

## **BTP2BR\_T\_46 Populism and Popular Media**

### **Workshop seminar**

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This seminar will discuss the contradictory relationship between the resurgence of populist nationalisms and the unfettered advancement of global media production and content. States led by right-wing governments avowedly opposed to neoliberal globalization and the “woke” cultural values perpetuated by the dominant Hollywood industry, such as Turkey, Poland, Hungary and even Russia, are nevertheless eager to attract service media production and support original content production for a global market. Through select case studies, we’ll investigate how such paradoxical collaborations are facilitated among national governments and other political groups, multinational media and technological corporations, the European Union, and creative laborers themselves, with particular attention to the “digital peripheries” of the European Union. This requires that we put into conversation methods and approaches that are often isolated from one another and thus tend to produce partial results: media industry studies, critical studies of political economy, studies of commercial nationalism, and studies of textuality and genre.

### **Readings:**

Tom Evens, Karen Donders, *Platform Power and Policy in Transforming Television Markets* (New York: Springer Publishing, 2018). Chapter 1: “Planet of the Platforms.” Pp 1-9.

Amanda Lotz and Ramon Lobato, “Introduction: Streaming Stories” in Lotz and Lobato (eds), *Streaming Video: Storytelling Across Borders* (NYU Press, 2023). pp. 1-8.

Ece Algan, “Tactics of the Industry Against the Strategies of the Government: The Transnationalization of Turkey’s Television Industry” in Shimpach, *The Routledge Companion to Global Television*

Pagello, Federico, “Images of the European Crisis: Populism and the European Crime Series.” *European Review* 29.5 (2020)

Imre, Anikó, “Illiberal White Fantasies and Netflix’s *The Witcher*.” *Journal of Ethnic and Migration Studies* special issue on Race, Racialization and the East of the European Union, published online on January 11, 2023.

### **Screening:**

*The Witcher* (Netflix 2019). Please watch at least a few episodes from season 1.

*Coyote (Kojot)*, Márk Kostyál, 2017)