

Performing Populism – The Poetics, Production and Circulation of Populism in Contemporary European Audiovisual Media

Workshop at the European University Viadrina Frankfurt (Oder) in cooperation with Università degli Studi di Urbino Carlo Bo and Sapienza University of Rome.

20 & 21 July 2026

Organised by Thomas J. J. Scherer, Luana Fedele and Dom Holdaway.

MONDAY, JULY 20 2026

09:30–10:00	Registration / Coffee Logensaal, Logenstraße 11, 15230 Frankfurt (Oder)
10:00–10:30	Welcome Timm Beichelt, Luana Fedele, Dom Holdaway, Thomas J. J. Scherer
10:30–12:30	PANEL 1 Josh Carney (Philipps-Universität Marburg) <i>Dizi-ying metamorphosis?: scripting an enemy for the Turkish nation</i> Dom Holdaway (Università degli Studi di Urbino Carlo Bo) <i>Screening Populist Narratives. Political Discourses and Leitmotifs in Film and TV</i> Alexander Mellin (Freie Universität Berlin) <i>Is This the New Normal? A Populist Poiesis of Realities</i> Silvia Campisano (Sapienza Università di Roma) <i>“Une télévision Beaujolais”: Television, European Identity and Proto-Populist Imaginaries in Italy (1980–1990)</i>
12:30–13:30	Lunch Break University Canteen, Europaplatz 1, 15230 Frankfurt (Oder)
13:30–15:00	PANEL 2 Luana Fedele (Sapienza Università di Roma) <i>Commissioning Populist Sentiments: Screenwriting Labour, Funding Policies and Industrial Mandates in Contemporary Italian Screen Production</i> Veronica Canalini (Sapienza Università di Roma) <i>Forensic Affect: Italian True Crime and the Platform Curation of Populist Emotion on Netflix</i> Valerio di Paola (Sapienza Università di Roma) <i>Formatting Populism: Constructing Brand Proximity in Netflix Italia’s Promotional Discourse</i>
15:00–15:30	Coffee Break
15:30–17:00	PANEL 3 Jana Junge (Europa-Universität Viadrina) <i>Populist transformations? Affective co-configurations of parliamentary speeches on social media</i> Jeanette-Christine Bauer (Europa-Universität Viadrina) <i>“With all the sadness I feel a spark of solidarity”: Dissonance in the multimodal orchestration of commemoration in right-wing populists’ speeches</i> Bruna Louzada (Europa-Universität Viadrina) <i>Political movements: The perception of Donald Trump from a phenomenological, film-theoretical, and multimodal analysis of emerging affects in televised political interviews</i>
17:00–18:00	Transfer Kulturmanufaktur Gerstenberg, Ziegelstraße 28a (20 min walk/tram)
18:00–18:45	KEYNOTE Johannes Pause (University of Luxembourg) <i>Government by Revelation: Populism and Political Theology in 1930s Hollywood</i>
18:45–19:45	Reception
19:45–	Film Screening & Discussion Gabriel Over the White House (USA 1933, Gregory La Cava et al.)

TUESDAY, JULY 21 2026

09:30–10:00	Coffee Logensaal, Logenstraße 11, 15230 Frankfurt (Oder)
10:00–12:00	PANEL 4 Mara Anselmo (Université Polytechnique Hauts-de-France) <i>Laughing at populists: the case of Nigel Farage</i> Nilgün Yelpaze (Philipps-Universität Marburg) <i>The Red Lines of Laughter: Stand-Up Comedy and Populist Culture Wars in Turkey</i> Thomas J. J. Scherer, Timm Beichelt, Daniel Illger (MORES / Viadrina) <i>Does Europe Have an Anger Issue? Populist Imaginations of Political Leaders in Fictional Series</i> Johann Pibert (Universität Bonn / Freie Universität Berlin) <i>Parallels Between Nazi Cinema and Russia’s Audiovisual Propaganda Since the Beginning of the War in Ukraine</i>
12:00–13:00	KEYNOTE Ana Tăranu (University of Warwick / Babeş-Bolyai University) <i>The Right Frames. Populist Cinema as Far-Right Metapolitics in Central and Eastern Europe</i>
13:00–13:30	Closing Discussion
13:30–14:00	Lunch Break University Canteen, Europaplatz 1, 15230 Frankfurt (Oder)



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DIPARTIMENTO DI STORIA
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