



Graduiertenkolleg  
**Automatismen**

Conference  
Media Transatlantic IV – Traffic  
March 29 – 31, 2012  
University of Paderborn, Germany  
Room B 3.231

# Media Transatlantic IV – Traffic

**The conference is organised by the Research Training Group  
“Automatismen” at the University of Paderborn, Germany**

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Aiming to bring together media scholars from the United States, Canada, and Germany, the conference continues a series of symposia that began in 2007. After „Re-Reading McLuhan. An International Conference on Media and Culture in the 21st Century“ (2007), „Media Theory on the Move. Transatlantic Perspectives on Media and Mediation“ (2009) and „Media Theory in North America and German-Speaking Europe“ (2010), the conference scheduled for 2012 focuses on „traffic“.

Media products and signs travel just like things and people; constantly flowing, they overcome space and time, partly on communal and partly on specific networks. Traffic is the sum of its parts, made up of an infinite number of acts of transport and transfer. It is, however, more than that, because traffic has its own logic and forms its own structures and rules. Scientists from different fields will follow the tracks of Harold Innis and discuss the media as a form of traffic.



## Thursday, 29th | Panel 1 | Innis, McLuhan and Co.

02:00 | Start / Introduction

02:30 | John Peters | Iowa, USA

Keynote: Media as Traffic Between Nature and Culture

03:30 | Gabriele Schabacher | Siegen, Germany

Traffic as ‚Dirt Experience‘. Harold Innis‘ Tracing of Media

04:30 | Coffee break

05:00 | Jana Mangold | Erfurt, Germany

McLuhan’s Comprehensive Traffic Science

06:00 | Menahem Blondheim | Elihu Katz |  
Jerusalem, Israel

Traffic in an Ancient Empire: Time and Space According  
to the Biblical Book of Esther

## Friday, 30th | Panel 2 | Flows and Counterflows

09:30 | Grant David Bollmer | Chapel Hill, USA

Vital Networks of Blood and Information:  
A Media Archaeology of Traffic and Flow

10:30 | Peter Bexte | Köln, Germany

Endless Traffic & Drowning Sons

11:30 | Coffee break

12:00 | Richard Cavell | Vancouver, Canada

McLuhan, Turing, and the Question of Determinism

01:00 | Lunch

02:30 | Greg Elmer | Toronto, Canada  
Ganaele Langlois | Oshawa, Canada

Networked Campaigns: Traffic Tags and Cross Platform  
Analysis on the Web

03:30 | Martina Leeker | Köln, Germany  
Michael Steppat | Berlin, Germany

Data Traffic. Transformation as a Challenge

04:30 | Coffee break

## | Panel 3 | Hold-ups

05:00 | Wolf-Dieter Ernst | Bayreuth, Germany

Mobile Performance

06:00 | Peter Krapp | Irvine, USA

Polar Media: The Invisible Axis

## Saturday, 31st | Panel 4 | Traffic of Concepts

09:30 | Norm Friesen | Thompson Rivers, Canada

The Academy and the ‘Commerce of Mind’: Dewey and  
Educational Media

10:30 | Shannon Lowe | Lancaster, UK

Trafficking in Media Methodology: Propositions for an  
Approach from Literature

11:30 | Coffee break

12:00 | Wolfgang Sützl | Innsbruck, Austria

Street protests, electronic disturbance, smart mobs:  
dislocations of resistance

01:00 | Andreas Ströhl | Munich, Germany

From Traffic to Exchange to Communication to Media  
(and Back to Traffic Again): On the Changes of a  
Modern Model of Thought

02:00 | End of the conference