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MEDIT

Newsletter 2021 December

Hello friends and colleagues,

It's MEDIT newsletter time! Some awesome new people have joined us – as Fulbright Scholars, post-docs and PhD students. We have started new projects and are still hard at work at the ongoing ones, and we have a slew of publications, performances, festivals and keynotes to share. Take a look below. As always, if you feel like working with us or want to read / watch / engage with some of the content linked to below, but can't access it, do not hesitate to reach out!

And to stay up with MEDIT's doings, you can subscribe to our newsletter [HERE](#), which will be sent out twice a year.

Best regards

Katrin Tiidenberg and **Ulrike Rohn**



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1. News from our research projects



The ScreenME consortium, led by Prof **Ulrike Rohn**, published its first newsletter that introduces the project's key activities in its first months of operation and that also features a few interviews with consortium members as well as workshop participants from the industry.

[The newsletter](#)

Not included in the newsletter, yet, are two in-person events that the consortium organised:

- At the end of October, the ScreenMe consortium organised its first-ever in-person workshop that took place in Jönköping, Sweden. During the workshop, the consortium members shared their experience and best practices in collaborating with industry partners.

[More info](#)

- Also in Jönköping and during the same week, the ScreenME consortium organised a workshop for early-stage researchers. The workshop was, in fact, co-organised with the European Media Management Association (emma), ahead of its annual conference.

[More info](#)

Public Value of Open Cultural Data

The project Public Value of Open Cultural Data led by Prof. **Indrek Ibrus** is about to complete their first year of action. During this first year they focused on piloting various research collaborations. First of this was using datasets from Estonian Public Broadcasting (ERR) to understand how ERR generates public value by producing and airing content. They also worked on data from Cannes Film Festival market database Cinando to interpret global cultural flows and production dynamics. Additionally they worked on two different blockchain-related case studies – White Rabbit in relation to film industries and Digiciti in relation to music industries. Both of these start-ups are building blockchain-based copyright registries that could be used for governing their respective industries in novel ways. Our researchers were interested in how such registries enable to produce public value. Lastly, the project team members studied ways how blockchain-based decentralisation technologies are used to innovate social networking and videosharing services. All the project substudies have generated results that the team is aiming to publish very soon.

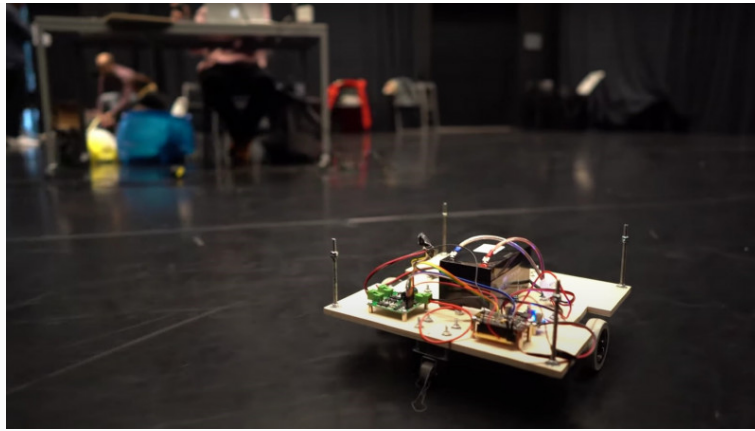
[More on project website](#)

Freud's last Hypnosis – Validating emotion-driven enactions in cinematic VR

This art-science research project, EMOTIVE VR, is a neuro-interactive film in VR 360°. **Marie-Laure Cazin** tests the EMOTIVE VR prototype via a pilot 360°film FREUD'S LAST HYPNOSIS. It has been inspired by the French philosopher Jean-Paul Sartre's scenario on Freud's life, written in 1960 for the American filmmaker John Huston. The subject is a key moment of Freud's life when he will abandon hypnosis. Freud's last hypnosis experiments and models the film viewers' emotion-driven enactment by specifying time-locked parameters of the viewers' engagement with the narrative. Eventually, the project will allow validating the viewer's unconscious mental states when iteratively testing the Emotive VR prototype, in particular, but, importantly, increase the conceptual and theoretical understanding on the enactive dynamics of emotion-driven cinematic narratives, in general.

