



International Seminar

Transmedia Literacy. From Storytelling to Intercreativity in the Era of Distributed Authorship.

The research Program in Digital Culture (IN3 — Universitat Oberta de Catalunya) is organizing a one-day international seminar on "Transmedia Literacy. From Storytelling to Intercreativity in the Era of Distributed Authorship" in Barcelona on December 10, 2013

We invite researchers, scholars, PhD candidates, experts and practitioners to submit papers, case studies, and transmedia projects for presentation at the seminar.

Possible topics include but are not limited to:

- Cultural Production, Crossmedia and New Authorship
- Narrative Models and Processes of Transmedia Storytelling
- Theories of Fiction/Representation
- Reception Theory in Gender and Media Studies
- Digital Rhetoric and Information Aesthetics in Transmedia Storytelling
- Participatory Cultures and Fan Cultures
- Transmedia and Education
- Crowdfunding/crowdsourcing Productions
- Political Economy of Transmedia
- Screenwriting and Semiotics of New Media

Interdisciplinary contributions are especially welcome.

Accepted abstracts will be presented in the parallel sessions of the seminar and full papers will be published in the proceedings of the seminar. The board committee of the International Journal of Transmedia Literacy will provide a selection of the best papers to be published in the forthcoming International Journal of Transmedia Literacy.

THEME RATIONALE

Forms of fiction and literature underwent a process of disembodiment and cross-fertilization during the revolution from the Gutenberg Galaxy — printed paper, mass distribution — to the McLuhan Galaxy — new media, hypertext, cooperative writing — (Castells, 2003). The dimension of literacy has moved from a semiotically-measured geometry (De Saussure, 1916; Hjelmslev, 1969) to a dislocation and a deconstruction of contents and channels that give expression to new products (Derrida, 1974; Landow, 1994; Bolter & Grusin, 1999,). The impact of social media on narratology has redefined the meaning of readership and authorship. The author not only loses his/her traditional role, but becomes an icon of himself/herself, a collective-minded producer that is self-perceived through the extro-flexed eye of the amniotic network in which he/she defines his/her narrative experience (De Kerckhove, 2003). Transmedia culture defines a new cross-networked and amniotic literacy, considering that we are not facing a simple adaptation of different narrative forms from one media to another: different media and languages participate and contribute to the construction of a transmedia environment (Scolari, 2009).

This working seminar seeks to shed light on transmedia literacy according to the epistemological crisis of authorship and the new dimension of participation and relationship offered by both the Web and new media. The seminar will offer keynote speeches and talks to examine specific case studies. Moving from the state of the art, the aim is to investigate the interdisciplinary relations in the field of transmedia literacy, in order to favour a pattern recognition about theories, technologies, and social dimensions of the phenomena to offer a critical toolkit to understand and map out the emerging knowledge and practices created by this new field.

Confirmed Keynote Speakers:

- Derrick de Kerckhove (IN3 — Universitat Oberta de Catalunya, Spain)
Connective Intelligence from Writing to the Web
- Asún López-Varela (Harvard University, USA)
Spatio-temporal Metamorphosis and the Ecologies of Representation: From Analogue to Digital Formats
- Raine Koskimaa (University of Jyväskylä, Finland)
Playing with Time in New Media Fiction
- Carlos Scolari (Pompeu Fabra University, Spain)
Towards an Archeology of Transmedia Storytelling

SUBMISSION AND SELECTION PROCESS

Abstracts (in English and a maximum of 400 words) should be sent to info@transmedialiteracy.net no later than November the 15th by 23.00. They should outline the research/project and provide objectives and/or hypotheses, methods, and (expected) findings/results. A short bio of the author(s) should be sent as well.

You can download a model for the submission at:

http://www.transmedialiteracy.net/sem01/abstract_TL.doc

Authors of the accepted abstracts will be asked to submit full papers for the publication on the proceedings of the seminar. Full papers will also receive a double blind peer-review by the International Journal of Transmedia Literacy and a selection of the manuscripts will be published in the forthcoming issue 2013/2014.

IJTL Board: Derrick de Kerckhove, Marsha Kinder, Raine Koskimaa, George Landow, Paul Levinson, Asún López-Varela, Lev Manovich, Nick Montfort, Marcos Novak, Massimo Parodi, Bruce W. Powe, Marie-Laure Ryan, Alexandra Saemmer, Carlos Scolari, Susana Tosca, Alessandro Zinna.

REGISTRATION

The registration for presenters and participants will be FREE: the organization and the partners will cover the registration fees, which will include a welcome bag, certificate of participation, and coffee breaks.

- Presenters have to register by November 29, 2013.
- Participants have to register by December 5, 2013.

Due to our policy of open and free participation, seating is limited. Please register to the seminar in advance at:

<http://transmedialiteracy.eventzilla.net/>

VENUE

The seminar will be held at IN3 — Internet Interdisciplinary Institute (Universitat Oberta de Catalunya), c/o Mediatic Building, Roc Boronat 117, Barcelona, 7th floor on December 10. Detailed program of the seminar will be available on November 22 at <http://www.transmedialiteracy.net/seminar2013/>

TIMELINE

- November 15, 2013: abstract submission (400 words max) to info@transmedialiteracy.net
- November 21, 2013: acceptance of the abstract
- November 29, 2013: registration for presenters
- December 5, 2013: registration for participants
- December 10, 2013: day of the seminar

For any question: info@transmedialiteracy.net

Website: <http://www.transmedialiteracy.net/seminar2013/>

