Chris Steyaert
& Anne Rickelt

Research Institute for Organizational Psychology

Tag der Lehre:
«Lehren und Lernen mit Video»
27 May 2021

Learning through reading film: movie analysis meets video-making

Teaching with and about films
Courses in Contextual Studies

Autumn '20

Bachelor level
– Daria Berg: *Medien/Media: Modern China in History and Film*
– *Scott Loren Medien/Media: Film and Psychoanalysis*
– Kevin Merz/Felix Seyfarth: *Kreativität/Creativity: Authentizität herstellen – Von der Idee zum Werbevideo*
– Anna Elsner: *Kulturen/Cultures: Flavours of France - The Myths and Realities of French Cuisine in Text and Image*

Master level
– Sophie Rudolph: *Medien/Media: Reel Leadership – Führungsrollen in populären Spielfilmen und Serien*
– Constantin Parvulescu: *Verantwortung/Responsibility: Human Rights Documentary Film*

Spring '21

Bachelor level
– Yves Partschefeld/Sophie Rudolph: *Medien/Media: Prädikat besonders schädlich! Film in totalitären Systemen*

Master level
– Julia Nentwich/Tanja Schneider: *Skills: Forschen und filmen: Qualitative Forschungsdesigns vor der Kamera*
– Constantin Parvulescu: *Medien/Media: The Netflix Effect*
– Andri Hinnen/Gieri Hinnen: *Kreativität/Creativity: Reframing Complexity – Storytelling und Visualisierung*
– Felix Keller/Caspar Hirschi: *Geschichte/History: Anonymität und Identität im Netz - eine Geschichte des Verbergens und Enthüllens*
– Anna Elsner: Kulturen/Cultures: *Where does it Hurt? Doctors, Patients and Hospitals in French Literature, Film and the Visual Arts*
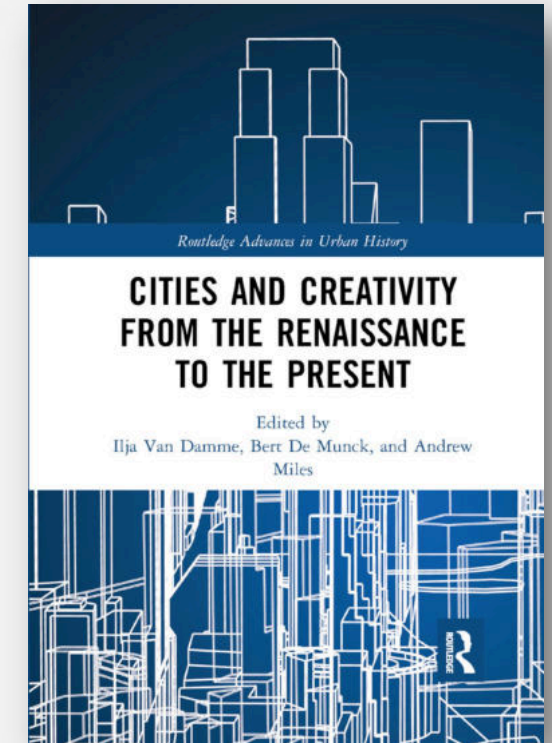
Illustrations from three courses
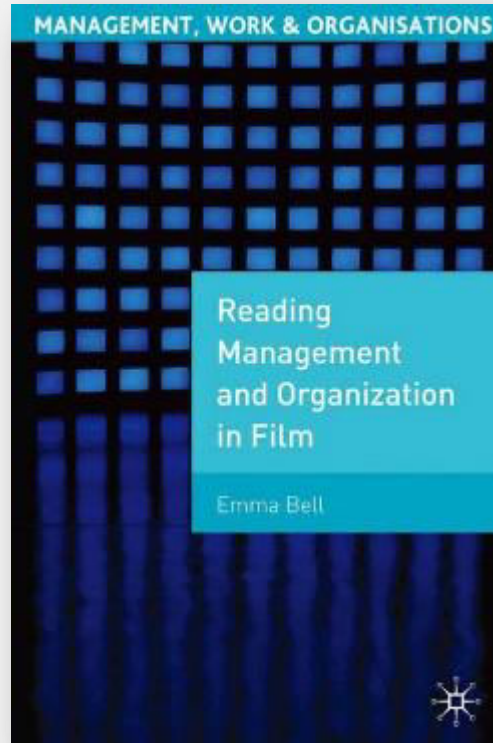
**ORGANIZATIONAL
BEHAVIOR & CHANGE**
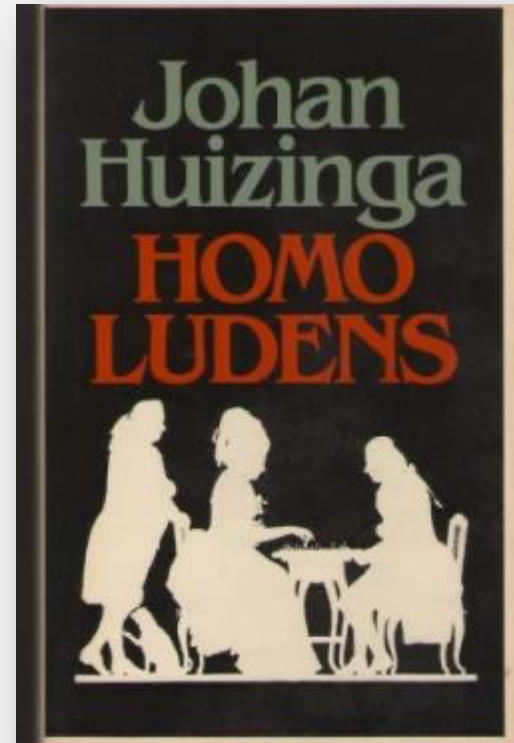
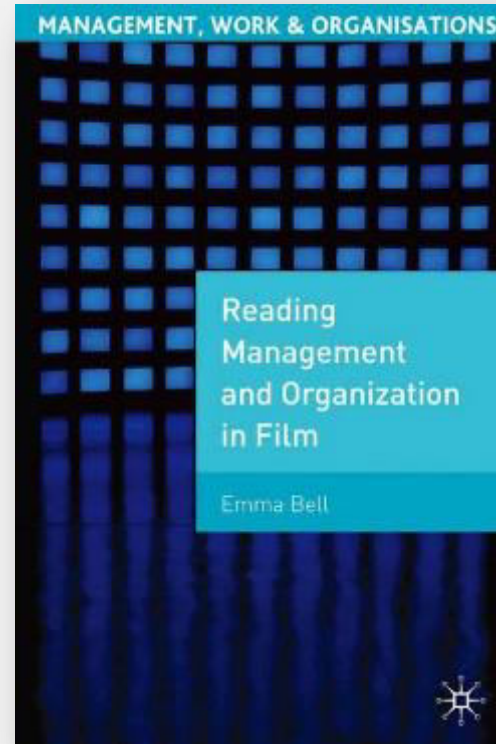SIM MASTER