Robot theater

Liina Keevallik's creative project "It's time to fight reality once more. Sentimental education for robots" is approaching its final destination – the AI written play performed by robots is coming out in Kanuti Gildi SAAL on November 18 (performances 18.–20.11.21)



[More information](#)

ADORE

Accessibility in Digital Communication Higher Education Curricula, under the leadership of Prof. **Anastassia Zabrodskaia**, Professor of Intercultural Communication. A two-year project started on November 1, 2021. The main objective of the ADORE project is to educate university teaching and training staff working in the field of communication on accessible content publishing and how to provide a more inclusive teaching experience in communication programmes. The project will establish a unique partnership between higher education institutions, training organisations and the private sector, with the overarching goal of mainstreaming accessibility skills in higher education curricula for communication disciplines, and to prepare students for the current and future needs of the economy and society. The project team is comprised of the partner universities (Tallinn University, Paris-Lodron-Universitat Salzburg, Univerza V Mariboru) and non-academic partners (Funka Nu Ab and Inuk Institut za napredno upravljanje komunikacij).

BET/Body-Experience- Time- through 45+ dancers

Renee Nõmmik and **Tiina Ollesk** are one of the leaders of the Creative Europe project "BET/Body-Experience- Time- through 45+ dancers" in collaboration with University dance program representatives from several countries. "BET" is an acronym for Body, Experience, Time for 45+ dancers that refers to the long-term creative experience and research of dance artists from Estonia, Latvia, Lithuania, Finland, Sweden, Norway and Great Britain. In many countries, the art of dance is traditionally seen primarily as a field of activity for young people, but participants in this project want to engage in dialogue with society to make dance visible as a lifelong professional creative activity and to change societal perceptions / stereotypes.

Workforce Development and Diversity in Australian Cinematography

A joint, industry-facing project lead by **Amanda Coles** between Deakin University, CUDAN Open Lab and the industry partner Australian Cinematographers Society (ACS) using a mixed method approach to analyse the major factors which enable or constrain career pathways into cinematography, and the labour market and occupational experiences of camera professionals working in the Australian film and television production sector.

Serendipity/Error/Interfer(SEI)-Project

Gerhard Lock's personal project funded by the Cultural Endowment Fund ended in August 2021. Creative research project applying happiness/luck, serendipity and interfere principles, performance creation and performing. The project also included musical live-performances by Gerhard Lock.

Representations of Femininity in Estonian Pop Music

Kerli Kirch Schneider started working on a project titled „Representations of Femininity in Estonian Pop Music” (funded by Estonian Research Council “Mobilitas Plus” programme) in June 2021. To examine how femininities are constructed in Estonian mainstream music, the project studies depiction of women in popular music videos, song lyrics, interviews with pop artists and their self-representation on social media, and audience reception. As of today, the author has finished the first phase which includes in-depth interviews with 17 popular female and male artists, music experts, video producers and lyric writers. Based on preliminary results, submission for the International Communication Association conference is being prepared.

2. New People joining MEDIT

Elizabeth Losh

She is joining us as a Fulbright Scholar. Her current scholarship focuses on practices of e-government, digital democracy, and



online citizenship and how to scale up best practices from Estonia for larger countries like the United States. She is the Duane A. and Virginia S. Dittman Professor of English and American Studies at William & Mary with a specialization in New Media Ecologies. She is the author of *Virtualpolitik: An Electronic History of Government Media-Making in a Time of War, Scandal, Disaster,*

Miscommunication, and Mistakes (MIT Press, 2009), The War on Learning: Gaining Ground in the Digital University (MIT Press, 2014), Hashtag (Bloomsbury, 2019), and Selfie Democracy (MIT Press, 2022). She is the co-author with Jonathan Alexander of Understanding Rhetoric: A Graphic Guide to Writing (Bedford/St. Martin's, 2013; second edition, 2017; third edition, 2020). She also produced the edited collection MOOCs and Their Afterlives: Experiments in Scale and Access in Higher Education (University of Chicago, 2017) and co-edited Bodies of Information: Intersectional Feminism and Digital Humanities (Minnesota, 2018).



Dawn Edmiston

Dr. Dawn Edmiston is teaching marketing courses as a Fulbright Scholar during the fall semester at BFM. She is the clinical professor of marketing at the College of William &

& Mary, the second oldest institution of higher education in the USA. Dawn's research interests include digital marketing, higher education marketing, online learning, personal branding and study abroad. Her innovative teaching methods have been recognized with numerous awards and she currently serves on the editorial board of the Journal of Marketing Education. Dawn's background includes more than 30 years of marketing experience in the consulting, education, and media sectors, and she has been cited in CIO, Fortune, and U.S. News & World Report. Prior to joining academia, she held marketing management roles with Discovery Channel, PricewaterhouseCoopers Management Consulting Services and IBM. She is thrilled to be teaching at Tallinn University and would welcome connections [on LinkedIn](#).

