

The 2nd International Conference
on Intersemiotic Translation

TRANSMEDIAL TURN?

POTENTIALS, PROBLEMS, AND POINTS TO CONSIDER

8-11 December 2020

CONFERENCE PROGRAMME

www.transmedia.ut.ee



Please note that the time schedule is in
Eastern European Time (EET), UTC +02:00

Time zone converter: <https://www.timeanddate.com/worldclock/converter.html>

TUESDAY / 8 DECEMBER				
Time	Room 1	Room 2	Room 3	Room 4
10:30-11:00	10:30-11:00 Welcome			
11:00-12:00	<p>Moderator: Elin Sütiste PLENARY TALK LARS ELLESTRÖM The Transmediality of Truthfulness</p>			
12:00-12:30	coffee			
12:30	THEORY Moderator: Patrick Catrysse	CLASSICAL DRAMA Moderator: Anneli Saro	CULTURAL MEMORY Moderator: Merit Rickberg	FICTIONAL & MYTHICAL FIGURES Moderator: Ralli Marling
12:30-13:00	Henrik Gottlieb – Modeling the semiotics of translation	Barbara Bibik – Dynamics of Antigone in Polish culture	Tamara Barakat – Beyond the linear: Transformations of collective memory in intersemiotic translation	Maria Juko – Lost in transmedialisation: A critique of Coppensrath's 2018 transmedial approach to Charlotte Bronte's <i>Jane Eyre</i>
13:00-13:30	Maarja Ojamaa – Some methodological steps toward a transmedial analysis of culture	Maria-Kristiina Lotman – Trans- and intermediality of ancient Greek tragedy in Estonia	Oana Hergenröther – Melodies of the personal and the political: Authors from Post-Yugoslav literatures	Klaarika Kaldjärv – Arrival of Don Juan to Tallinn: Ramifications of universal myth
13:30-14:00	Letícia Vitral – Modelling as an intermedial, aesthetic and epistemic phenomenon	Janine Hauthal – Transmedial storytelling and the question of ethics in Milo Rau's <i>Orestes in Mosul</i>	Haoxuan Zhang – Translating China through a system of intersemiotic translation models – a case study of Lou Ye's <i>Summer Palace</i>	Külliki Steinberg – From riches to rags – Transmedial <i>kratt</i> on Estonian stage
14:00-15:30	lunch			
15:30-16:30	<p>Moderator: Daniele Monticelli PLENARY TALK PEETER TOROP Intersemiotic translation in the transmedial turn</p>			
16:30-17:30	WELCOME RECEPTION			

