

Work correspondence	DFG Research Training Group „Configurations of Film“ Department for Theater, Film and Media Studies IG Farben building, room 6.354 Goethe University Frankfurt Norbert-Wollheim-Platz 1 60323 Frankfurt am Main GERMANY
 (office)	+49 69 798 32713
 (university)	Zuendel@tfm.uni-frankfurt.de
 (private)	jana.zuendel@web.de
 (university)	https://konfigurationen-des-films.de/en/member/jana-zuendel/
 (ResearchGate)	https://www.researchgate.net/profile/Jana-Zuendel
 (academia.edu)	https://uni-frankfurt.academia.edu/JanaZündel
ORCID-ID	https://orcid.org/0000-0002-9541-1691
Key research areas	digital media cultures, meme studies, film historiography and film memory, television studies, streaming
Languages	Englisch (C1), Französisch (C1), Spanisch (A1)

Academic education

2015–2021	Doctorate in Media Studies, University of Bonn (summa cum laude)
2012–2015	Media Studies, University of Bonn, degree: Master of Arts
2010–2011	Arts du spectacle – cinéma, Université Lumière Lyon 2
2008–2011	Media Culture, Bauhaus-University Weimar, Degree: Bachelor of Arts

Professional career

2022–2026	Postdoc, Research Associate DFG Research Training Group „Configurations of Film“, Goethe University Frankfurt
2017–2022	PhD Candidate, Research Associate University of Bonn, Department: Media Studies
2015–2017	Research Assistant University of Bonn, Chair of Film Studies/Audiovisual Media Cultures

Scientific Associations & Organisations

- 2022– Editorial member for “Montage AV” [Journal of theory and history of audiovisual communication]
- 2020– Spokesperson of the AG Fernsehen [Working Group “Television”] at Gesellschaft für Medienwissenschaft e.V. [GfM; German Society for Media Studies], editor and author for the blog “Fernsehmomente”
- 2018–2020 Spokesperson for the PhD Group of the Structured Doctoral Programme of the Faculty of Humanities Bonn

Academic Self-Administration & Administrative Activities

- 2022–2026 Board Membership in the DFG Research Training Group 2279 “Configurations of Film” (Goethe University Frankfurt)
- 2017–2022 Bonn University: student counselling for the Bachelor's and Master's programme in Media Studies; member of the selection committee in the Master's application procedure; representative of the non-professorial teaching staff for the appointments committee for the professorship in Media Studies: Digital Media Culture

Grants & Funding

- 2022–2024 Publication funding for monographs and edited collections from Open Access Fund of the University Library Frankfurt, Geschwister Boehringer Ingelheim Stiftung für Geisteswissenschaften and ProPostDoc Programme of the Research Centre for Historical Humanities of the Goethe University Frankfurt
- Postdoc funding program „Fokus“ of the Goethe Research Academy for Early Career Researchers (GRADE)
- Conference funding for „37th Colloque for Film and Media Studies“ (hessische Film- und Medienakademie, Vereinigung der Freunde und Förderer der Goethe-Universität, Stadt Frankfurt and Hessen Film&Medien GmbH)

Awards & Honors

- 2023 Nominee for the Dissertation Prize of the Bonn University Society (UGB)
- 2021–2022 Mentee in the Mentoring and Training Programme (MeTra) of the University of Bonn, Postdoc Programme

2017–2021 Doctoral candidate in the Structured Doctoral Programme of the Faculty of Humanities Bonn

Organisation of academic events

2024 Co-organisation and coordination of the 37th Colloque for Film and Media Studies, Goethe-Universität Frankfurt, 20-22 March 2024

2023 Organisation and chairing of the conference „Memes in pop culture – platforms, processes, practices“ (with Till Heilmann, Laura Niebling and Kevin Pauliks), Goethe University Frankfurt, 16-17 November 2023

2022 Organisation and chairing of the symposium “Platforms and the Moving Image” (with Philipp Dominik Keidl), cooperation of Concordia University Montréal and the Research Training Group “Configurations of Film” of Goethe University Frankfurt, 27-29 October 2022.

