
Transmediations! Communication across Media Borders

Programme

Linnæus University



Conference overview

Thursday, October 13

9.00	Registration
9.45	Opening
10.00	Keynote I
11.00	Coffee
11.30	Parallel sessions 1A–C
12.30	Lunch
13.30	Parallel sessions 2A–C
15.00	Coffee
15.30	Parallel sessions 3A–C
17.30	Closure
18.00	Reception (Teleborg Castle)

Friday, October 14

9.00	Keynote II
10.00	Coffee
10.30	Parallel sessions 4A–C
12.30	Lunch
13.30	Parallel sessions 5A–C
15.00	Coffee
15.30	Parallel sessions 6A–C
17.30	Closure
19.00	Dinner (Restaurant 4 Krogar)

Saturday, October 15

9.00	Keynote III
10.00	Coffee
10.30	Parallel sessions 7A–C
12.30	Lunch
13.30	Parallel sessions 8A–C
15.00	Coffee
15.30	Conclusion
16.00	Closure

Thursday October 13

9.00	Registration	Open area, house M
09.45	Opening	M1083
10.00	Keynote I Marie-Laure Ryan: Transmedia storytelling and its discourses CHAIR: Liviu Lutas	M1083
11.00	Coffee	Open area, house M
11.30	Session 1A–C	
	Session 1A	M1083
	1. Before Our Very Eyes: Digital Texts as Shapeshifting Surfaces (Daniela Côrtes Maduro)	
	2. Digitized Materiality and New Semiotic Resources? (Janina Wildfeuer)	
	CHAIR: Fátima Chinita	
	Session 1B	M1051
	1. Superhero-Universes in Comic and Film: From Parodistic Aesthetics to Fluid Images in Neo-Baroque Aesthetics (Björn Hochschild)	
	2. Rendering Transmedia Characters on Screen (Miguel Pujol)	
	CHAIR: Liviu Lutas	
	Session 1C	M1053
	1. Embodied Rhythm (Lena Hopsch & Eva Lilja)	
	2. This is Not the Film: An Ethnographic Response to Transmediation (Eve Olney)	
	CHAIR: Anna Sofia Rossholm	
12.30	Lunch	Open area, house M
13.30	Session 2A–C	

Session 2A

M1083

1. Written Worlds and Media Landscapes: Reconceiving Elleström's Media Modalities and Schröter's Presuppositions of Intermediality as Reciprocal Analytic Schemas, by Analyzing realMyst: Masterpiece Edition (Michael Ottens)
2. The Cinematization of Games and the Gamification of Cinema (Doru Pop)
3. Celluloid and Gigabytes: The Evolving Participation of Film Adaptation via Fan-Edits (Damon Blalack)

CHAIR: Jørgen Bruhn

Session 2B

M1051

1. Peter Greenaway's Tulsa Luper Suitcases project (2003–2004): transmedia storytelling as self-reference multimediality" (Fátima Chinita)
2. Medievalism and Nationalism in Modern Transmediations of the Encounter between Sigurd the Crusader and the Byzantine Emperor (Helena Bodin)
3. Transmediation and narrative patterns: Analysing character developments across media borders (Chiao-I Tseng)

CHAIR: Annelie Ekelin

Session 2C

M1053

1. Transmedial and transnational (re-)contextualisation: The Atlas Group Archive as an Instance of Traveling Memory (Hannah Ackermans)
2. Space as a Mediating Conjunction (Marcello Vitali-Rosati)
3. The Transcanadian Highway: an Anamorphic Construction (Servanne Monjour)

CHAIR: Ulf Pettersson

15.00 Coffee

Open area,
house M

15.30 Session 3A–C

Session 3A

M1083

1. Conceptual Space Transformation in Arts through Inter-semiotic Translation (Daniella Aguiar, Pedro Atã, & João Queiroz)
2. Transmediation and Media Representation (Lars Elleström)
3. Transmediative Contrasts as a Key to Past Communications (Jacobus Bracker)
4. The Ethics of Transmedia Storytelling: Blurring Boundaries and C. S. Peirce (Renira Rampazzo Gambarato)

CHAIR: Jørgen Bruhn

Session 3B

M1051

1. The Significance of the Graphic Mark: Nineteenth-Century Illustrations in Theory and Pictorial Practice (Sonya Petersson)
2. The System Laid Bare – “The Graphic” as a Strategic and Artistic Tool (Karolina Ugglå)
3. Transmedia Design: Deepening the Concept (André Luiz Sens)
4. Visual Transmediation in Newsrooms (Yiyun Zha)