WEDNESDAY / 9 DECEMBER				
Time	Room 1	Room 2	Room 3	Room 4
11:00-12:00	<p style="text-align: center;"><i>Moderator: Lars Elleström</i> PLENARY TALK IRINA RAJEWSKY (cancelled) The Transmedial Turn in (and beyond) the Humanities. Theoretical foundations, current debates, and open questions in the context of inter- and transmediality</p>			
12:00-12:30	coffee			
12:30	THEORY <i>Moderator: Henrik Gottlieb</i>	MUSIC <i>Moderator: Elin Sütiste</i>	IDENTITY <i>Moderator: Aleksandr Fadeev</i>	SHAKESPEARE <i>Moderator: Vasso Giannakopoulou</i>
12:30-13:00	Patrick Cattrysse – The concepts of ‘translation’ and ‘adaptation’ revisited in the framework of multimedia	Helen Julia Minors – Music and transformation: Exploring the impact of the transmedial turn		Judit Mudriczki – Shakespeare in transmedial translation: <i>Romeo and Juliet</i> on the Hungarian screen
13:00-13:30	Miglè Munderzbakaitė – Classification of adaptations as a tool: (Non) opportunity in different media	Irina Melnikova – On intermedial references to music in film	Matouš Hájek – Authorship in Film Adaptation: A Sociology of Intersemiotic Translation	Katiliina Gielen – <i>O Romeo, Romeo, werfore art thou Romeo...</i>
13:30-14:00	Camila Augusta Pires de Figueiredo – Repetition versus expansion? Examining possible paths of reconciliation between adaptation and transmedia	Karl Joosep Pihel – Diagrams as a transmedial sign in the case of music semiosis	Ehte Puhang – The Death of the Author: Who will decide it when the author is here no more?	
14:00-15:30	lunch			
15:30	THEORY & TERMINOLOGY <i>Moderator: Terje Loogus</i>	INTERSEMIOTIC IMPLICATIONS <i>Moderator: Susan Ingram</i>	MEDIA, MEMES & TRUTH <i>Moderator: Sara Bédart-Goulet</i>	LITERATURE & TRANSMEDIA <i>Moderator: Katiliina Gielen</i>
15:30-16:00	Ye Tian – Intersemiotics Translation as Interpreting: Signs, System, and Culture	Anna Ponomareva – Moulding the music to the text: Donizetti’s opera <i>Lucia di Lammermoor</i> (1835)	Siim Sorokin – Transmedial sense-making and the “becoming” of knowledge in online conspiracy theorizing	Andrea Reisenauer – Translation, adaptation, transfer: Adapted and translated Spanish literature in the United States
16:00-16:30	Ana Claudia Munari Domingos, Camila Augusta Pires de Figueiredo, Miriam de Paiva Vieira – Translating transmedia terminology: Potentials and problems in finding a common ground	Silvia Barbotto – Transface: Multi-medias and storytelling	María Cantarero Muñoz – Who translates the Internet? Meme’s culture and its translation	Caterina Squillace – Poetry as transcreation and soul in Eugenio Montale
16:30-17:00	Inna Merkoulouva – Transmediality, semiotics and French-Russian translation	Javier Adrada de la Torre – From Romanticism to Nazism: Successive intersemiotic translations of Lord Byron’s <i>Manfred</i>	Barbara Braid, Anna Gutowska – Transmediating Emily Dickinson: biofiction, authenticity and fictionality in <i>A Quiet Passion</i> (2016), <i>Wild Nights with Emily</i> (2018) and <i>Dickinson</i> (2019)	Bowen Wang – From Ezra Pound to Wallace Stevens: A(n) trans-/intermedial dialogues between <i>Poesis</i> and <i>Pictura</i>
17:00-17:30	coffee			
17:30-18:30	CULTURAL PROGRAM (optional)			

THURSDAY / 10 DECEMBER				
Time	Room 1	Room 2	Room 3	Room 4
11:00	HUMAN LIFEWORLD & LEARNING <i>Moderator: Alexandra Milyakina</i>	PERFORMATIVITY <i>Moderator: Helen Minors</i>	NEW TECHNOLOGIES & GAMIFICATION <i>Moderator: Siim Sorokin</i>	LITERATURE & FILM <i>Moderator: Nicola Dusi</i>
11:00-11:30	Zdzisław Ważik – Epistemology as a cartography of transmedial perception of the human lifeworld	Fátima Chinita – Fusional works of art and the impossible fixation in <i>Variations V</i> (1966) and <i>Writing to Vermeer</i> (1999)	Maria Sílvia Cintra Martins – Among the Baniwa and Bororo indigenous peoples: The translation/adaptation of mythical narratives into the gamification language	Núria Codina – Reading films, rewriting the original: Translingual and transmedial practices in Uljana Wolf's poetry and Sophie Seita's translations
11:30-12:00	Aleksandr Fadeev – Development of sign operation in a transmedia learning environment	Angela Tarantini – Performing translation... literally! The case of Nightwish's " <i>Élan</i> " fan cover contest as an example of transmedial translation practices	Andrêi Krasnoschecoff – Translating <i>The Raven</i> to a computer game: Creating poetic gameplay?	Monireh Sadat Razavi Ganji – Too much fidelity is dangerous: A comparative study of Asghar Farhadi's <i>The Salesman</i> and Arthur Miller's <i>Death of a Salesman</i>
12:00-12:30	Kristel Põldma – Interactions between modalities and environment in online and direct learning of Estonian handicrafts	Karen Bennett – The musical power of <i>Salome</i> : Strauss translates Wilde	Anne Ketola, Eliisa Pitkäsalo, Laura Kalliomaa-Puha – Contracts into comics: Challenges in the intersemiotic translation process	John Milton – "No man of woman will harm Macbeth": illustration, language, translation, and adaptation in Manga Shakespeare
12:30-13:00	coffee			
13:00-14:30	<p style="text-align: center;">Workshop</p> <p style="text-align: center;">Ricarda Vidal, Manuela Perteghella, Madeleine Campbell, Karen Bennett – Translating with Body and Ear</p>			
14:30-16:00	lunch			
16:00-17:00	<p style="text-align: center;"><i>Moderator: Vasso Giannakopoulou</i></p> <p style="text-align: center;">PLENARY TALK</p> <p style="text-align: center;">THOMAS LEITCH</p> <p style="text-align: center;">The Final Frontier: Fiction and Nonfiction as Media, Intermedia, and Transmedia</p>			
17:00-17:30	coffee			
17:30-19:00	CULTURAL PROGRAM (optional)			

