



V.N. Karazin Kharkiv National University, 19 - 20 April 2024



**Second International Conference
MULTIMODALITY AND TRANSMEDIALITY:
INTERDISCIPLINARY STUDIES**

**Друга міжнародна конференція
МУЛЬТИМОДАЛЬНІСТЬ І ТРАНСМЕДІАЛЬНІСТЬ:
МІЖДИСЦИПЛІНАРНІ ДОСЛІДЖЕННЯ**

P R O G R A M

Timetable updated 14/04/2024

Time Zone in Ukraine: UTC/GMT + 3 hours

Zoom Meeting

<https://us02web.zoom.us/j/7538179129?pwd=ZFZsK2laNy85RENNWmRjTHNsSEY1dz09>

Meeting ID: 753 817 9129

Passcode: VKarazin22

Reserve Zoom Meeting (in case of a war blackout)

Join Zoom Meeting

<https://us04web.zoom.us/j/4597547541?pwd=eXlvWlZPOG1jQlpiQzlwYm5VSjc2UT09>

Meeting ID: 459 754 7541 Passcode: 5ViWkz

Conference formats:

Plenary lectures: 40 min. (30 min. for the talk and 10 min. for discussion).

Session talks: 20 min. (15 min. for the talk and 5 min. for discussion).

Friday, April 19 th		April 19th 2024
		Opening ceremony
	09.45 – 10.00	Join Zoom Meeting https://us02web.zoom.us/j/7538179129?pwd=ZFZsK2laNy85RENNWmRjTHNsSEY1dz09 Meeting ID: 753 817 9129 Passcode: VKarazin22 Anton Panteleimonov , Vice-rector for research and teaching (V.N. Karazin Kharkiv National University, Ukraine) Svitlana Virotchenko , Dean, School of Foreign Languages (V.N. Karazin Kharkiv National University, Ukraine)
		Plenary lectures Moderator Professor Iryna Shevchenko (Ukraine)
	10:00 – 10:40	Olha Vorobyova (NTU “Igor Sikorsky Kyiv Polytechnic Institute”, Ukraine) MULTIMODALITY / TRANSMEDIALITY THROUGH THE LENS OF IMMERSION, OR HOW TO GET THE GOLDEN GLOBE AWARD
	10:40– 11:20	Elżbieta Chrzanowska-Kluczevska (Jagiellonian University, Poland) TRANSMEDIAL PRESENCE OF VERBAL TEXTS IN ARCHITECTURE AND PUBLIC SPACE. BETWEEN INFORMATIVITY AND EMOTIVITY
	11:20– 12:00	Tetiana Krysanova (Lesya Ukrainka Volyn National University, Ukraine) LAYERS OF MEANING OR HOW TO ‘CONNECT THE DOTS’: UNVEILING MULTIMODAL MEANING-MAKING IN GREENPEACE’S ENVIRONMENTAL VIDEOS
	12:00 – 12:40	Janina Wildfeuer (University of Groningen, Netherlands) STORIES, ADS, NEWS, - OR FAKE? ANALYZING THE COMPLEX MULTIMODALITY AND TRANSMEDIALITY OF SHORT VIDEO CONTENT IN SOCIAL MEDIA
	12:40– 13:10	Workshop Join Zoom Meeting https://us02web.zoom.us/j/7538179129?pwd=ZFZsK2laNy85RENNWmRjTHNsSEY1dz09 Meeting ID: 753 817 9129 Passcode: VKarazin22 David Livingstone (Palacký University, Czech Republic / Vasyl Stefanyk Precarpathian National University, Ukraine) BOTH SIDES NOW: LITERATURE AS MUSIC, MUSIC AS LITERATURE

