
Daniel Blake (Ken Loach, 2016)  
David ROCHE  
Université de Toulouse II - Jean Jaurès

Debating the War on Terror in  
Entertainment Cinema: The Politics of  
Spectacle in Batman v Superman: Dawn  
of Justice (Zack Snyder, 2016)  
Hervé MAYER  
Université Paris Ouest Nanterre,

Land of Wolves: The Spectacle of the  
Border/The Border as Entertainment in  
Sicario  
Celestino DELEYTO  
Universidad de Zaragoza

11,20 - 13 Teatro: Panel 7.  
Chair: Isabelle LE CORFF,  
Université de Bretagne Occidentale

Theatre Performance in Wes Anderson's  
Films: Meaningful Games or Mere  
Entertainment?  
Julie ASSOULY, Université d'Artois

Danny Boyle's The Beach (2000), The  
Most Dangerous Game?  
Anne-Marie PAQUET-DEYRIS  
Université Paris Ouest Nanterre

From The Sixth Sense (M. Night  
Shyamalan, 1999) to Memento  
(Christopher Nolan, 2000): Re-viewing as  
Entertainment  
Christophe GELLY  
Université Clermont Auvergne

Avatars, Spectacle, and Identity in Atom  
Egoyan's Adoration (2008)  
Chloé MONASTEROLO  
Université de Toulouse II - Jean Jourès,

13,00 - 14,00 lunch

14,10 -16 Auditorium: Panel 8.  
Chair: Michele FADDA,  
Università di Bologna

Film Documentary, Government  
Propaganda, and Entertainment: The  
Case of Lorentz's Films of Merit  
Zachary BAQUÉ  
Université de Toulouse II - Jean Jaurès

Crooners & Cowboys: How 1930s  
American Sensibility Was Shaped by  
Vocal Tracks  
Costanza SALVI, Independent Scholar

They Had Faces: Max Factor and the  
Making of the Star Close-up in 1930s  
Hollywood  
Silvia VACIRCA  
Università di Roma La Sapienza,  
Richmond University

14,10 - 16,00 Teatro: Panel 9.  
Chair: Gilles MENEGALDO,  
Université de Poitiers

When is Entertainment? Multi-level Reality  
in Hollywood Musicals (from 42nd Street  
to La La Land) and a Few Other Genres  
Dominique SIPIÈRE  
Université Paris Ouest Nanterre

The Aura of Entertainment: Baz  
Luhrmann's Moulin Rouge! and The Show  
that Must Go On  
Fatima CHINITA  
Instituto Politécnico de Lisboa

Would keep a person entertained  
whether he or she wanted to be or not  
- le potentiel d'entertainment des films  
musicaux hollywoodiens classiques à  
l'épreuve des discours de spectateurs  
Fanny BEURÉ,  
Université Paris Diderot

L'Entertainment, une nouvelle science  
cinématographique?  
Yola LE CAÏNEC  
Université de Rennes 2

16,00 coffee break

16,20 - 18,00 Auditorium: Panel 10.  
Chair: Gino SCATASTA,  
Università di Bologna

Re-creating the West: Robert Altman's  
Buffalo Bill and the Indians, or Sitting Bull's  
History Lesson (1976)  
Penny STARFIELD  
Université de Caen Normandie

The Role of Audiovisuals in Building the  
Pop Celebrities' Identities: The Case  
of The Beatles and a Comparison with  
Contemporary State of the Art  
Lucio SPAZIANTE  
Università di Bologna

TV Party and Social(ist) Events in No Wave Films  
Céline MURILLO,  
Université Sorbonne Paris Cité

Excitingly Different and Disquieting  
Unusual: Entertainment and the Incredibly  
Strange Culture  
Alessandra CHIARINI  
Università di Bologna

16,20 - 18,00 Teatro: Panel 11.  
Chair: CELESTINO DELEYTO, Universidad  
de Zaragoza

"...Presents": The Framing of Horror  
Entertainment in Television Anthology  
Series  
Philippe MET  
Pennsylvania University

None Are Immune: The Spread of  
Zombietainment in 21st Century Film,  
Television and Beyond  
Elizabeth MULLEN  
Université de Bretagne Occidentale

Framing Reality Entertainment in  
Contemporary Cinema: The Case of  
Humilitainment  
Sébastien LEFAIT  
Université Paris 8 Vincennes-St.Denis

Vampire?... Vous dites toujours  
vampire? (ou quel(s) genre(s) de  
«divertissement(s)» le vampire nous  
propose-t-il aujourd'hui ?)  
Stella LOUIS  
Université Paris Ouest Nanterre

20,00 dinner

9  
9,30 - 11,00 Auditorium: Panel 12.  
Chair: Penny STARFIELD, Université de  
Caen Normandie

The World Is a Stage: Entertainment,  
Spectacle, and Mike Leigh's Discourse  
of Class  
Jean-François BAILLON  
Université Bordeaux-Montaigne

British Nonsense and the Culture of  
Recreation in Film  
Isabelle LE CORFF  
Université de Bretagne Occidentale

From Kitchen Sink to Bollywood:  
Differing Regional and Ethnic  
Constructions of Filmic Entertainment  
in 1960s Britain  
Melvyn STOKES  
University College London

Post-Bollywood: Entertainment  
Through Globalization?  
Kristian FEIGELSON,  
Université Sorbonne-Nouvelle

9,30 - 11,00 Teatro: Panel 13.  
Chair: Elizabeth MULLEN,  
Université de Bretagne Occidentale

You Know The Trope: But Do We?  
Entertainment on Crazy Ex-Girlfriend  
Anaïs LE FÈVRE-BERTHELOT  
Université de Rennes 2

Without Schwarzie: Female Bodily  
Performance in Terminator: The Sarah  
Connor Chronicles (Fox, 2008-2009)  
Marianne KAC-VERGNE  
Université de Picardie Jules Verne

"Big Ben Said Stop!", Portobello, When  
Entertainment Shocked the Italian  
Public Service Broadcaster  
Anna BISOGNO  
Università degli Studi Roma 3

11,00 coffee break

11,30 Auditorium  
SERCIA General Meeting

Conclusions