CHAIR: Fátima Chinita

Session 3C

M1053

1. Interlingual subtitling: Dialogic mediation between sign systems in film drama (Lova Meister)
2. Representation and re-representation in the primary science classroom (Kristina Danielsson, Fredrik Jeppson, & Ragnhild Löfgren)
3. Transmedia storytelling in strategic disability communication: practices and audiences (Annelie Ekelin & Britt-Marie Ringfjord)
4. This is not (only) a board. The Wall of data in films and TV series as a metafilmic and transmedial device (Valentin Nussbaum)

CHAIR: Anna Sofia Rossholm

17.30 Closure

18.00 Reception

Teleborg
Castle

Friday, October 14

9.00 João Queiroz: Transmediation as a creative pump and distributed thinking tool M1083
CHAIR: Lars Elleström

10.00 Coffee Open area, house M

10.30 Session 4A–C

Session 4A M1083

1. Media as Process: an Anti-Substantialist Account of Meaning and Transmediation (Pedro Atã & João Queiroz)
2. Triangulating Transmediality: a Multimodal Semiotic Framework Relating Mode, Genre and Media! (John Bateman)
3. On Shaping and Describing Modes and Media. A Synthesis of Kress's/van Leeuwen's and Elleström's approaches (Daniel Buehler)
4. Translating Solipsism? Considering the Implications of John Deely's Philosophy of Semiotics for Conceptualising Development (Kobus Marais)

CHAIR: Lars Elleström

Session 4B M1051

1. Transmediating the Anthropocene? (Jørgen Bruhn)
2. Transmediations Across the Period of the Anthropocene (19th Century Literature to Contemporary Cinema) (Anna Sofia Rossholm)
3. Children's Film as Transmediations of the Anthropocene (Liviú Lutas)
4. Nature vs. Culture: A Transmediation from Rachel Carson's *Silent Spring* (1962) into the Nature-on-a Rampage Film Genre of the 1970s (Niklas Salmose)

CHAIR: Emma Tornborg

	Session 4C	M1053
	<ol style="list-style-type: none"> 1. The Power of Nothing: A Comparative Study on Gaps in Literature and Film (Karin Aspenberg) 2. In the Eye of the Beholder: Transmedial Criminal Characters Under Scrutiny (Mirjam Beck) 3. Intermedial Ontolepses: Robert Coover's Kineckphrastic Fictions (Juha-Pekka Kilpiö) 4. Texting Sherlock – Transmedial Processes in a TV-Show (Silja Wendt) 	
	CHAIR: Ulf Pettersson	
12.30	Lunch	Open area, house M
13.30	Session 5A–C	
	Session 5A	M1083
	<ol style="list-style-type: none"> 1. Critical Stepwise Formalisation: Transmediation as a Research Strategy (Øyvind Eide) 2. Transmediation as Cultural Auto-Communication (Maarja Ojamaa) 3. Towards a Non-Linear Model of Intermediality (Jeff Thoss) 	
	CHAIR: Lars Elleström	
	Session 5B	M1051
	<ol style="list-style-type: none"> 1. Reading as a Transmediating Activity. The Screenplay of Checchina's virtue (Carla Cariboni Killander) 2. The Transmediation Makes the Script - the Screenplay's Journey to Exist! (Ana Sofia Pereira) 3. The Silence of the Page: Transmediation in Aaro Hellaakoski's Hiljaisuus (Veijo Pulkkinen) 	
	CHAIR: Liviu Lutas	
	Session 5C	M1053
	<ol style="list-style-type: none"> 1. Transmedial Narrativity and Recorded Popular Song (Alexander C. Harden) 2. Mozart in Space: Sound as Artifact in Transit (Heidi Hart) 3. Cross-Cultural Transmediation in David Lean's Ryan's Daughter (Heebon Park-Finch & Moonyoung Chung) 	
	CHAIR: Anna Sofia Rossholm	

15.00 Coffee Open area,
house M

15.30 Session 6A–C

Session 6A

M1083

1. Picturebooks from Codex to App: Understanding Transmediation by Looking at Both Texts and Readers (Aline Frederico)
2. Evolving Genres, Evolving media: the Case of Digital Longform Journalism (Tuomo Hiiippala)
3. Movement for Real: Contemporary Motion Capture and Transmedial Scenarios of Authenticity (Andy Lavender)
4. Geographies of the Language or Alternative Forms of Human – Machine Transmediation (Nikoleta Kerinska)