Marie-Laure Cazin

Dr. Marie-Laure Cazin is a MObiitas Pluss post-doc collaborating with BFM's EU MObiilitas PLuss Top Researcher **Pia Tikka**



in her Enactive Vlrtnality Lab on a joint goal to understand participant's holistic experiences in immersive cinematic environments. During her visit, Cazin will conduct a set of psycho-physiological experiments in the Interaction Lab of School of Digital Technology, in collaboration with **Mati Mõttus**.

Junior Research Fellows

Carlos Eduardo Lesmes



Lopez

Carlos is a Colombian film Director currently living and working in Estonia. He Graduated as a Filmmaker from Universidad Nacional de Colombia in 2010 and completed his MA degree in Baltic Film and Media School in 2014. After completing the degree he has been an active member of the Estonian

film community. Carlos has proven to be a prolific filmmaker and his first documentary *A Loss of Something Ever Felt* (Üht kaotust igavesti kandsin) has been awarded several prizes in Estonia and abroad. Carlos' artistic research explores the relationship between the film medium and the narratives of memory. His research explores the relationship between memories, culture and film and the way that they intersect and influence each other. His supervisors are **Teet Teinemaa**, **Elen Lotman** and **Eneken Laanes**.

Tanel Toom

Tanel is a writer and director with experience for almost 20 years. He graduated with BA in film directing from Tallinn University Baltic Film and Media School in 2005, after which he obtained his MA in fiction direction from National Film and Television School, UK in 2010.

Currently, he's in post-production with his second feature film and also a first-year PhD student at BFM researching cinematic point of view. His practice-based thesis explores how to direct cinematic point of view in film directing practice under the supervision of **Elen Lotman**.



Madis Tüür

He studies key factors affecting the sustainability and international competitiveness of the film industry in a small market. His PhD supervisors are **Indrek Ibrus** and **Ulrike Rohn**.

Madis has over a decade of experience in production, ranging from short fiction, music videos, dance films, animations, corporate videos, documentaries and full-length fiction films. Along the way, he has

also produced more experimental genres like stereoscopic 3D, audiovisual exhibits for museums and virtual art exhibitions. With half of his heart belonging to PR, he has conducted marketing and PR campaigns for the Oscar-nominated feature "Tangerines" (2013) by Zaza Urushadze and Golden Globe-nominated "The Fencer" (2015) by Klaus Härö, among others. In addition, he is a co-producer of the all-time Estonian box-office record holder and Oscar-shortlisted "Truth and Justice" (2019) by Tanel Toom, and he has been involved in the biggest international productions serviced in the region (including "Tenet" (2020) by Christopher Nolan).

3. Career News and Awards

Elen Lotman was elected a President of the International Federation of Cinematographers IMAGO Extraordinary Annual General Assembly – held via Zoom on Saturday, 4th September. For the first time in the three decade history of the federation, the presidential elections was won by a duo of co-presidents, Elen shares the presidency with Ron Johanson OAM ACS from Australia.

After more than five years in office, **Ulrike Rohn** left the Presidency of the European Media Management Association (emma) as she reached term limit. John Oliver from Bournemouth University, UK, was elected as the new emma President.

Madis Järvekülg pre-defended his PhD dissertation titled "Facebook as a digital music platform: Communicative reorganization of Estonian music cultures".

Elen Lotman's feature film screenplay "Container" made it to quarterfinalist in a historically tight competition at the American Film Academy Nicholl Fellowship international screenwriting competition with 8191 submitted scripts. "Goodbye Soviet Union", also shot by Elen Lotman, was nominated for multiple Estonian Film and TV Awards (EFTA): best feature film, best screenplay, best production design, best costume design. The film won the best screenplay award.

4. New Books

**Tiidenberg, Katrin; Hendry, Natalie Ann; Abidin, Crystal (2021).
Tumblr. Polity Press.**



Get 20% off on politybooks.com using code **POL21**

Launched in 2007, tumblr became a safe haven for LGBT youth, social justice movements, and a counseling station for mental health issues. For a decade, this micro-blogging platform had more users than either Twitter or Snapchat, but it remained an obscure subculture for nonusers.