2017– Co-organisation of workshops and conference panels of the AG Fernsehen (various)

Teaching experience

Supervision of theses: 25 Bachelor theses, 2 Master theses

Goethe University Frankfurt

Summer term 2024 *Film Culture according to Social Media – Formats, Platforms, Practices*, MA seminar

Film Archives – Theories, Politics, Practices (with Ritika Kaushik), mini cluster / PhD research field trip

WiSe 2023/24 *Configurations of Film* (with Ritika Kaushik), mini cluster / PhD seminar

Summer term 2023 *Memes in der Alltags- und Populärkultur* [Memes in everyday and popular culture], MA seminar

Winter term 2022-23 *Preservation and Presentation of the Moving Image*, mini cluster / PhD research field trip

Summer term 2022 *Film Culture according to YouTube*, mini cluster / PhD seminar

University Bonn

Winter term 2024/25 Guest Lecture in M.A. class „Theorien und Methoden der Medienwissenschaft“ (Prof. Dr. Kathrin Friedrich / Prof. Dr. Britta Hartmann / Prof. Dr. Jens Schröter), Bonn University, 22.01.2025

- Winter term 2024 Guest Lecture in M.A. class „Vermittlung von Filmgeschichte in den Medien“ (Prof. Dr. Britta Hartmann), Bonn University, 23.01.2024
- Winter term 2021-22 *Ein, zwei, viele Fernsehens – ein Medium und seine Rezeptionskultur(en) im Wandel* [One, two, many televisions - a medium and its reception culture(s) in transition], BA course
- Summer term 2021 *Filme sehen lernen: Einführung in die Filmanalyse* [Introduction to film analysis], online BA course with asynchronous e-teaching, with Britta Hartmann
- Winter term 2020-21 *Einführung in die Medienwissenschaft: Medienhistorische und medienästhetische Perspektiven. Film und Fernsehen – Theoretische und historische Zugänge zu zwei Medien im Wandel* [Introduction to Media Studies. Historical and aesthetic perspectives on film and television], BA course, hybrid and online course with asynchronous e-teaching
- Summer term 2020 *Filme sehen lernen: Einführung in die Filmanalyse* [Introduction to film analysis], online BA course with asynchronous e-teaching
- Winter term 2019-20 *Einführung in die Medienwissenschaft: Medienhistorische und medienästhetische Perspektiven. Film und Fernsehen – Theoretische und historische Zugänge zu zwei Medien im Wandel* [Introduction to Media Studies. Historical and aesthetic perspectives on film and television], BA course
- Summer term 2019 *Filme sehen lernen: Einführung in die Filmanalyse* [Introduction to film analysis], BA course
- Winter term 2018-19 *Serienformate im Close-up - von klassischen Fernsehserien zu zeitgenössischen Hybridformaten* [Series formats: from classical TV shows to contemporary hybrid formats], BA course
- Summer term 2018 *Fernsehserien - Zugänge zu einem populären Phänomen* [Television series: Insights to a popular phenomenon], BA course
- Winter term 2017-18 *Ränder des Films und der Fernsehserie* [At the fringes of film and television series], BA course

Selected Talks

Invited Talks

- 2025 Meme Templates als transmediale Chiffren? [Meme templates as transmedia ciphers?]
Guest presentation at the workshop „Visuelle Chiffren in Bildender Kunst, Literatur, Film und anderen Medien“ [Visual ciphers in Art, Literature, Film and other Media], University of Heidelberg, 13.–14.11.2025

„Memeability“ von Theaterinszenierungen: Kritischer Diskurs über Bildende Künste und audiovisuelle Medien mit Internet-Memes. [The „memeability“ of theater productions. Critical discourse on Arts and audiovisual media via internet memes]

Guest lecture for the workshop „Theaterkritik als Meme“ [Theatre reviews as memes], University of Music and Theatre Munich (study program „Kulturjournalismus“), 03.11.2025

Memes everywhere. Streifzug durch ein unübersichtliches Phänomen der Onlinekultur.

