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Proposal : « The film factory : new boundaries in media industry »

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This communication, "The film factory" about film and others media will examine different forms of evolution and tendencies in media industry from the production and the labor market perspective. In the age of globalization, could we explore first a new map of film industry through their recent history to understand better the cultural dilemmas posed by the impact of the digital economy, comparing American and European situation. But also to understand why the production flows shifted from US to Asia these days. The American concept of creative industries and economy have raised a series of controversies that we should explore : both have a cultural and political meaning. Indeed with the concept of creative industry and economy, existing cultural policies are deeply challenged to-day. The old debate about Hollywood in Europa in the 1980's was being replaced by others deregulations. Drawing on concrete analyses carried out, for the most part in various studios in the world, the paper takes filmic delocalizations as a framework and considers filmmaking processes as well as the organization of the labor market in a global perspective. Taking a look at the other side of the scenery allows us to grasp the interior processes at work in the fabrication of a film. The concept of creative industry focus on the necessary transformation of artists and creators. How should we define these new boundaries ?

This presentation will examine new figures in audiovisual circles, who participate in an informal economy tied to volunteering (raising issues such as evolution and division of types of employment, basis as training for audiovisual careers, educational goals and filming practices). How should we understand these models of activity and identity that are transforming the fringe of mainstream cinematographic production in the context of a digital economy ?

This paper will focus a new perspective on this specific aspect of a creative industry from an American perspective in the new context of globalization, in order to better understand the anonymous history of those who have created cinema, to understand the interactions and the break between global and local elements in cinema industry.

The presentation will draw on sociological inquiries on these subjects, published in the *Handbook research on the Impact of Culture and society on the Entertainment Industry*, I-C Global, USA , 2014.

Kristian Feigelson, sociologist, professor in film studies at the University of the Sorbonne Nouvelle. He contributes to different Journals and has published numerous works on *Cinema business* (ed Nathan, Paris, 2000), *Bollywood : Images industry* (Théorème 16, PSN, Paris, 2012).

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