**CREATIVITY &
TEAM DYNAMICS**

MOK MASTER

**CITIES
& CREATIVITY**

CONTEXTUAL STUDIES

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Illustrations from three courses
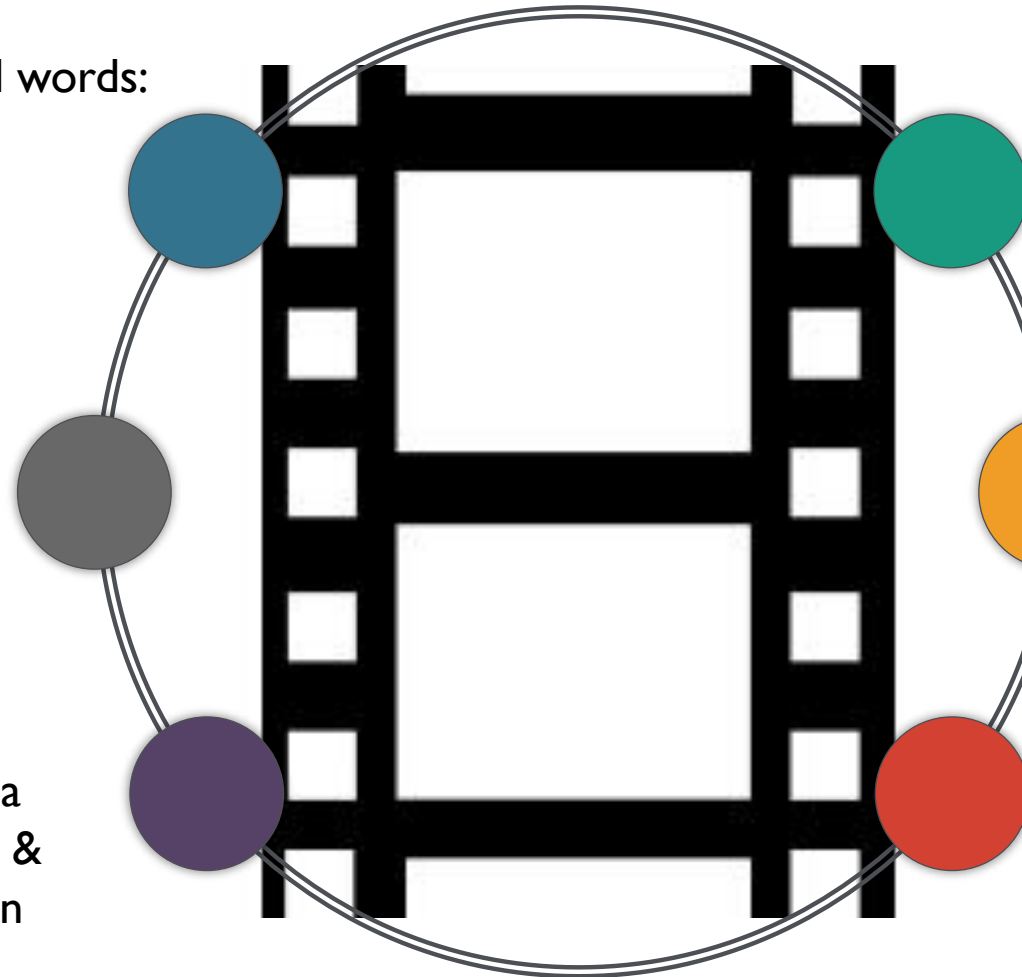

ORGANIZATIONAL BEHAVIOR & CHANGE

SIM MASTER

Why movies?

