

Von der Märchenstunde zur Lebenswelt - Europäische Kinderserien in den langen 1960er Jahren

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With the analysis of children's film series as an outstanding category of the long 1960s popular culture, which developed from the outset with reference to transnational discursive relations, the project is in some aspects highly innovative. Up to now, children's film series were no subject for historical research, so that the project will give new insights in media history in several perspectives: On the producers' side it can show the shifts toward aspects of entertainment and the taking into account of the living environments of children. In the question of the distribution it can relativize the American impact by underlining the European exchange processes. Referring to the consumers it can point out the changes in media consumption, which result from a leisure behavior which became adapted to the conditions of TV consumption in matters of time and space, from changing viewing habits and from the consequences for communication in families and peer groups.

The compatibility of the project to the debates of general contemporary history is guaranteed on the one hand by the insights, which the history of childrens' film series gives into the national characteristics and the transnational convergences of social discourses in an European perspective. Differences in the scale of norms and values and in the understanding of liberality and tolerance in various countries can be seen in the programming decisions and in the discourses about programming. On the other hand, research on childrens' film series focusing on the European programme trading can point out cultural, economic and political convergence and cooperation in Europe, in some case even across the "iron curtain". Finally, more than in other segments of popular culture, childrens' film series show socialisational and identificational effects in an European framing.