

Wir laden herzlich zu nachstehendem Vortrag:  
We cordially invite you to the following lecture:

**Martin Lütke**  
Freie Universität Berlin



## **“From *NBA2K* to *Madden* in 4K: Digital Sports Gaming, Seriality, and Franchise Competition”**

**January 16, 5:00 – 6:30 pm**  
**SR 34.D2, Attemsgasse 25/3, 8010 Graz**

**Martin Lütke** received his M.A. from Bonn University in the fields of American Studies and Anglo-American History (Cologne) and his Ph.D. from the International Graduate Centre for the Study of Culture at the University in Gießen. He held a position as assistant professor in American cultural history at the University of Munich and is currently an assistant professor at the John-F.-Kennedy Institute for North American Studies (FU Berlin). Lütke published the monographs *“We Missed a Lot of Church, So the Music Is Our Confessional”*: Rap and Religion (Lit Verlag, 2008) and *Color-Line and Crossing-Over: Motown and Performances of Blackness in 1960s American Culture* (WVT, 2011) and, recently, an edited volume with Sascha Pöhlmann on *Unpopular Culture* (with Amsterdam UP). He is currently working on his Habilitation *Wire Writings: Media Change in the Culture of the Progressive Era* and on a collaborative series of workshops with Robert Reid-Pharr (CUNY) on *Traveling Cultures in the New Black Atlantic* funded by the German Research Foundation, DFG.

This interactive lecture will consider the entangled histories of professional sports and their digital gaming imprints, exemplified by the cross-franchise competitions of *Madden* and *NFL 2K* (digital American football), the *NBA Live* and *NBA2K* series (digital basketball), and the *FIFA* and *PES* franchises (digital soccer). I will introduce two analytical prisms to the study of digital sports game series, namely “seasonal seriality” and “tele-realism.” With the help of these concepts, we will critically assess the specific histories of serial production and

dissemination of digital sports games in the United States (and the global digital). Finally, we will turn our attention to a final nexus: that of seasonal seriality, tele-realism, and the complexity of physical embodiment. What do these games (or simulations?) bring to the fore? Do they play with and interrogate the limits of physicality (in sports) or do they merely have us play with it? What do these bodies do on our screens from franchise to franchise, imprint to imprint, season to season?

Admission is free and the event is open to the public.

The event is organized by the Department of American Studies and Centre for Intermediality Studies in Graz (CIMIG).



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