

School/Department:	Erasmus School of History, Culture and Communication – Department of Media and Communication & Erasmus School of Social and Behavioral Sciences – Department of Sociology
Project Title:	Drama Adaption – the articulation of cultural values
Abstract:	<p>Though reality-TV kickstarted the global trade in TV formats, fictional TV drama is an important part of the transnationalisation of the TV-industry. The most famous example, the Colombian <i>Yo soy Betty, la fea</i> (aka <i>Ugly Betty</i>) is adapted in over 20 countries. Other examples are the Australian soap <i>The Restless Years</i>, or the American <i>Gossip Girl</i> (Moran, 1998; Moran & Keane, 2006).</p> <p>These traveling dramas often entail a complete remake of the series, while keeping the storylines intact. As the storylines, or rather the narrative of TV-drama is crucially moral (Abbott, 2002; Barthes, 1985; Krijnen, 2009; Krijnen & Meijer, 2005; Krijnen & Tan, 2009), they form interesting cases to study the role of cultural values in the production and content of drama-adaptations.</p> <p>This project centralizes on the articulation of cultural values in local adaptations of TV drama. The production context of the drama-series and their content form the focal point of attention. While production is seen as embedded in a force field, existing out of market shares, legislation, and organization structure, content is the end result of these negotiations.</p> <p>The study has a cross-cultural comparison approach: adaptations will be studied in both China and the UK. These two countries are chosen due their differences in media-landscape, legislation and organizational structures.</p> <p>Abbott, H. P. (2002). <i>The Cambridge Introduction to Narrative</i>. Cambridge: Cambridge University Press. Barthes, R. (1985). <i>The Semiotic Challenge</i> (R. Howard, Trans.). Los Angeles: University of California Press. Krijnen, T. (2009). Imagining Moral Citizenship. Gendered politics in television discourses. In I. Garcia-Blanco, S. Van Bauwel & B. Cammaerts (Ed.), <i>Media Agoras. Democracy, Diversity and Communication</i>. (pp. 115-133). Cambridge: Cambridge Scholars Publishing.</p>

	<p>Krijnen, T., & Meijer, I. C. (2005). The Moral Imagination in Prime Time Television. <i>International Journal of Cultural Studies</i>, 8(3), 353-374.</p> <p>Krijnen, T., & Tan, E. S. H. (2009). Reality TV as a moral laboratory: A dramaturgical analysis of The Golden Cage. <i>Communications</i>, 34(4), 449-472.</p> <p>Moran, A. (1998). <i>Copycat Television. Globalisation, Program Formats and Cultural Identity</i>. Luton: University of Luton Press.</p> <p>Moran, A., & Keane, M. (2006). Cultural Power in International TV Format Markets. <i>Continuum: Journal of Media & Cultural Studies</i>, 20(1), 71-86.</p>
<p>Requirements of candidate:</p>	<p>Background:</p> <ul style="list-style-type: none"> • At least an MSc, MA or MPhil degree in Sociology or Media and Communication studies or a related field. • Excellent results in first degree/graduate study. • The project will preferably use qualitative research methods. Therefore, students should be familiar with how qualitative research is conducted and how qualitative data is analyzed. The use of more innovative qualitative methods is especially encouraged. <p>Master's degree: Yes</p> <p>EUR English requirement: IELTS Grade: 7.5 (minimal 6.0 per component) or TOEFL: 100 (minimal 20 per component)</p>