Katrin Tiidenberg, Natalie Ann Hendry, and Crystal Abidin offer the first systematic guide to tumblr and its crucial role in shaping internet culture. Drawing on a decade of qualitative data, they trace the prominent social media practices of creativity, curation, and community-making, and reveal tumblr's cultlike appeal and position in the social media ecosystem. The book demonstrates how diverse cultures can – in felt and imagined silos – coexist on a single platform and how destructive recent trends in platform governance are. The concept of “silosociality” is introduced to critically re-think social media, interrogate what kinds of sociality it affords, and what (unintended) consequences arise. This book is an essential resource for students and scholars of media and communication, as well as anyone interested in an influential but overlooked platform.

[More information](#)

Tiidenberg, Katrin; van der Nagel, Emily (2021). Seks ja sotsiaalmeedia. Argo Kirjastus.

Sex and Social Media, originally published by Emerald in 2020 was translated into Estonian in 2021. As Tiidenberg noted in the preface to

the translation: “An Estonian version of “Sex and Social Media,” is a compliment, a privilege and a definitely has been an adventure for all parties informed. It’s not often that an Estonian author writes a book in English, which is then translated to Estonian by a third person.”



5. Publications

John W. Berry, Dmitry Grigoryev, Lusine Grigoryan, **Anastassia Zabrodskaia**, Susan T. Fiske (2021). Stereotypes and Intercultural Relations: Interdisciplinary Integration, New Approaches, and New Contexts. *Frontiers in Psychology*: [LINK](#)

Heili Einasto. (2021) Lammutada või mitte - selles on küsimus. Kombinaatteater versus projektiteater tantsukunsti poolelt vaadatuna (To destroy or not - that is the question. Multiple genre theatre versus project theatre from the perspective of dance). - Saro, Anneli; Issak, Oliver (Ed.). *Teatrielu 2020*. Tallinn: Eesti Teatriliit, Eesti Teatri Agentuur, pp 54–74

Heili Einasto. (2021) Tantsuhirm koreograafe pitsitamas (Fear of dancing strangling choreographers). (Dance production "Burning" directed and choreographed by Ingrid Mugu. Dance production "Love me Tinder", directed and choreographed by Alar Valg. Opera and ballet production „Ravel: Ravel”: II par: "Mother Goose", directed, choreographed and designed by Renate Keerd) - *Teater. Muusika. Kino.*, 9, 44–50.

Heili Einasto. (2021) Rännak inimhinge pimedatesse soppidesse. (Rahvusvaheline projekt "Prototüüp") [Journey into the dark corners of the human soul. (International project "Prototype")] - *Postimees*, September 30 [LINK](#)

Heili Einasto, Ilona Vapper. (2021) Valge põder - sisemine loom urbaniseerivas maailmas (Fine 5 Tantsuteater tantsulavastus "Valge põder") [White Elk -- inner beast in an urbanised world (about Fine 5 Dance Theatre production "White Elk")]. *Postimees* July 28 [LINK](#)

Heili Einasto. (2021) Loomulik, orgaaniline ja täpne Karenin. Natural, organic and precise Karenin. (Marcus Nilson in ballets "Anna Karenina" and "Goblin" directed and choreographed by Marina Kesler. - *Postimees*, October 6 [LINK](#)

Heili Einasto. (2021). Tantsuliste muinasjuttude aegumatu võlu (Timeless enchantment of danced fairy tales. (New casts in ballets "Swan Lake" and "Goblin" in the Estonian National Ballet. - *Postimees*, October 11 [LINK](#)

Indrek Ibrus. (2021). *Raharikkus (The Wealth of Monies)*. *Vikerkaar*, 10/11. Ibrus, Indrek (2021). Public value of media innovation systems: Building on Stuart Cunningham's work on media industries and innovation policy. *Media International Australia*, Online first. [DOI](#)

Indrek Ibrus, Andres Kõnno. (2021). Public Value of Public Service Media Archives and Data: The Case of Estonian Public Service Media. Working Paper 1/21 of "Public Value of Open Cultural Data" (1–21). 06.07.2021 Tallinn: Tallinn University Centre of Excellence in Media Innovation and Digital Culture (MEDIT).

Indrek Ibrus, Maximilian Schich, Marek Tamm. (2021). Digihumanitaariast kultuuriandmete analüüsini (From Digital Humanities to Cultural Data Analytics). *Keel ja Kirjandus*, 64 (8-9), 671–688.