Guest lecture in class „Text/Bild-Kulturen. Vom Emblem zum Meme“ [Text-Image-Cultures. From emblems to memes] (Prof. Dr. Juliane Blank), University of Freiburg, 02.07.2025

2023 Speaker for the Panel „Hype & Memes as Success Factors in Series – B#tch, You Better Be Memeable!“ and for the Workshop „Hype & Meme“, *SerienCamp Conference*, Cologne, 14.06.2023

Book presentation and public talk at “Kölner Mediengespräche” [Cologne Media Talks], Herbert von Halem Verlag, 08.03.2023

2022 Participation in the panel discussion „Zukunft des Politischen Dokumentarfilms – TV vs. Plattformen“ [Future of Political Documentaries – TV vs. Platforms] at the Roman Brodmann Kolloquium, 28.04.2022

2020 Fight Club – Streaming vs. Fernsehen (*Online*)
Workshop “Streaming: Kultur in 4K. Welcome to Generation Netflix and Chill” [Streaming: Culture in 4K. Welcome to Generation Netflix and Chill], Friedrich Naumann Foundation, 30.10–01.11.2020

2018 Strategien der Emotionalisierung in Serienvorspannen [Strategies of emotionalization in series opening credits].
Guest lecture for the graduate meeting “European Media Culture” (Bauhaus University Weimar), Institut Français Bonn, 23.06.2018

2017 Intros of Television Series
Guest lecture at the seminar „TV-Serien – Annäherung an ein populäres Phänomen“ [TV Series - Approaching a Popular Phenomenon], invited by Annegret Scheibe & Marie-Hélène Adam, Karlsruhe Institut of Technology (KIT), 04.07.2017

Conference presentations

2025 “I don’t understand that reference”. Uncovering and navigating the referential networks of internet memes.
NECS Conference, Lusófona University Lisbon, 18.–21.06.2025.

- Memes als Umgangssprache in der plattformisierten Fernseh- und Medienkultur
Workshop of the working group „Television“ (GfM), University of Leipzig, 06.–07.03.2025
- 2024 Memetic Distribution Beyond Virality: Distributing Internet Memes in Limited Circles and Circular Motions.
CEDITRAA “Dis/Ordering Distribution. Infrastructures, Formats and Practices in the Circulation of Culture”, Goethe University Frankfurt 25.–26.04.2024
- 2023 Between Memeability and Televisuality: The (Self)Memefication of TV Series.
ECREA Television Section Conference “Redefining Televisuality: Programmes, Practices, Methods”. Film University Babelsberg, 25.–27.10.2023
- Memefication as pop-cultural self-preservation: Television, (pre-)internet memes, and referentiality
Progressive Connexions Conference “Pop Cultures: Cultural and Creative Industries, Concepts and Problems. A Global Inclusive Interdisciplinary Conference”, Prague, 18.–19.03.2023
- 2022 „Wir haben neue Folgen für Sie“ – Ansporn und Überwachung von Fernsehen als fortlaufende Freizeitaufgabe [Enforcing and monitoring television as an ongoing leisure task]
Annual conference “Labor” of the GfM, Martin Luther University Halle-Wittenberg, 28.09.–01.10.2022
- The Ever-Changing Aesthetics of the Serial Intro
A British Society of Aesthetics Conference – Television Aesthetics: Now What? University of Kent, 07.–08.07.2022
- 2021 Klassenfragen im ‚neuen‘ Fernsehen: Ökonomische Barrieren und demografisches Targeting auf Streaming-Plattformen [Questions of class in online television: economic barriers and demographic targeting on streaming platforms]
Workshop of the AG Fernsehen (GfM), University of Siegen, 26.–27.08.2021
- 2020 „Diese Serie dürfte Ihnen gefallen“ – Persönliches Profil und individueller Geschmack auf Streamingplattformen [“You may also like ...” - Personal profile and individual taste on streaming platforms] (*online presentation*)

Joint lecture program of the Dies&Das Young Talent Forum and the Structured Doctoral Program of the Faculty of Philosophy for the Dies Academicus of the University of Bonn, 02.12.2020

„Vorspann überspringen“: Zur Verdrängung serieller Randerscheinungen auf Streaming-Plattformen [“Skip intro”: the suppression of serial paratexts on streaming platforms]

33rd Film- und Fernsehwissenschaftliches Kolloquium (FFK) [colloquium for film and television studies], Braunschweig University of Arts, 11.–13.03.2020