<p>Supervisor information:</p>	<p>The project will be supervised by:</p> <ul style="list-style-type: none"> • Prof. dr. Liesbet Van Zoonen (promotor) • Dr. Tonny Krijnen (co-promotor). Dr. Tonny Krijnen will serve as the daily supervisor of the candidate. <p><u>Prof. dr. L. Van Zoonen</u> <i>Email address:</i> vanzoonen@essb.eur.nl <i>Personal website:</i> https://www.egsh.eur.nl/people/liesbet-van-zoonen/</p> <p><u><i>Selections of Relevant Publications (last 5 years):</i></u></p> <p>Van Bohemen, S., den Hertog, L., & van Zoonen, L. (2018). Music as a resource for the sexual self: An exploration of how young people in the Netherlands use music for good sex. <i>Poetics</i>, 66, 19-29.</p> <p>Müller, F., van Zoonen, L., & de Roode, L. (2017). Anti-Racist Communication in Soccer: A Spoilt Vocabulary?. In Alleyne, M. (ed). <i>Anti-racism and Multiculturalism</i>. pp. 83-102, London: Routledge.</p> <p>Harmer, E. and L. van Zoonen (2016). Gendered Citizenship: Representations of women voters in newspaper coverage of UK elections 1918-2010. In: Danielsen, H., Jegersted, K., Muriaas, L. & Ytre-Arne, B. (eds) (2016). <i>Gendered Citizenship and the Politics of Representation</i>. London: Palgrave MacMillan, p. 161-185.</p> <p>Hirzalla, F. & L. van Zoonen (2016). "The Muslims are coming"; the enactment of morality in activist Muslim comedy. <i>HUMOR</i>, 29(2), p. 261-287.</p> <p>Vosmeer, M., Jansz, J. & L. van Zoonen (2015). I'd like to have a house like that: female players of The Sims. <i>Academic Quarter. Journal for humanistic research</i>, 11(11), p. 129-142.</p> <p>Müller, F., Van Zoonen, L. & F. Hirzalla (2014). Fitna, Fear-based Communication and the Moderating Role of Public Debate. <i>Middle East Journal of Culture and Communication</i>, 7(1), p. 82 – 100.</p> <p>Van Zoonen, L., Turner, G. & J. Harvey (2014). Confusion, control and comfort: premediating identity management in film and television. <i>Information, Communication and Society</i>, online first: http://dx.doi.org/10.1080/1369118X.2013.870592.</p> <p>Duits, L. & L. van Zoonen (2013). Zum Umgang mit Sexualisierung. In Loist, S., Kannengiesser, S & J. Bleicher (Hg). <i>Sexy Media?</i></p>
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Gender/Queertheoretische Analysen in den Medien- und Kommunikationawissenschaften. Bielefeld: Transcript Verlag. (This is a translation of Duits & Van Zoonen, 2011).

van Bohemen, S., van Zoonen, L., & Aupers, S. (2013). Negotiating Gender through Fun and Play: Radical Femininity and Fantasy in the Red Hat Society. *Journal of Contemporary Ethnography*, 0891241613505865.

Van Bohemen, S., van Zoonen, L., & Aupers, S. (2013). Performing the 'fun'self: How members of the Red Hat Society negotiate cultural discourses of femininity and ageing. *European Journal of Cultural Studies*, 16(4), 424-439.

Hamid-Turksoy, N., van Zoonen, L., & Kuipers, G. (2013). "I dumped my husband for a Turkish toyboy" Romance Tourism and Intersectionality in British Tabloid Newspapers. *Feminist Media Studies*, 14(5), p. 806-821.

Van Zoonen, L. (2013). Reflections on a passport. In Bennett, P., & McDougall, J. (Eds.). (2013). *Barthes' "Mythologies" Today: Readings of Contemporary Culture* (Vol. 52). Routledge, p. 80 – 86.

Dr. T. Krijnen

Email address: krijnen@eshcc.eur.nl

Personal website: <https://www.eqsh.eur.nl/people/a-f-m-krijnen/>

Recent Publications (last 5 years):

Krijnen, T. (2017). Feminist Theory and the Media. In L. Van Zoonen (Ed.). *International Encyclopedia of Media Effects*. Malden: Wiley-Blackwell.

Krijnen, T. & Verboord, M. (2016). The moral value of TV genres: the moral reception of segmented TV audiences. *The Social Science Journal*, 53(4), 417-426, doi: <http://dx.doi.org/10.1016/j.soscij.2016.04.004>

Veenstra, A., Kersten, A., Krijnen, T., Biltreyst, D. & Meers, P. (2016). Understanding *The Hobbit*: the cross-national and cross-linguistic reception of a global media product in Belgium, France and the Netherlands. *Participations. International Journal of Audience & Reception Studies*, 13(2), 496-518.

Krijnen, T. & Van Bauwel, S. (2015). *Gender and Media. Representing, Producing, Consuming*. London: Routledge.

	<p>Van Keulen, J. & Krijnen, T. (2014). The Globalization Debate and the Limitations of the Localization of TV Formats: A Cross-Cultural Comparative Case Study. <i>International Journal of Cultural Studies</i>, 17(3): 276-291.</p> <p>Novak, D. & Krijnen, T. (2014). Exploring Visual Aspects of Audience Membership: Media Studies and Photovoice. In: F. Darling Wolf (Ed.). <i>The International Encyclopedia of Media Studies: Research Methods in Media studies, Volume 7</i> (pp. 445-472). Malden: Wiley-Blackwell.</p> <p>Krijnen, T., Slot, M. & Novak, D. (Eds.) (2013). Special issue of <i>Tijdschrift voor Communicatiewetenschap</i>, 41(4).</p> <p>Krijnen, T., Slot, M. & Novak, D. (2013). Redactioneel. Fokke en Sukke krijgen antwoord. <i>Tijdschrift voor Communicatiewetenschap</i>, 41(4): 330-331.</p>
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