Madis Järvekülg. (2021). The converged promoter, the calculating professional, and the autonomous critic – the presentation of musical authority on social

media, Popular Communication, DOI: 10.1080/15405702.2021.1964081

Madis Järvekülg, Indrek Ibrus. (2021). Auto-communicative reconstruction of meaningfulness in musical randomness: reclaiming musical order on Facebook. Media, Culture & Society. DOI

Madis Järvekülg, Patrik Wikström. (2021). The emergence of promotional gatekeeping and converged local music professionals on social media. Convergence. DOI

Gerhard Lock, Jaak Sikk. (2022). Accident and serendipity in music composition, improvisation and performance art. In: Ross, Wendy; Copeland, Samantha (Ed.). The Art of Serendipity. Cham: Palgrave Macmillan, Springer Nature Switzerland [in print].

Arko Olesk, Mart Noorma. (2021). The Engagement Activities of ESTCube-1: How Estonia Built and Fell in Love With a Tiny Satellite. In: Kaminski, Amy (Ed.). Space Science and Public Engagement: 21st Century Perspectives and Opportunities (169–183). Elsevier. DOI: 10.1016/B978-0-12-817390-9.00005-1.

Elisabeth R. Pelikan, Selma Korlat, Julia Reiter, Julia Holzer, Martin Mayerhofer, Barbara Schober, Spiel, Hamzallari Christiane, Uka Oriola, Chen Ana, Välimäki Jiarui, Puharić Maritta, Anusionwu Zrinka, Evans Kelechi, Angela Nkem Okocha, **Anastassia Zabrodskaia**, Katariina Salmela-Aro, Udo Käser, Anja Schultze-Krumbholz, Sebastian Wachs, Finnur Friðriksson, Marko Lüftenegger (2021). Distance learning in higher education during COVID-19: The role of basic psychological needs and intrinsic motivation for persistence and procrastination—a multi-country study. PLoS ONE, 16 (10), 1–23. DOI: 10.1371/journal.pone.0257346. LINK

Ulrike Rohn. (2021). The state of media management research. In The Routledge Companion to Media Industries (pp. 85-95). Routledge.

Katrin Tiidenberg. (2021). Sex, power and platform governance, Porn Studies, DOI: 10.1080/23268743.2021.1974312

6. Invited Talks and Keynotes

Elen Lotman was a panelist in FilmEU summit in Lusofona University, Lisbon, Portugal. FilmEU is a consortium supported by the European Commission "European Universities" initiative where BFM currently is an associated partner (September 21–24).

Katrin Tiidenberg "Doing ethics when studying social media: the three Cs – context, care, critique," invited talk for the Visual Ethics, Networked Selves symposium (part of the AHRC Postdigital Intimacies series), (June).

Sten Kauber "The platformization and mediatization of film culture", invited talk for TARTUFF Summer Academy, Tartu (August 5)

Kerli Kirch Schneider "Varied World – In Favor of and Against" invited panel presenter at Võro-Seto NoorteFEST (September 3–4).

Pia Tikka was a panelist in the NECS Conference in Palermo in June 2021 held online from June 7th to 13th, "Virtual reality re-enactment of Luria-Eisenstein's experiment on expressive movement". Pia's talk discussed the re-enactment in a virtual reality (VR) setup of the psychological experiment that Alexander Luria and Sergei Eisenstein conducted almost a century ago, in 1928.

Pia Tikka was an Invited panelist: "Beyond Matter" at Tallinn Art Hall Nov 19, 2021. A panel session organised in the connection of an installation within the framework of the international project Beyond Matter – "Summoning Ghosts – Past Exhibitions as Digital Experiences." The installation was created at ZKM by Commonplace Studio and will be on display in the main building of the Tallinn Art Hall, between November 10 – January 15th. The discussion will be recorded and made available on the Beyond Matter website.

7. Conference Presentations

Anastassia Zabrodskaja presented "Translanguaging and Language Transmission in Young Heritage Speakers: Two-Dimensional Continuum" at the Sociolinguistic Symposium 23: Unsettling Language, the University of Hong Kong, 07.–10.06.2021, on-line conference

Katrin Tiidenberg (with Zahra Stardust, Emily van der Nagel, Jiz Lee, Emily Coombes) organized and ran a panel session "Alternative Frameworks for Sexual Content Moderation" at RightsCon, the Summit on human rights in the digital age, 8.06.2021

Gerhard Lock presented "The unexpected, micro-moment opportunities and serendipity as pedagogical concepts in music, the arts and beyond" in Geneva Webster University Creativity Week, 09.06.2021

Vejune Zemaityte presented "Movies in Transit: The Diversity of Globally Distributed Film Content" Vejune Zemaityte, Deb Verhoeven, Bronwyn Coate at the European Network for Cinema and Media Studies (NECS) Conference, University of Palermo, Italy, 08-13.06.2021