A picture tells a thousand words: redundancy

Controversy & ethical dilemmas

Movies do not provide an easy way out or a day's vacation: present important information

We watch the movie together

Movies allow discussion in a language we frequently use & understand vs complexity in theories

Movie material is important enough to also appear on a test
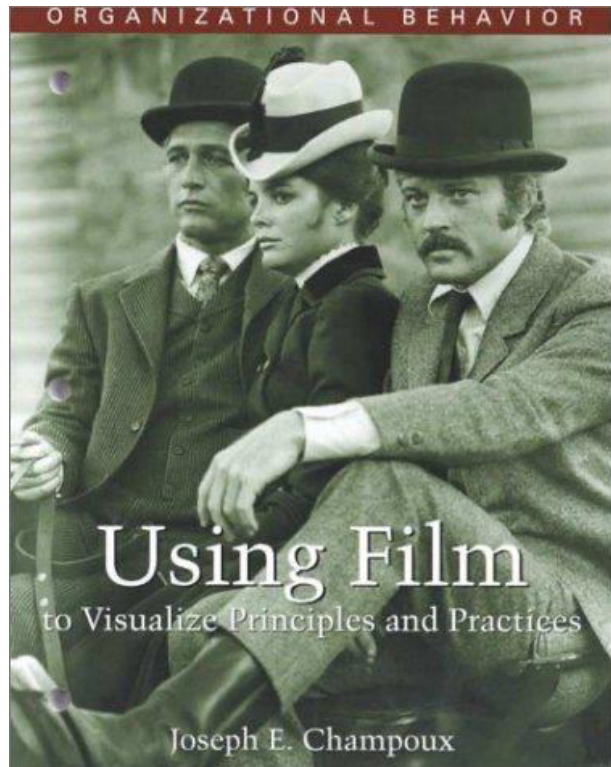
"Film scenes can offer a visual portrayal of abstracts theories and concepts taught in OB and management courses.

Inexperienced students will likely benefit from the use of film because of a greater feeling of reality. (…)

Viewers are not passive observers. Their responses add to the power of film. Cinema's ability to create a unique experience gives it unbeatable power as a teaching tool"

(Champoux, 2000, p. 206-207)

Reading Management and Organization in Film

MANAGEMENT, WORK & ORGANISATIONS
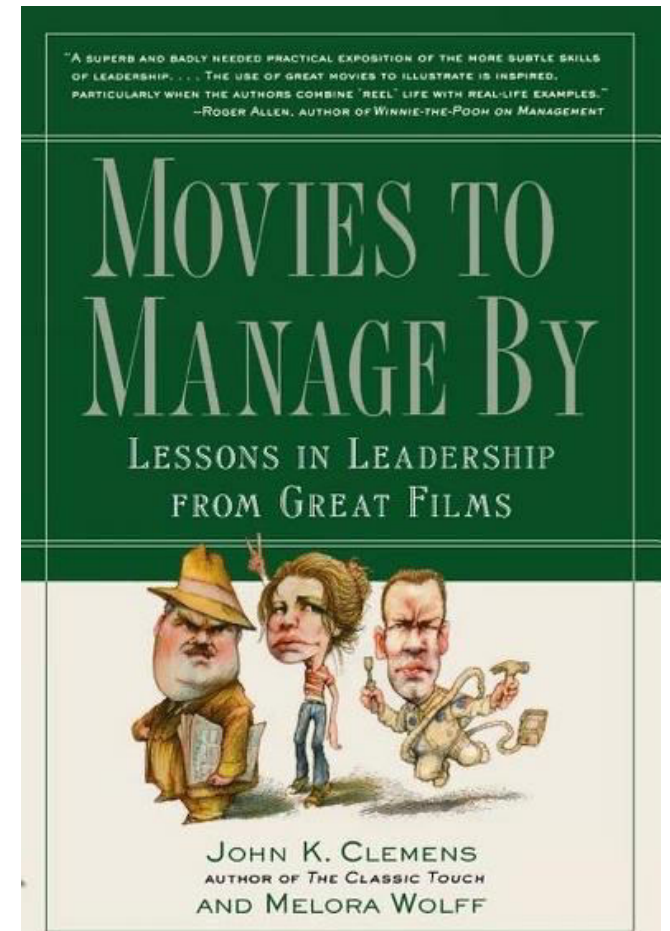
Reading
Management
and Organization
in Film
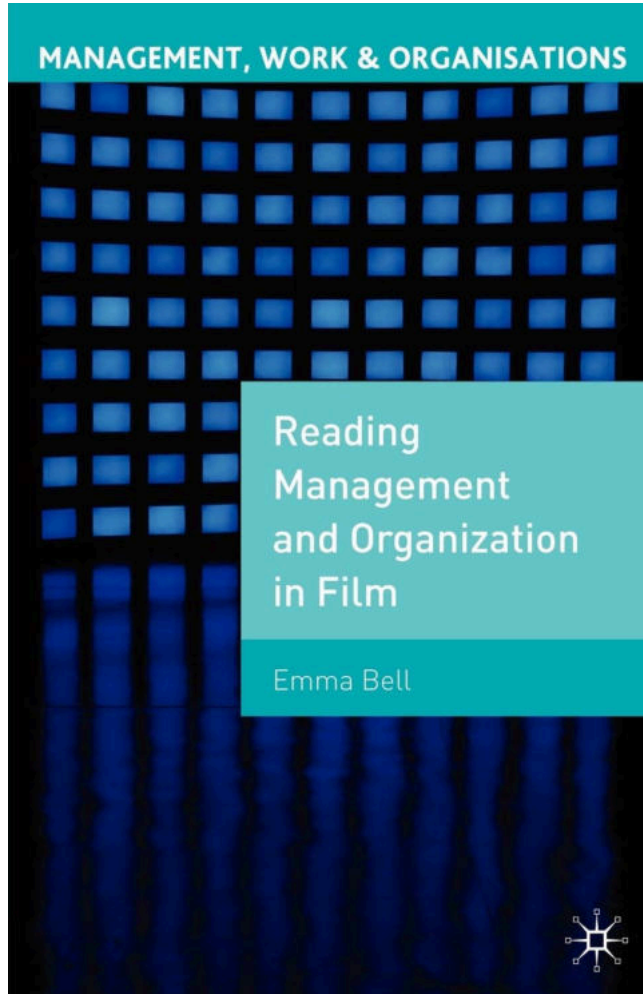
Emma Bell