CHAIR: Ulf Pettersson

Session 6B

M1051

1. Fact and Fiction in Anthropocene Poetry (Emma Tornborg)
2. Transmediations of the Anthropocene – Climate Change and Its Effect on the Relation Between Man and Other Species in Children’s Picture Books (Anette Almgren White)
3. Children’s Literature as Transmediations of the Anthropocene (Corina Löwe)
4. Icebreaker? Cinematic Transmediations of Climate Change Discourse (Anne Gjelsvik)

CHAIR: Niklas Salmose

Session 6C

M1053

1. “Transmediation as Strategy”. Öyvind Fahlström’s Performance “Kisses Sweeter than Wine” (Per Bäckström)
2. Astrid Lindgrens Värld: How the Writer’s Famous Characters are Lifted From the Page and Come Alive in a “Total Work of Art” (Iris Guske)
3. Transmediating Verdi Transmediating Shakespeare: Performing Theory in Macbeth (Carlo Allemano & Kate Maxwell)
4. Transmediality in Gopala Davies’ Barbe Bleue: A Story of Madness (Catherine Makhumula)

CHAIR: Fátima Chinita

17.30 Closure

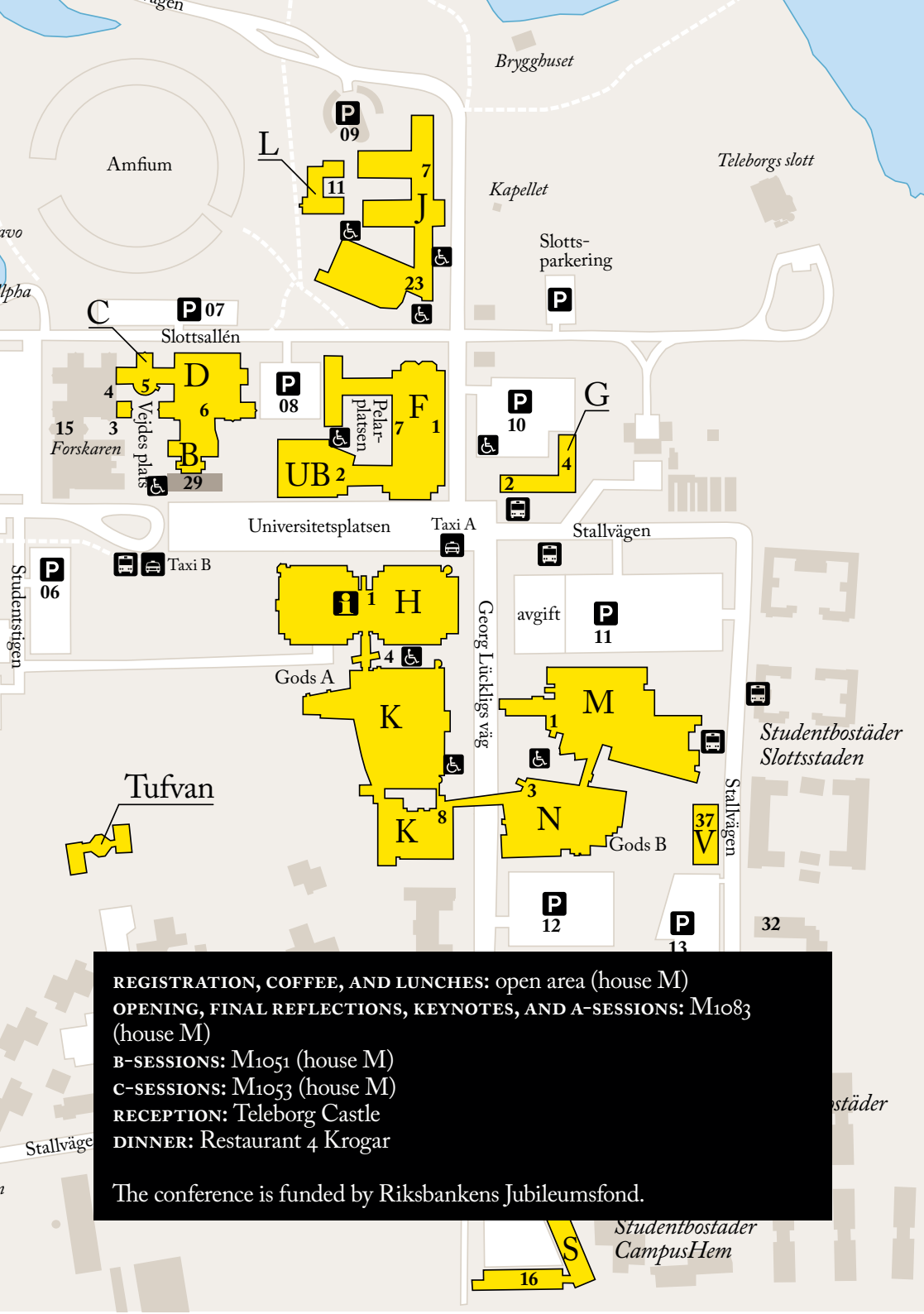
19.00 Dinner

Restaurant
4 Krogar

Saturday, October 15

9.00	Keynote III Gunther Kress: Naming and doing: the term and the practice of “transcription” CHAIR: Kristina Danielsson	M1083
10.00	Coffee	Open area, house M
10.30	Session 7A–C	
	Session 7A	M1083
	1. Transmediating Corruptive Beauty: William Blake’s “Sick Rose” in Modern Times (Thaïs Flores Nogueira Diniz)	
	2. The Russian Doll’s Reality, or The Space’s Differance (Erwan Geffroy)	
	3. Your Exhibition Will Soon Be Virtual: Transmediating Museums into the Digital Sphere (Martin Siefkes)	
	4. Learning From Transmediation (Hans Sternudd)	
	CHAIR: Jørgen Bruhn	
	Session 7B	M1051
	1. Ekphrasis – the Transmediation of Aesthetic Experience? (Heidrun Führer)	
	2. Transmediating Architecture (Miriam Vieira)	
	3. Transmediating Arcadia, Enfolding Media (Dominika Bugno-Narecka)	
	4. Transmediation as Epistemic Practice in Photobooks (Letícia Vital & João Queiróz)	