Elen Lotman presented "Portrait Lighting Effects in Film Cinematography" at the Society for Cognitive Studies of the Moving Image conference in June

Elen Lotman presented a poster presentation "Film as a supernormal stimuli - possible role of the filmmakers in neuroscientific research in ecologically valid conditions" at the 1st International Conference on Social Neuroscience in Ecologically Valid Conditions in June

Vejune Zemaityte presented "Temporal Dynamics of Global Film Distribution: Release Delay and Theatrical Availability" Vejune Zemaityte, Bronwyn Coate, Deb Verhoeven at the International Conference on Cultural Economics (ACEI), online, 06-09.07.2021

Anastassia Zabrodskaia presented "Intergenerational Transmission of a Minority Language in Cyprus, Estonia and Sweden: Issues of Language Identity, Code-switching and Emotions", at the International Symposium on Bilingualism ISB13: Bilingualism in Flux, University of Warsaw, Warsaw, Poland, 10.–14.07.2021, online conference

Michael Keerdo-Dawson presented "Act One, Act Two, Act Three, Act Three, Act Three, Act Three, Act Three: De-centring the Climax as the Terminal of the Thematic Statement" at the second annual Interactive Film and Media Conference 05-07.08.2021.

Sten Kauber presented "A multidimensional approach to the imagined affordances of film experience. The case of Estonia" at IAMCR Nairobi 2021, 11-15.07.2021

Katrin Tiidenberg (with Athina Karatzogianni, Dimitrios Parsanoglou, Jacob Matthews, Marta Liisa Suitslepp, Madli Raig) presented "Social media as a shaper, enabler and hurdle in youth political participation," at IAMCR Nairobi 2021, 11-15.07.2021

Anastassia Zabrodskaia presented "On the Possible Interplay of Macro and Micro Level Forces in Family Language Policy: The Example from Three Different Contexts", at the AILA 2021 Congress: The dynamics of language, communication and culture in a changing world, Groningen, the Netherlands, 15.–20.08.2021, online conference

Anastassia Zabrodskaia presented "The real and virtual public space of Cyprus, Estonia and Sweden, its relevance to family language policy and language transmission" at the AILA 2021 Congress: The dynamics of language, communication and culture in a changing world, Groningen, the Netherlands, 15.–20.08.2021, online conference

Sten Kauber presented "Bridging Audience and Production Studies with affordance theory across the film value chain" at NordMedia pre-conference, 17.08.2021

Indrek Ibrus, Ulrike Rohn and Andres Jõesaar presented "The public value of local newspapers and how to address this: The case of Estonia" at the NordMedia 2021 conference, 18-20.08.2021.

Arko Olesk and Berit Renser presented „Quality of science communication: comparison of spontaneous and deliberated responses“ at Nordmedia conference, 18.-20.08.2021

Anastassia Zabrodskaia presented "Underlying language ideologies and the commodification of Russian based on the example of three European capitals: Linguistic Landscapes of Nicosia (Cyprus), Stockholm (Sweden) and Tallinn (Estonia)" at the Linguistic Landscape Online Workshop 12, University of Gothenburg, 01.–03.09.2021, online conference

Anastassia Zabrodskaia presented "Translanguaging and Language Transmission in Young Heritage Speakers: Two Poles of the Same Continuum?" at the 6th International Conference 'Crossroads of Languages and Cultures'

(CLC6): Plurilingualism, Variation, Spaces of Literacy, Cyprus, Open University of Cyprus & University of Cyprus, 02.–05.09.2021, online conference)

Andres Jõesaar presented 'Estonian and Russian Speaking Audience Sections: Opinions on Media Credibility and on the Value of Public Service Broadcasting, 2010–2020' at the 14th Conference on Baltic Studies in Europe (CBSE) "Rights and Recognition in the Baltic Context" 1–4.09.2021, Uppsala University, Sweden

Indrek Ibrus presented "The rise of metadata standards: Power and dialogues behind the emergence of metadata schemas for digital audiovisual archives and databases" at the 8th ECREA annual conference, 6–9.09.2021.

Arko Olesk and **Berit Renser** presented „What is quality, where is quality in science communication: do we have an engagement blindspot?“ at ECREA conference, 6.-9.09.2021

Andres Jõesaar presented "Estonian and Russian speaking audiences' opinion on media credibility and on the value of public service broadcasting in 2010-2019" at 8th European Communication Conference 2021 (ONLINE) 6.-9.09.2021 organised by The European Communication Research and Education Association.