Von der Box im Regal zum Datenpaket im Web: Wertschöpfung und Wertschätzung von Fernsehserien durch DVD-Boxsets und Streamingplattformen [Reevaluation and appreciation of TV series through DVD and SVoD]

Conference “Das war/ist die DVD. Theorie und Praxis der DVD-Kultur” [That was/is the DVD. Theory and Practice of DVD Culture], University of Regensburg, 17.–18.01.2020

2019

Sind Fernsehserien noch *Fernsehserien*? Zu den medialen Stadien der Serie als TV-Sendung, Artefakt und Datensammlung [Are TV series still *television series*? Medial stages of the audiovisual series as a TV show, an artifact, and data package]

Lecture program of the structured doctoral program for the Dies Academicus at the University of Bonn, 04.12.2019

2018

„I’m BREAKFAST AT TIFFANY’S but this place is strictly IN COLD BLOOD“: Die Adressierung verschiedener Publika in Teen-Serien [How teen series address various audiences].

Workshop “Teen TV: Repräsentationen, Rezeptionen und Produktionen zeitgenössischer Jugendserien” [Teen TV: Representations, Receptions and Productions of Contemporary Youth Series], University of Siegen, 07.12.2018

Der Serienabschluss als Verlängerung des Rezeptionserlebnisses [The end credits of TV series as an extension of the reception experience].

31st FFK, Ruhr University Bochum, 13.–15.02.2018

2017

Serial Intros then and now - Aesthetic Progression and Mindset Alteration. International Conference „Aesthetics of Television Serials“, Universitat Politècnica de València, 02.–04.11.2017

Starhilfe per Selbst-Wiederholung: Die Recap als Zugang zur seriellen Erzählung [The Recap as an Approach to Serial Narrative].

Annual Conference of the GfM „Accesses/Entryways“, Friedrich Alexander University Erlangen-Nuremberg, 04.–07.10.2017

- The Art of the Title? Titelformen im Spannungsfeld produktions-technischer Beschränkungen und ästhetischer Anforderungen [Title cards between production limitations and aesthetic potentials].
30th FFK, Universität Hamburg, 08.–10.03.2017
- 2016 Mythos *binge-watching*: Narration und Rezeption von Netflix Original Series [The myth of binge-watching: narration and reception of Netflix Original Series].
Dies Academicus of the University of Bonn, 25.05.2016
- Das On im Off – Figurales Voice-Over und doppelte Präsenz in Fernsehserien [Character voice-overs in television series].
On / Off in medial figuration - junior researcher conference at the University of Marburg, 07.–09.04.2016
- 2015 Der Cold Open in BREAKING BAD [*Breaking Bad*'s cold opens].
28th FFK, University of Mannheim, 30.03.–01.04.2015
- 2014 As Time goes by – Zeit in Spannungsdramaturgien bei Alfred Hitchcock [The role of time in Alfred Hitchcock's suspense dramaturgies].
27th FFK, Ludwig-Maximilians-University Munich, 10.–12.03.2014

Selected Publications

Monographs

- 2022 *Fernsehserien im medienkulturellen Wandel* [Television series and media cultural change]. Cologne: Herbert von Halem, 380 pp.
- 2016 *An den Drehschrauben filmischer Spannung. Zeit und Raum bei Alfred Hitchcock: Verzögerungen und Deadlines, klaustrophobische und expansive Räume* [Time and space in Hitchcock's suspense scenes]. Stuttgart: ibidem, 164 pp.

Editorships

- 2025 *Platforms and the moving image*, meson press (with Philipp Dominik Keidl).
- Themed issue “#filmkultur” [#filmculture], *Montage AV* 34(2) (with Britta Hartmann).
- 2018 Themed issue “Serienästhetik” [Aesthetics of television series], *Montage AV* 27(2) (with Britta Hartmann).

Articles in double-blind peer-reviewed publications

- 2025 Undetectable participation in meme culture – meme audiences between interpassivity and emotional gratification. *Popular Communication* 24(1), pp. 1–19.

Between Memeability and Televisuality: The (Self-)Memefication of Television Series. *Media and Communication* 13 (2025), pp. 1–21.

