

Prof. Dr. Joseph Garncarz (University of Cologne)

Erasmus Lecture in Prague (9-13 December 2019; 10.-12.12.2019.)

Title

On the film preferences of cinema-goers in the GDR, 1950-1989

Abstract

The lectures are an introduction to historical audience research based on a new research project. The aim is to impart basic knowledge and at the same time to motivate students to do their own research.

The aim of the project is to explore the culturally specific film preferences of cinema-goers in the German Democratic Republic between 1950 and 1989. To this end, the project determines how successful all of the approximately 5,000 films shown in public cinemas in the GDR were with East German cinema-goers. The success of films is recorded in the form of 40 annual charts on the basis of a representative sample using the POPSTAT method developed by Sedgwick (2000) and optimized by Garncarz (2020). The GDR charts are compared with those of the Federal Republic of Germany in the same period which Garncarz (2013) has compiled, analyzed and published.

Literature:

Garncarz, Joseph (2013): *Hollywood in Deutschland: Zur Internationalisierung der Kinokultur, 1925-1990* [Hollywood in Germany: On the Internationalization of Cinema Culture, 1925-1990]. Frankfurt am Main and Basel, 2013.

Garncarz, Joseph (2020): *Begeisterte Zuschauer: Über die Filmpräferenzen der Deutschen in der NS-Zeit* [Enthusiastic Spectators: On German Film Preferences during the Nazi Era] (forthcoming).

Sedgwick, John (2000): *Popular Filmgoing in 1930s Britain: A Choice of Pleasures*.
Exeter: University of Exeter Press.

Assessment requirements

I expect a short essay outlining a research idea for a historical reception study.