Pia Tikka (with Gholamreza Anbarjafari, Doron Friedman, Sergio Escalera, Mauri Kaipainen) presented "Addressing loneliness by means of enacted co-presence in XR" at the 8th European Communication Conference in Braga, Portugal, 6-9.09.2021

Andres Kõnno presented together with Aukse Balcytiene (Vilnius University) Anda Rozukalne (Rīga Stradiņš University) "MIL as a litmus test of risks to media pluralism in Europe" at ECREA 2021 panel Media pluralism as a multidimensional concept: Using the Media Pluralism Monitor to evaluate and inform policies, 07.09 2021.

Dirk Hoyer presented at the (Century of the) Self and Political Agency at Critical Perspectives on the Films of Adam Curtis organized by Nottingham University and the University of London, 8.09.2021

Gerhard Lock presented two papers related to his doctoral thesis in progress at the international 10th European Music Analysis Conference in Moscow, 20.-24.09.2021

1) Erkki-Sven Tüür's string orchestra piece "Flamma" (2011) multi perspective analysis of the musical form, tension and texture together with the Brazilian music theorist and computer scientist (Sorbonne University PhD) dr Charles de Paiva Santana (Nics Lab, Brazil; Aix/Marseille University lecturer) and the EAMT music theory prof dr Kerri Kotta.

2) Solo paper on "The role of Musical Parameters Analysing Musical Tension in Erkki-Sven Tüür's Post-Tonal Orchestral Music" introducing also end of last year in ZGMTH journal german language research article issued Tüür's 4th Symphony analysis results gained with my own developed COSM: Cognitive Octagonal Slice Model, important roles play hereby audiovisual analogies and narrativity.

Heili Einasto presented "Changes demanded in Mai Murdmaa's ballet Master and Margarita (1985) as indicators of the stagnation period fears" at the 13th International Conference of Baltic Literary Scholars "Shifting Literary Culture since Stagnation in the Brezhnev Era: Baltic Paradigm" in Riga, 23.–24.09

Dirk Hoyer presented at the Baran bo Odar: Patterns of Convergence from Cinema to Netflix at the Cilect World Congress, Oslo, 12.–14.10.2021

Madis Järvekülg presented "The merging of music criticism and music promotion: Converged music professionals on Facebook" at the virtually held annual conference of the Association of Internet Researchers (AoIR), 12 - 16.10.2021.

Katrin Tiidenberg (with Jenny Sundén, Susanna Paasonen and Maria Vihlman) presented in a panel "Space, place and location in sexual social media," at the AoIR annual conference Independence, 12–16.10.2021 [Extended abstract](#).

Katrin Tiidenberg (with Taina Bucher, Jack Qiu, Crystal Abidin, Natalie Ann Hendry, Bondy Kaye, Jing Zeng, Patrik Wikstrom, Tama Leaver, Tim Highfield) presented in a panel "Platform specificities: the platform books panel," at the AoIR annual conference Independence, 12–16.10.2021. [Extended abstract](#), [video abstract](#).

Ulrike Rohn, Indrek Ibrus and Andres Jõesaar presented "Sustainability of local journalism – from resilience strategies to regional innovation systems" at the annual conference of the European Media Management Association (emma), 27-29.10.2021

Dirk Hoyer presented at the From The Silence to Dark-The Augmentation of Narrative Complexity in the Conversion from Cinema to Netflix at the 7th Baltic Sea Region Film History Conference, Tallinn, 19.-20.11/2021

Vejune Zemaityte presented "Exploring Soviet Newsreels 1927-1994 Using a Cultural Data Analytics Approach" Mila Oiva, Ksenia Mukhina, Vejune Zemaityte, Daniel Chávez Heras, Maximilian Schich at the Digital Data in the Service of Cultural Heritage workshop, Estonian Maritime Museum & Tallinn University, Estonia, 24–25.11.2021

8. Festivals, Exhibitions and Creative Works

Elen Lotman finished a new virtual exhibition to Tallinn Art Hall, for the international exhibition "Modern Love" together with cinematographer Ivar Taim and producer **Madis Tüür**. "Modern Love" curated by reknown curator Katerina Gregos is the first major international co-production for Tallinn Art Hall.