- 2019 Serial Skipper: Netflix, Binge-watching and the Role of Paratexts in Old and New ‘Televisions’. *Participations* 16(2), pp. 196–219.

Articles in peer-reviewed publications

- 2025 Beyond Spreadability and Virality: Distributing Internet Memes in Limited Circles and Circular Motions. In: *Dis/Ordering Distribution: Thinking about the Productive Force of Infrastructures, Formats and Regulations*. Eds. Vinzenz Hediger, Matthias Krings & Cornelia Storz. Emerald Publishing, pp. 79–96.
- 2024 #officehumor – Verhandlungen eines kollektiven Erfahrungsraums in Büro-Memes auf TikTok [Constructions of a collective space in office memes on TikTok]. *Augenblick* (88), pp. 99–118.
- 2022 The Messiness of Memes. Versuch über ein unordentliches Bildphänomen [Internet-Memes as a messy visual phenomenon]. *Montage AV* 31(1), pp. 115–124.
- 2018 Der Wandel des Fernsehens im Spiegel des Serienintros [The transformation of television as seen through the serial intro]. *Montage AV* 27(2), pp. 13–28.
- 2017 Netflix und die Remediatisierung des Fernsehens auf Streaming-Plattformen [Netflix and the remediation of television on streaming platforms]. *Montage AV* 26(1), pp. 28–47.
- 2016 Anfänge, heiß und kalt. Der Cold Open in der Fernsehserie BREAKING BAD [Beginnings, hot and cold. *Breaking Bad*’s cold openings]. *Montage AV* 25(2), pp. 225–241.

Articles in other journals

- 2025 Die Intros neuerer deutscher Serien zwischen nationaler Programmpolitik und internationaler Rezeptionskultur. In: *Revue d’Allemagne et des pays de langue allemande* 57(1). Eds. Emmanuel Béhague und Sonia Goldblum, pp. 167–182.
- 2019 Der Episodenabschluss zwischen rezeptivem Mehrwert und dispositiver Einschränkung [The episodic outro of television series]. *FFK Journal* 4, pp. 298–311.
- 2018 The Art of the Title? Das kleine Serienintro im Spannungsfeld zeitlicher Beschränkung, ästhetischer Möglichkeiten und narrativer Verweisstrategien [Serial title cards between temporal limitations, aesthetic potential and narrative references]. *FFK-Journal* 3, pp. 183–200.

Articles in edited collections & handbooks

- 2024
Television as a Plural and Transmedial Concept. In: *Television Studies and Research on Series*. Palgrave Macmillan. Eds. Denis Newiak, Dominik Maeder und Herbert Schwaab. Wiesbaden: Springer, pp. 17–35.
- Empfehlungen als Endlosschleife. Zur seriellen Ästhetik der Content-Vernetzung bei Netflix [The serial aesthetic of content recommendation on Netflix]. *Bild | Kanäle. Zur Theorie und Ästhetik vernetzter Medienkultur* [Image | Channels. Theory and Aesthetics of Networked Media Culture]. Eds. Olga Moskatova & Laura Katharina Mücke. Würzburg: Königshausen & Neumann, pp. 383–401.
- Klassenfragen auf Streamingplattformen: Ökonomische Barrieren und demografisches Targeting bei Netflix [Economic Barriers and Demographic Targeting on Netflix]. *Fernsehen und Klassenfragen* [Television and Matters of Class]. Eds. Florian Krauß & Moritz Stock. Wiesbaden: Springer, pp. 283–301.
- 2023
Ästhetik des Anfangens [Aesthetics of Beginnings]. *Handbuch Televisuelle Serialität* [The Handbook of Televisual Seriality]. Eds. Sven Grampp & Olga Moskatova. Wiesbaden: Springer, pp. 1–26.
- Streamen [Streaming]. *Handbuch Televisuelle Serialität* [The Handbook of Televisual Seriality]. Eds. Sven Grampp & Olga Moskatova. Wiesbaden: Springer, pp. 1–20
- 2019
TV IV's New Audience. Netflix's Business Model and Model Spectators. *Netflix at the Nexus*. Eds. Amber Buck & Theo Plothe. New York: Peter Lang, pp. 13–27.