FRIDAY / 11 DECEMBER

Time	Room 1	Room 2	Room 3	Room 4
11:00-12:00	<p align="center"><i>Moderator: Raili Marling</i> PLenary TALK ANTHONY PYM The role of multimedia simulacra in science-based behavior-change communication</p>			
12:00-12:30	coffee			
12:30	INTERMEDIAL EXPERIENCE <i>Moderator: Leticia Vitral</i>	TRANSLATION PRACTICES <i>Moderator: Ehte Puhang</i>	AUDIO-VISUAL TRANSLATION <i>Moderator: Tiina Hoffmann</i>	NARRATIVITY <i>Moderator: Agata Holobut</i>
12:30-13:00	Jarkko Toikkanen – Reading the transmedial turn: Intermedial experience and the New Philology	Lang Sida, Júlio Reis Jatobá - What Will Transmediality Bring to Translation into Chinese: Assumptions Based on Translation Practice of Brazilian Experimental Poetry	Cláudia Martins, Cláudia Ferreira – From <i>benshi</i> to transmedial mediators	Vittoria Rubini – De-centering the center, emphasizing periphery: How non-linearity affects power relations in transmedial narratives
13:00-13:30	Marko Pajević – Is translation always transmedial? Clive Scott’s reader-oriented translation theory and practice	Irene Ranzato - The accented voice in audiovisual Shakespeare	Sara Ramos Pinto – Subtitling 3.0: Translating the verbal and beyond	Sara Bédard-Goulet – Epistemological significance of transmedial practices: An example of moving images in Jean Echenoz’s novels
13:30-14:00	Tereza Arndt – ‘Growing-through’ as a meaning-making principle	Elzbieta Magdalena Waşik – Shaping the multiple identities of the dialogical self through transmedia intertextuality	Kar Yue Chan – The Adaptation of Performing Arts in a Transmedial Framework – Cantonese Opera in Translation	Raili Marling – Transmediation of affect: Don DeLillo’s and David Cronenberg’s <i>Cosmopolis</i>
14:00-15:30	lunch			
15:30	MATERIALITY & EKPHRASIS <i>Moderator: Marko Pajević</i>	VISUAL & OTHER MEDIA <i>Moderator: Sara Ramos Pinto</i>	TRANSMEDIAL PRACTICES <i>Moderator: John Milton</i>	
15:30-16:00	Riku Haapaniemi – Translation and the materiality of texts: Towards a material approach to translation	Anikó Sohár – Early attempts at transmedia? Intersemiotic translations? Two illustrated Discworld novels by Terry Pratchett	Reglindis De Ridder, Sara Van Meerbergen, Annika Johannson – “Into the night to save the day!” A multimodal analysis of gender portrayal in audiovisual translation for children	
16:00-16:30	Silvia Kurr – Reconsidering ekphrasis through the lens of New Materialism	Yves Gambier, Saulé Juzeléniené, Saulé Petroniené – Murals – conceptual and methodological challenges of plurisemiotic translation	Evgeniya Malenova – Transmedia project as a translation challenge: Strategies and solutions	
16:30-17:00	Miriam Vieira – The modes of architecture revealed through <i>The Glass Room</i>	Agata Holobut – Motion/less Pictures: Intercultural Transcreation in Polish Film Posters	Madeleine Campbell, Ricarda Vidal – Poetry translation through sound, image and motion – the workshop as method of enquiry in transmedial practice	
17:00-17:30	coffee			
17:00-18:00	CONFERENCE ROUNDTABLE & CLOSING			