

LITERÁRNĚVĚDNÉ FÓRUM

The Institute for Czech Literature of the Academy of Sciences of the Czech Republic is delighted to invite all those interested in Intermediality Studies, Semiotics, Scandinavian Studies to the special lecture

Media Representation and Transmediation

held by

prof. Lars Elleström
(Linnaeus Universitet, Växjö)

18 October 2012, 3 p.m. in the lecture hall of the Institute,
3 Na Florenci, Praha 1

Summary:

In the talk, I will firstly sketch a fundamental distinction between *representation* (as a semiotic operation, creation of meaning) and *mediation* (as a prerequisite for representation in media), or, more specifically, between *representation of media* and *transmediation* (a transfer of the represented content from one mediation to another). – After that, I will discuss media characteristics that can be called “transmedial”, meaning that they can be successfully transferred from one medium to another. The aim is to establish a framework from which to develop a comprehensive theory of transmediality that has the capacity to include a wide range of phenomena that are characterized by transfers of media characteristics.

Lars Elleström is Professor of Comparative Literature, Linnaeus University, Växjö, Sweden. He organizes the Forum for Intermedial Studies, Linnaeus University, and chairs the International Society for Intermedial Studies (ISIS). He has written and edited several books, including *Divine Madness: On Interpreting Literature, Music, and the Visual Arts Ironically* (2002) and *Media Borders, Multimodality and Intermediality* (2010). He has also published numerous articles on poetry, intermediality, gender and irony. Current projects include *Visuality in Swedish Modernist and Postmodernist Poetry: A Study of Interaction between Word and Image* (publication: *Visuell ikonicitet i lyrik : En intermedial och semiotisk undersökning med speciellt fokus på svenskspråkig lyrik från sent 1900-tal*, 2011) and *Body Crises: Sociosomatic Illness and Realistic Grotesques in Late 19th Nineteenth-Century Narrative Fiction*.

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