Dirk Hoyer's documentary film "Hinterland Hideout" is part of the official selection of the Artists Forum Festival of the Moving Image in New York, 22/10-5/12/2021

Renee Nõmmik's dance performance „FN“ for Fine5 DT was performed at International Dance Festival Zawirowania in Warsaw in July 2021.

Renee Nõmmik participated as performer in dance performance „Fragile Beauty“ (Fine5 DT), performed at Baltic Meets Barents International Dance Festival in

Hammerfest, July 2021

Renee Nõmmik's dance performance „FN“ for Fine5 DT was performed 3 times at international dance festival Context. Diana Visneva in Moscow and St Peterburg in August-September 2021.

Tiina Ollesk as a performer in dance performance „FN“ (Fine5 DT), performed at International Dance Festival Zawirowania in Warsaw in July 2021.

Tiina Ollesk's dance performance „Fragile Beauty“ (Fine5 DT) was performed at Baltic Meets Barents International Dance Festival in Hammerfest, July 2021.

Tiina Ollesk as a performer in dance performance „FN“ (Fine5 DT), performed 3 times at International Dance Festival Context. Diana Visneva in Moscow and St Peterburg in August-September 2021.

Gerhard Lock performed together with his brother Hans-Gunter Lock (EKA/EAMT) in the new interactive and site-specific production of the Estonian Fine5 Dance Theatre "Valge põder/White Elk" 15.07, 17.07, 12.08 and 19.09 2021 at KUMU Art Museum courtyard. Fine5 choreographers and leaders are the BFM colleagues **Renee Nõmmik** and **Tiina Ollesk**. [LINK](#) and [LINK](#)

Gerhard Lock performed live with one of his new compositions Ludus atmosphericus #3. [Cebas_1](#) in two concerts: at the 28.08.2021 Estonia Electronic Music Society festival "Copperleg/Vaskjala Sirakas" with the 8-channel and at the 25.09.2021 EAMT and BFM jointly organized concert Treffpunkt #5 () in ERR with the 4-channel versions.

Liina Keevallik's creative project "It's time to fight reality once more. Sentimental Education for robots" is reaching its final destination - the premiere in Kanuti Gildi SAAL (18.-20.11)

An award-winning short film "Virago" (written and directed by **Kerli Kirch Schneider**) that has participated in almost 40 film festivals all around the world, continues its festival circuit screening at the Aesthetica Short Film Festival in UK, FIMUCINEMA in Spain, Rural Film Festival in Italy and wins the best director award at the Kyrgystan Short Film Festival. Being invited to two more film festivals in Africa, "Virago" will be officially screened in each continent of the world. Starting August, "Virago" is also available for streaming in the United States, premiering on Curia TV platform.

9. Workshops, Seminars and Networking Events

Elen Lotman organised a joint directing actors workshop for Estonian Music Academy acting school students and BFM film arts directing students. The workshop was led by **Tanel Toom** and focused on Judith Weston's method of directing actors.

Katrin Tiidenberg served as a discussant for Aro Velvet's talk "Constructing Digital Exceptionality: Evidence from Oral Interviews with Engineers of the

Estonian E-State” at the Nordic Observatory of Artificial Intelligence (NordAI) seminar, (September 2021)

Renee Nõmmik and **Tiina Ollesk** led somatic dance workshop at International Dance Festival Context. Diana Vishneva in St Peterburg, September 2021.

Tiina Ollesk organized masterclass of Moscow Ballet Theatre for TLU BFM dance students in October 2021 (supported by Fine5 DT).

Anastassia Zabrodskaia gave an online course "Linguistic Landscape Studies and Intercultural Communication" during the 2021 Eurocampus programme "European Masters in Intercultural Communication" at the University of Jyväskylä (Finland) in September.

Since summer 2021 **Gerhard Lock** is a part of the Peer Research Support Initiative organised by the Serendipity Academic Research Network (SARN), chairs: Stephann Makri and Annelien Smets; he collaborates with Katrina Ginis (PhD student) from Monash University Melbourne (Australia). Gerhard has been a member of the International Serendipity Society since 2020.

10. Consultation and Editing

Elen Lotman became a steering committee member in Lars Beyer's artistic research project "Cinemotion"

Indrek Ibrus and **Katrin Tiidenberg** are part of the lead group working on the new Digital Culture Strategy for the Estonian Ministry of Culture.

Tiina Ollesk has been elected as Advisory Board Member for Creative Arts Pedagogy and the Environment/ CAPE Network (Universities of Northern Countries and Baltic States).

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Editor of the Newsletter:

Merili Mihkelsaar
merili.mihkelsaar@tlu.ee

