nacular media • film di famiglia • heimkino • kulturfilm • cine rionados。 教育电影 jiaoyu dianying • science film • gebrauchsfil red fi blici WHAT'S IN A NAME? ıónin Mano A Forum on the Past, Present, and Potential 📧 🖈 rying * Futures of Nontheatrical Media Studies in the vies • vernacular media • film di famiglia • heimkino • kulturfilm • cine iona FRIDAY SEPTEMBER 16 – 9:00 PDT/ 12:00 EDT/ 16:00 UDT chsfil Register at https://nontheatricalforum.eventbrite.com ustriefilm。 飞戏剧片 fei xiju pian。 cinema d'impresa。 cine anónin The English-language term "nontheatrical" has long been used to connote 🥦 🚜 modes of "difference" — in form, function, and exhibition contexts nying 🔹 from dominant commercial media cultures. Recent scholarship has 🦙 🔹 🎢 drawn attention to a capacious body of historically neglected works in vies • CITt many understudied genres (such as educational film, industrials, and science films) and developed a variety of interdisciplinary interpretative frameworks to make sense of their meaning. ionados • As this burgeoning subfield continues to grow, the "nontheatrical" "Ored fi blicità label has become inadequate to represent the global community of ustriefilm • Kitch scholars and archivists working in the field. a • cine anónin With an eye towards renaming the Society for Cinema and Media Studies' 😻 🚜 "Nontheatrical Film and Media" Scholarly Interest Group, this forum invites η_{MR} participants across disciplines to assess the explanatory value and - just as $+\hbar \eta$ importantly — the limitations of the SIG's "nontheatrical" name. What more vies • nuanced and inclusive terms might better represent the complexity of objects, approaches, and politics that animate the study of nontheatrical iona media? How would renaming the SIG allow us to move beyond the fields' linguistic bias towards English-language scholarship? How might renaming 🦏 🎢 the SIG invite scholars of digital media to consider the value of nontheatrical ustriefilm 🔹 🕼 and useful media as an explanatory framework? 🔹 cine anónin irfano。film souvenir。useful media。unterrichtsfilm。科教电影 ke Contact event hosts Madison Brown (madison.brown@u.northwestern.edu) & Tanya Goldman (goldman.tanya@gmail.com) for further information. vies •vernacular media • film di famiglia • heimkino • kulturfilm • cine