Emma Bell, 2008

"While business school curricula, traditional case studies and textbooks tend to emphasize the rationality and order associated with organization, **film draws attention to the embodied, personal and emotional nature of organizational life**, showing such things as sex, romance, violence, power struggles and the consequences of success and failure, **alerting students to the irrational, overlooked, hidden and disorderly aspects of organizational life**" (Bell, p. 1).

Turn to Film
Film in the Business School
Hugo Letiche and
Jean-Luc Moriceau (Eds.)

BRILL | SENSE
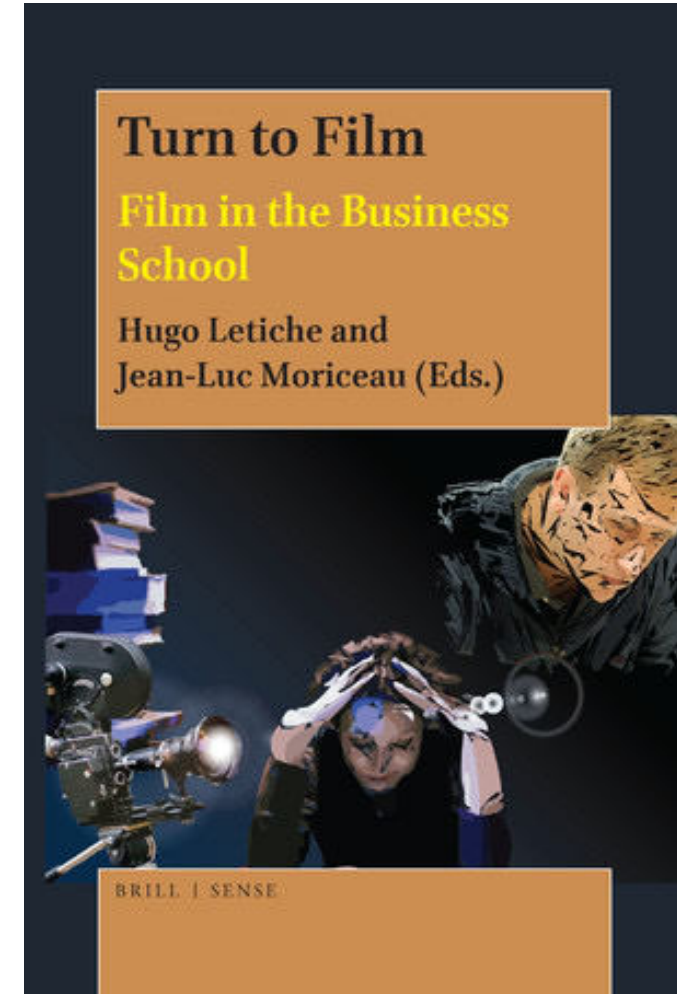
Organizational Behaviour & Change
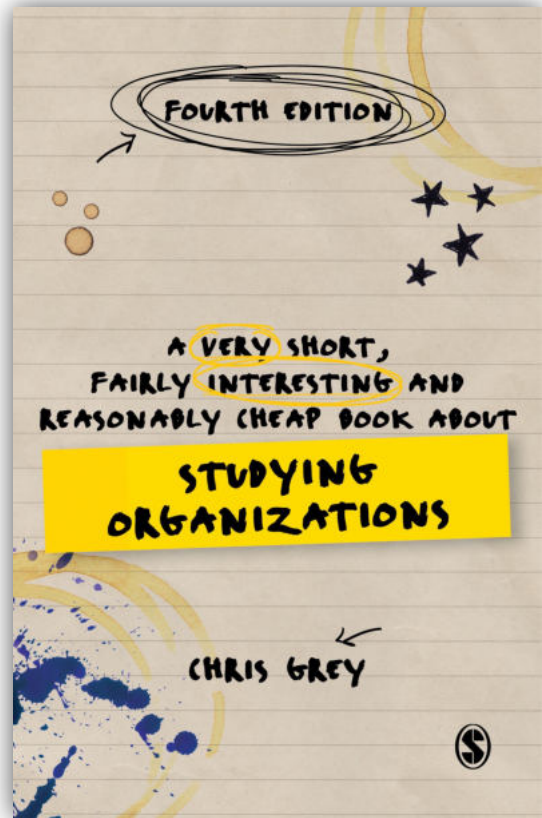
1. Introduction
2. Creativity and teamwork
3. Learning and atmosphere
4. Bureaucracy and control
5. Human relations and emotions
6. Organizational culture and values
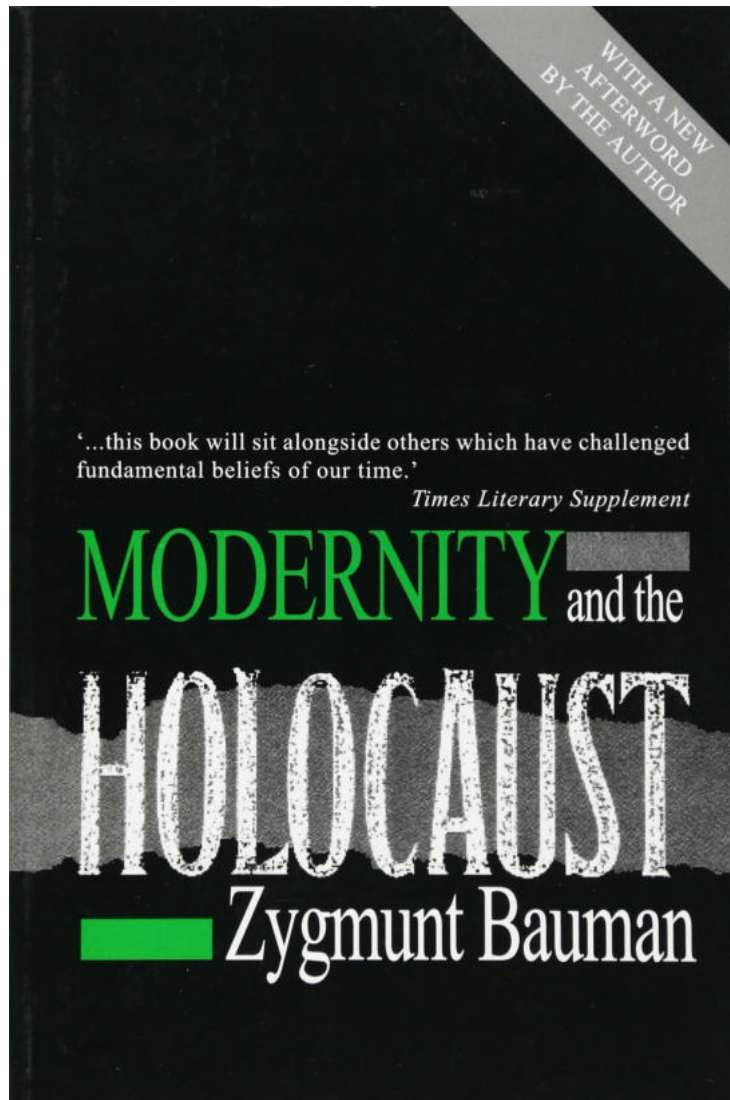7. New organizational forms and change
8. Leadership and gender
9. Power and negotiation
10. Group presentations
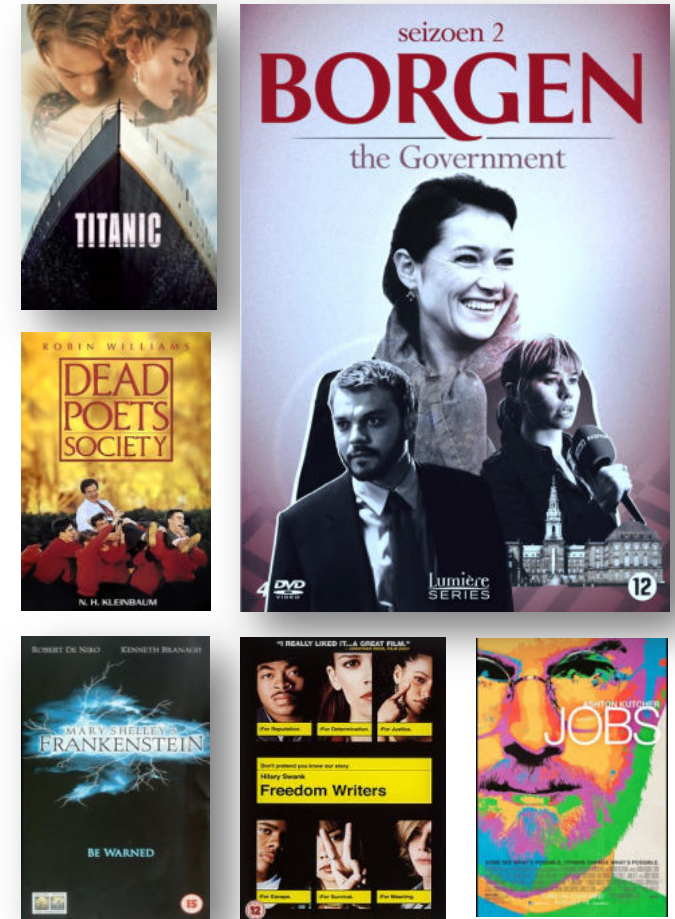
Genocide and… bureaucracy?

