

## HYBRIDIZATION OF GENRES:

### A PARADIGM OF CULTURAL GLOBALIZATION

International Conference  
Gutenberg University, Mainz  
3 – 4 February 2012



Venue: **Medienhaus | Wallstr. 11 | 55122 Mainz**

### Friday, February 3rd

9.00 - 10.00h **Opening Keynote**

Tim Bergfelder (University of Southampton)

**Germany's Edgar Wallace Phenomenon as a Paradigmatic Case Study for Transnational and Diachronic Genre Analysis**

10.00 - 10.45h

Oksana Bulgakowa (Gutenberg University, Mainz)

**Socialist Hybrids in Soviet Cinema**

10.45 – 11.30h

Irina Gradinari (University of Trier)

**From Hollywood to Russia: New Action Cinema at the End of the Last Century. Masculinity, Politics and National Identity in the Films of Aleksey Balabanov**

11.30 – 12.00h

**Coffee Break**

12.00 – 12.45h

Ivo Ritzer (Gutenberg University, Mainz)

**Eddie Romero, Generic Hybridisation, and the Post-Colonial Imaginary in Transnational Philippine Cinema**

12.45 - 13.30h

Andreas Rauscher (Gutenberg University, Mainz)

**Strange Hybrids from a Hong Kong Studio: Wu Xia and Hollywood Fantasy in A CHINESE GHOST STORY**

13.30 – 15.00h

**Lunch Break**

15.00 – 15.45h

Dimitris Eleftheriotis (University of Glasgow)

**The Films of Jules Dassin: Cosmopolitan Hybridity**

15.45 – 16.30h

Andreas Stuhlmann (University of Hamburg)

**Melodrama: Hybrid Forms, Cross-Cultural Narratives, Global Emotions**

16.30 – 17.30h

**Coffee Break**

17.30 – 18.30h **Evening Keynote**

Barry Keith Grant (Brock University, St. Catharines, Canada)

**Synergies of Space: Sorting through Space in the Contemporary Horror Film**

### Saturday, February 4th

9.00-10.00h **Morning Keynote**

Lúcia Nagib (University of Leeds)

**The Classical-Modern Hybrid and the Politics of Intermediality**

10.00-10.45h

Peter W. Schulze (Gutenberg University, Mainz)

**Mexicanidad Meets Americanism: Circulations of National Imageries and Genre Patterns in the Representation of Cowboys and Charros**

10.45-11.00h

**Coffee Break**

11.00-11.45h

Harald Steinwender (Munich)

**Spectacular Bodies and Funfair Attractions: The Italian Peplum Cycle from CABRIA to IL COLOSSO DI RODI**

11.45-12.30h

Marcus Stiglegger (University of Siegen)

**Traditions of Gothic Horror in Spaghetti Westerns**

12.30-13.15h

Fernando Ramos (University of Leipzig)

**The Hybrid Nature of the Italian Crime-Horror Film: The Giallo Genre-Crossover in a Transnational Perspective**

13.15-14.45h

**Lunch Break**

14.45-15.30h

Ute Fendler (University of Bayreuth)

**Francophone African Cinéastes Going ›Genres‹: Two Examples for (E)merging Genre**

15.30-16.15h

Claudia Böhme (University of Leipzig)

**Global Horror, Local Ghosts: The Evolution of a Tanzanian Horror Film Genre**

16.15-17.00h

**Coffee Break**

17.00-18.00h **Closing Keynote**

Barry Langford (Royal Holloway – University of London)

**The Empire (of Genres) Strikes Back: Anxieties of Allusion and Influence in the Global Genre**