



Graduiertenkolleg  
**Automatismen**

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

supported by the DFG (German Research  
Foundation) and the University of Paderborn  
[www.upb.de/rtg-automatismen](http://www.upb.de/rtg-automatismen)

# Media Transatlantic IV – Traffic

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

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

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

12:00 | Richard Cavell | Vancouver, Canada | McLuhan, Turing, and the Question of Determinism

02:30 | Greg Elmer | Toronto, Canada | Networked Campaigns: Traffic Tags and Cross Platform Analysis on the Web

03:30 | Martina Leeker | Köln, Germany | Data Traffic. Transformation as a Challenge  
Michael Steppat | Berlin, Germany

## | 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

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