'…this book will sit alongside others which have challenged fundamental beliefs of our time.'
Times Literary Supplement

MODERNITY and the **HOLOCAUST** — Zygmunt Bauman

WITH A NEW AFTERWORD BY THE AUTHOR

"Modern civilization was not the Holocaust's sufficient condition; it was, however, most certainly its necessary condition. Without it, the Holocaust would be unthinkable. It was the rational world of modern civilization that made the Holocaust thinkable. The Nazi mass murder of the European Jewry was not only the technological achievement of an industrial society, but also the organizational achievement of a bureaucratic society. Just consider what was needed to make the Holocaust unique among the many mass murders which marked the historical advance of the human species." (Bauman, 1989, p.13)

AGAINST AUTOMATION MYTHOLOGIES

Business Science Fiction and the Ruse of the Robots

J. Jesse Ramírez

A group project based on the new 2021 book by J. Jesse Ramírez

"Amazon has updated Taylorism" into an automated Taylorism (p. 59) with the hand-held scanner by automating management functions such as the surveillance and disciplining of workers.

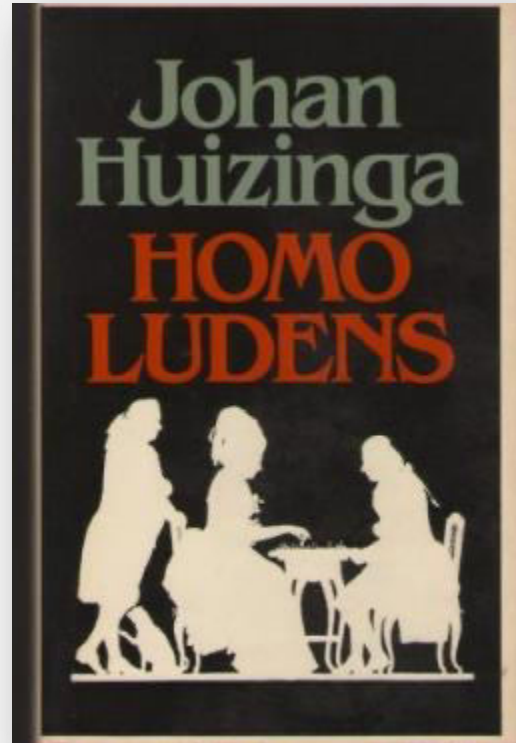# A study of the Holocaust & Amazon through visual media

15 min performance   We show you a shorter fragment from the third scene.

Illustrations from three courses

CREATIVITY & TEAM DYNAMICS

MOK MASTER

Feminist perspective

- Female characters always assume minor roles.

- Due to Anderson's self-professed inability to write from a female perspective.

- Criticism: The lack of female perspective is an inhibitor to the realization of their full creative potential and process.

- How would this dyad and creative process look if women occupied Anderson and Yeoman's roles?

Creativity & Team Dynamics

The Anderson/Yeoman Dyad

By Julia Ann Nigg, Anna Stolle, Flavia Domenighetti and Isabella Netto

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Agatha **and Zero**

The video illustrates **the emptiness that haunts the female roles as they are fetishized, asked to betray their own sense of morality in support of male plots.** The well-filmed and well-cut video tells us with all urgency that these acclaimed directors still have a long way to go to give women in film the weight, complexity and agency they deserve. Moreover, their core insight namely that the (theory of the) creative process itself is gendered opens up for a different understanding of creativity theories that are too often dipped in a masculinist ink, and **they propose alternative concepts infused with feminine imaginaries.**