	CHAIR: Emma Tornborg	
	Session 7C	M1053
	1. Gwendolen’s afterlives: the twenty-first century heroine-centric adaptations of George Eliot’s Daniel Deronda (Anna Gutowska)	
	2. Transmedia for transideology: anatomy of a civic community (Adriana Mihai)	
	3. Liminal Art: Tony Harrison’s Film/Poems (Agata G. Handley)	
	CHAIR: Liviu Lutas	
12.30.	Lunch	Open area, house M

13.30	Session 8A–C	
	Session 8A	M1083
	<ol style="list-style-type: none"> 1. Transmedia storytelling, a proposal to rethink media practices beyond learning contexts” (Núria Molas-Castells) 2. To place a space in time: Standing epithets as an aid in audio description (Ulf Pettersson) 3. Pushing Media Boundaries: An Intermedial Analysis of YouTube Vloggers and their Autobiographical Self-Help Books (Silke Jandl) 	
	CHAIR: Annelie Ekelin	
	Session 8B	M1051
	<ol style="list-style-type: none"> 1. Oral Narration and Transmediation in Court 2. Twitter and Faction: Documentary Transmediation of the Trial 3. Didactics or Carnival: Transmediation of Trials in Children’s Literature (Anette Almgren White, Gunilla Byrman, Corina Löwe, & Beate Schirmmacher) 	
	CHAIR: Emma Tornborg	
	Session 8C	M1053
	<ol style="list-style-type: none"> 1. Media Pride and Prejudices of Transmedial Traffic. Enacting Jane Austen with Zombies (Mihaela Ursa) 2. Transmedial Interfigural: On Character Identities, Cognitive Constructions and Cross-Media Travel (Essi Varis) 	
	CHAIR: Niklas Salmose	
15.00	Coffee	Open area, house M
15.30	Final Reflections Members of the IMS Expert Panel	M1083
16.00	Closure	



REGISTRATION, COFFEE, AND LUNCHES: open area (house M)
OPENING, FINAL REFLECTIONS, KEYNOTES, AND A-SESSIONS: M1083 (house M)
B-SESSIONS: M1051 (house M)
C-SESSIONS: M1053 (house M)
RECEPTION: Teleborg Castle
DINNER: Restaurant 4 Krogar

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