

**Workshop Program:**  
**Narrative fact and fiction – Patterns of narrative construction  
in media stories and differential effects**

Date: April, 3-5, 2009

Location: University of Vienna, Main Building, Dr.-Karl-Lueger-Ring 1,  
1010 Vienna, Marietta-Blau-Saal

Hosted by the Narrative Network, the ECREA Section "Audience and Reception Studies" and the Department of Communication of the University of Vienna

Financially supported by the Department of Communication of the University of Vienna and the Austrian Federal Ministry of Science and Research

**Friday, April 3**

18:00            Get together & registration

**Saturday, April 4**

8:00-9:00        Registration

9:00-10:30      **Welcome & Keynotes**

*Hannes Haas & Susanne Kinnebrock (University of Vienna, Austria),  
Helena Bilandzic (University of Erfurt, Germany)*

Keynote 1: Re-Thinking the Cognitive Revolution: The Importance of  
Narrative in Philosophy, Psychology and Cognitive Science  
*Daniel D. Hutto (University of Hertfordshire, UK)*

Keynote 2: Narratives for entertainment?

*Peter Vorderer (Free University of Amsterdam, The Netherlands)*

Coffee Break

11:00-12:30     **Narrative journalism**

*Chair: N.N.*

Journalism as storytelling: Blurring boundaries between fact and fiction  
*Margreth Lünenborg (Free University of Berlin, Germany)*

No narrative – no journalism: The key factor of narrative by chaining  
discursive knowledge in journalism

*Vinzenz Wyss (ZHAW Zurich University of Applied Sciences Winterthur,  
Switzerland)*

12:30-13:30     Lunch

13:30-15:45 **Television news as narrative**

*Chair: N.N.*

The 'transparency' of media discourse or the narration of the real world:  
About "Athens 'on fire'" on December 2008

*Ioanna Vovou (University of Athens; Greece/University of Paris, France)*

Narratives in Croatian prime-time TV news

*Viktorija Car (University of Zagreb, Croatia)*

News from here and far: The impact of media narratives location on the  
cultivation effect

*Amir Hetsroni (Ariel University Center/ Yezreel Valley College, Israel)*

Coffee Break

16:15-17:45 **Fact to fiction, fiction to fact**

*Chair: N.N.*

Factual-fictional-transfers in the integration discourse: A comparison  
between an episode of the fictional crime series 'Tatort' and a documentary  
on migration conflicts in the Austrian village Telfs *Jürgen Grimm /*  
*Bernadette Kneidinger / Manuela Brandstätter (University of Vienna, Austria)*

Re-enactments in archaeological television documentaries and their influence  
on the reception process

*Manuela Glaser, Bärbel Garsoffky & Stephan Schwan (University of  
Tübingen, Germany)*

19:00

Dinner

**Sunday, April 5**

9:00-10:30 **Keynotes**

*Chair: N.N.*

Keynote 3: The Good and Bad of Social Simulation during Fictional  
Experiences: Reading, Watching, and Daydreaming

*Raymond A. Mar (York University, Canada)*

Keynote 4: Exploring relations among sub-processes of narrative  
engagement

*Rick W. Busselle (Washington State University, USA)*

Coffee Break

11:00-12:30 **Narrative elaboration of events and social order**

*Chair: N.N.*

The Baader-Meinhof-Komplex between fact and fiction: Narrative patterns and transmedia storytelling

*Lothar Mikos (Hochschule für Film und Fernsehen „Konrad Wolf“ Potsdam, Germany)*

Romance, ideology, seriality: On transfer of socialist television serial narratives into post-socialist Czech television culture

*Irena Reifová (Charles University Prague, Czech Republic)*

12:30-13:30 Lunch

13:30-15:00 **Advances in Narrative Persuasion**

*Chair: N.N.*

The importance of identification in narrative persuasion

*Anneke de Graaf (Radboud University Nijmegen, The Netherlands)*

Scrutinizing fictional characters' arguments: Do stories prohibit central processing?

*Hans Hoeken (Radboud University Nijmegen, The Netherlands)*

15:00-15:30 Coffee Break

15:30-17:00 **Affective and rational processing of narratives**

*Chair: N.N.*

Narrative media use as interplay of unconscious and conscious needs: A psychodynamic view on narrative experiences

*Matthias R. Hastall (University of Erfurt, Germany)*

Persuasive effects of non-fictional, fictional, and lie stories: A closer look at individual differences in the need for affect and the need for cognition

*Markus Appel (University of Linz) / Barbara Malečkar (University of Linz, Austria/ University of Ljubljana, Slovenia)*

Narrative style and narrating source have different impacts on cancer-related attitudes

*Rose Thompson / Geoffrey Haddock (Cardiff University, UK)*

17:15 **Closing statement**

19:00 Dinner

**Locations:**

Workshop: Marietta-Blau-Saal

University of Vienna, Main Building, Dr.-Karl-Lueger-Ring 1, 1010 Vienna, Marietta-Blau-Saal

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Get together April 3, 18:00:

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Dinner April 4, 19:00 N.N.

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Dinner April 5, 19:00 N.N.

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**Organisation:**

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