Illustrations from three courses
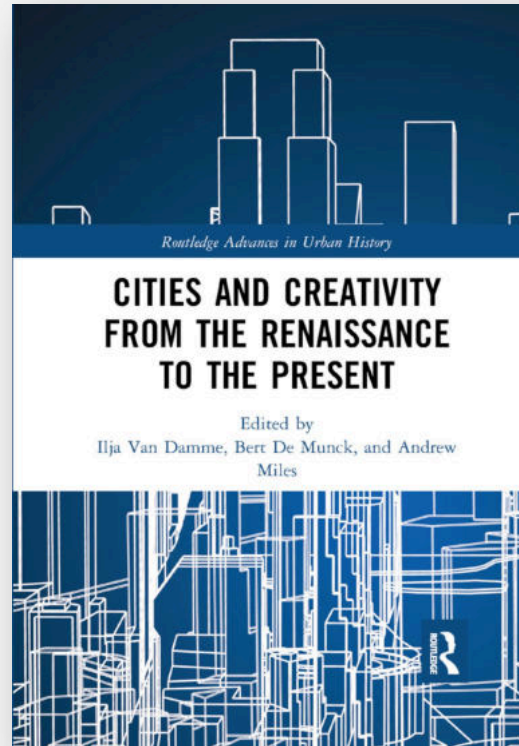
CITIES & CREATIVITY

CONTEXTUAL STUDIES

Cities & Creativity

17-21 May 2021

Mapping Entrepreneurial
Neighbourhoods

Mapping Entrepreneurial Neighbourhoods – European Tour | 21 May 2021

12.03
The politics, people and rhythms of Folkets Park I (Copenhagen)
Anja, Maria, Camillo, Valentin

12.10
Presence in absence /absence in presence (Lüneburg)
Jana, Heiko, Indra, Valerie
Comments by: Copenhagen

12.30
Distinguishing between Artificial and Authentic Creativity in Entrepreneurial Zurich (1)
Michelle, Francesco, Dominik, Yannik
Comments by: Lüneburg

12.50
Mapping a Bubble in Venice
Lisa, Aiman, Vittoria, Federica, Arianna
Comments by: Zurich (1)

13.10
Prosaic Rhythms of Veringstraße, Wilhelmsburg (Hamburg)
Dilara, Paula, Alex, Lilian, Nora
Comments by: Venice

13.30
Exploring Affective Atmospheres in Zurich – Diversity and Meeting Places in an Entrepreneurial Ecosystem (Zurich 2)
Daniel, Jakub, Lubomir
Comments by: Hamburg

Break

14.15
The politics, people and rhythms of Folkets Park II (Copenhagen)
Anja, Maria, Camillo, Valentin
Comments by: Bochum/Cologne/Münster

14.30
Atmospheric multiplicity of conflict in Karl-Marx-Straße (Berlin)
Federica Musante
Comments by: Zurich (2)

14.50
Beaubourg as a Living Orchestra (Paris)
Sophie, Anne, Pierre-Baptiste, Perrine, Léo
Comments by: Berlin

15.10
Atmospheric Tensions in Zurich's Entrepreneurial Neighborhoods (Zurich 3)
Laura, Marco, Bora, Sebastiao
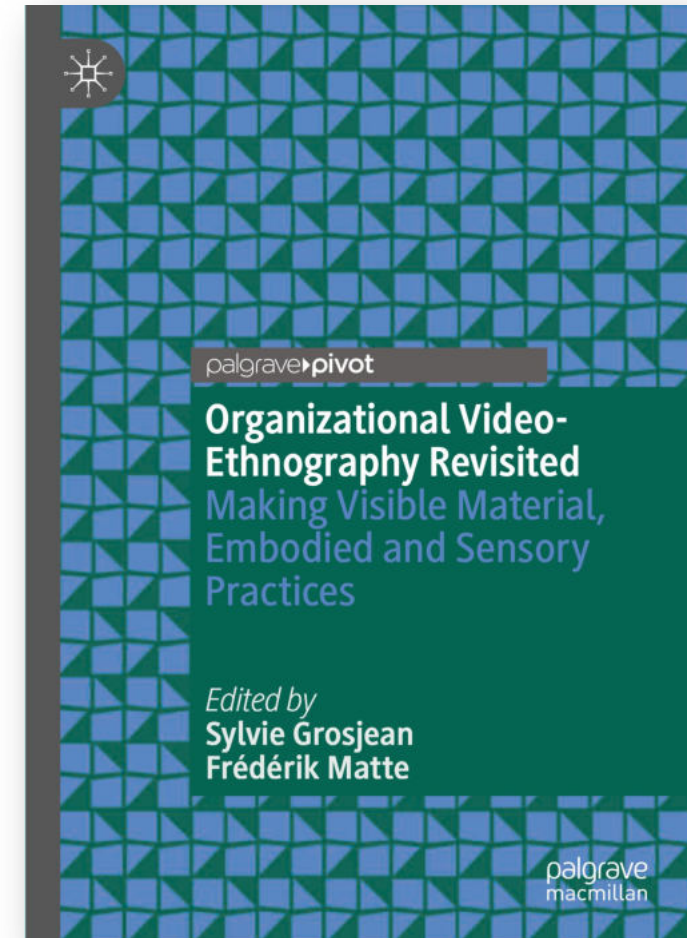Comments by: Paris

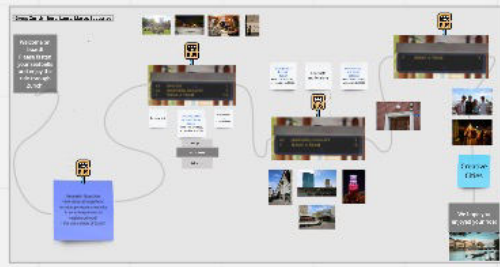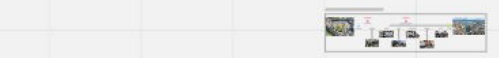15.30
Reflections of Atmospheres – A Performative Narration (Bochum/Cologne/Münster)
Lena, Hannah, Luca
Comments by: Zurich (3)

VENICE

OUR RESEARCH QUESTIONS

VENICE: THE SMALL CITY THAT EVERYONE TALKS ABOUT

THERE IS A BUBBLE IN VENICE

PERCEPTIONS

A DIFFERENT ATMOSPHERE IN VENICE

TENSIONS AND COOPERATION
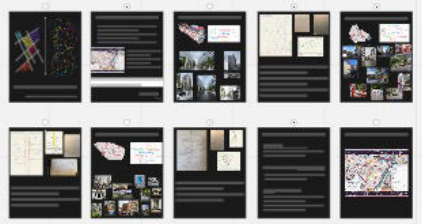
WE ARE ALL ANTS IN THIS BIG ANTHILL

The politics, people and rhythms of Folkets Park

PHYSICAL

POLITICAL IMPLICATIONS

Copenhagen

PARIS

BEAUBOURG AS A LIVING ORCHESTRA

About smell

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ZURICH.
Europian Summer Academy 2021
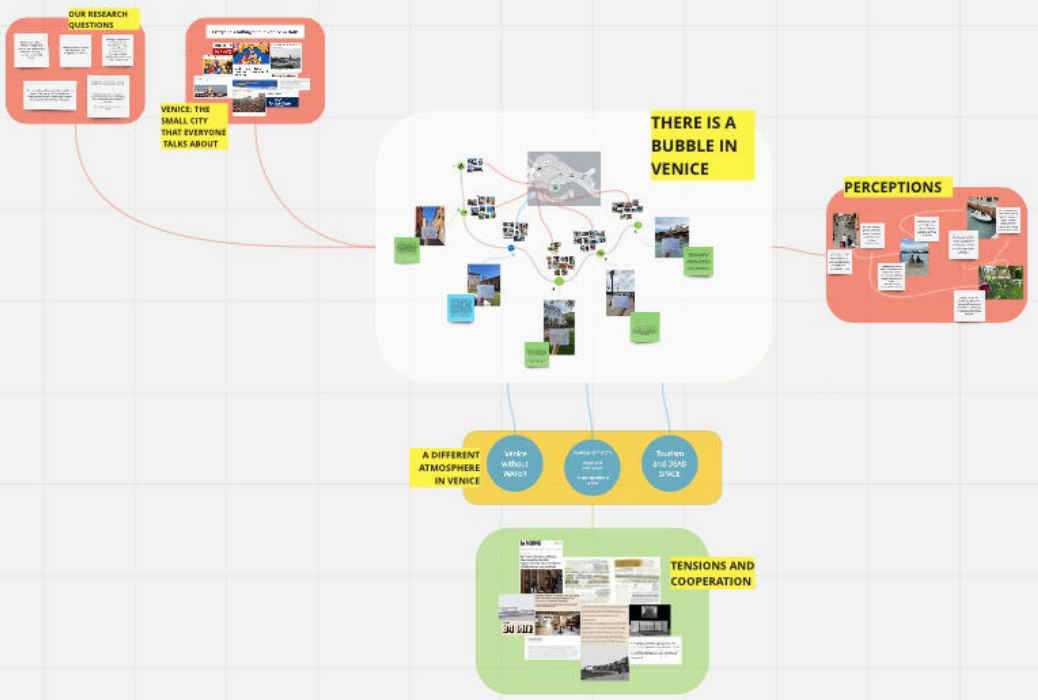
Places:

1. Jewish district - Lochergut + Hotel Kalkbreite surroundings
2. Langstrasse + surrounding streets
3. Viadukt - 1km long shopping mall and the places around
4. Impact Hub Viadukt - co-working space
5. Impact Hub HQ - co-working space
6. FlexOffice - flexible working space
7. Paradeplatz
8. District 1 - City centre

Theories:
1. Bubbles, foams and globes - Peter Sloterdijk (2004)
2. Atmospheres relation - Reckwitz (2017)
3. Concept of Atmosphere - Dufrenne (1973)
4. Middleground - Cohendet, Grandadam & Simon (2010)
5. Guggenheim effect - Temel (2014)
6. Collective affect & personal - Anderson (2009)

ZURICH – Group 3

It is a warm afternoon. The sun shines on my face and a pleasant warmth spreads through me. Loud laughter resounds from the groups sitting next to us. A child cries. The mother runs frantically to him. In the distance – sirens. People sitting in groups in the park. They seem happy. They are laughing and talking animatedly. The shadows cast by the sun seem to dance. The park is in motion. Stressed, some business people run through the picture. They have to go to the next meeting. The way through the park was probably a shortcut. Suddenly, a scream. Frightened? No, a scream of joy.

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REFLECTIONS ON ATMOSPHERES

A PERFORMATIVE NARRATION

Books cited

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