		April 19th 2024 Theme sessions
14.00 – 17:00	Session 1. MULTIMODALITY AND TRANSMEDIALITY IN TEXT Moderator Professor Tetiana Krysanova (Ukraine) Join Zoom Meeting https://us04web.zoom.us/j/4597547541?pwd=eXlvWIZPOG1jOlpiOzlWYm5VSjc2UT09 Meeting ID: 459 754 7541 Passcode: 5ViWkz Victoria Yefymenko (Ukraine) MULTIMODAL TEXT-IMAGE SYNERGY IN REPRESENTING INTERPERSONAL RELATIONS IN PICTURE BOOKS Tetyana Lunyova (Ukraine / Great Britain) MULTIMODAL REPRESENTATION OF HENRY DARGER’S WATERCOLOURS IN THE ANTHOLOGY “WRITERS ON ARTISTS” Dominik Baumgarten (Germany) LITERATURE AS SELF-PURPOSE: REFLECTIONS ON THE MULTIMODAL DIMENSIONS OF THE “CAREER BOOK” Ganna Prihodko, Oleksandra Prykhodchenko, Vasylyna Roman (Ukraine) THE THEORY OF INTERMEDIALITY: PROBLEMS AND PERSPECTIVES Оксана Левицька (Ukraine) МУЛЬТИМОДАЛЬНІСТЬ ТА ІНТЕРМЕДІАЛЬНІСТЬ ЯК ПРИЙОМИ У МИСТЕЦЬКИХ ВИДАННЯХ Тетяна Титюк, Ольга Станіслав (Ukraine) ІНТЕРМЕДІАЛЬНІСТЬ І ТРАНСМЕДІАЛЬНІСТЬ: ПРОБЛЕМА ТЕРМІНОЛОГІЧНОГО РОЗМЕЖУВАННЯ Оксана Фурман (Ukraine) ЗАСОБИ РЕПРЕЗЕНТАЦІЇ ПРОКСЕМІЧНИХ ОБМЕЖЕНЬ У МУЛЬТИМОДАЛЬНИХ ТЕКСТАХ МАЛОЇ ФОРМИ НА ТЕМАТИКУ COVID-19 Natalia S. Gallina, Débora M. Amadio (Argentina) THE PRAGMATICS OF LAUGHTER IN CLIENT-ONTOLOGICAL COACH ONLINE INTERACTIONS	
14:00 – 17:00	Session 2. MULTIMODALITY AND TRANSMEDIALITY IN LINGUISTICS AND TRANSLATION Moderator Dr Olga Meleshchenko (Ukraine) Join Zoom Meeting https://us02web.zoom.us/j/5898012248?pwd=TXFqSjlrUXFEZ0tRUFlqeDIldGdmk1UT09 Meeting ID: 589 801 2248 Passcode: n1WajsTy Владислава Демецька (Ukraine) ІНТЕРСЕМІОТИКА КІНОТЕКСТУ В ПЕРЕКЛАДІ: КРОС-КУЛЬТУРНИЙ АСПЕКТ	

		Алла Мартинюк (Ukraine) ВЕРБАЛЬНО-ВІЗУАЛЬНИЙ КАЛАМБУР ЯК ОБ'ЄКТ МУЛЬТИМОДАЛЬНОГО КОГНІТИВНОГО АНАЛІЗУ КОМУНІКАЦІЇ Olga Meleshchenko (Ukraine) VERBO-(VISUAL) METAPHTONYMY IN INTERNET MEMES: REACTION TO TRUMP'S MUG SHOT ON X AS A CASE STUDY Bianca Alecu (Romania) MEMES AS MULTIMODAL STANCETAKING DEVICES: THE CASE OF MEMES ON LINGUISTIC TOPICS Dinesh Kumar (India) STUDY OF TRANSMEDIA, TRANSLATION AND ADAPTATION: A CRITICAL OVERVIEW Halyna Kuzenko (Ukraine) MULTIDIMENSIONAL TRANSFORMATION IN POETRY TRANSLATION Shaimaa Mohamed Mahmoud Helal (Saudi Arabia) UNRAVELING LANGUAGE IN LITERATURE: PARSING AND TRANSLATION K.S. Arya (India) MULTIMODALITY OF MALAYALAM MEMES Alevtyna Kalyuzhna, Iryna Lavrinenko (Ukraine) MEMES CLASSIFICATION IN CINEMATIC DISCOURSE

April 20th 2024 Plenary lectures Join Zoom Meeting https://us02web.zoom.us/j/7538179129?pwd=ZFZsK2laNy85RENNWmRjTHNsSEY1dz09 Meeting ID: 753 817 9129 Passcode: VKarazin22	
Moderator Professor Tetiana Krysanova (Ukraine)	
10:00 – 10:40	Svitlana Zhabotynska (Bohdan Khmelnytsky National University of Cherkasy, Ukraine) RECEPTION OF THE POLITICAL NARRATIVE IN READERS’ COMMENTS: MULTIMODALITY AND INTERTEXTUALITY
10:40– 11:20	Peeter Torop (University of Tartu, Estonia) MULTIMODAL ASPECTS OF TRANSMEDIAL TRANSLATION
11:20– 12:00	Larysa Bieliekhova, Alla Tsapiv (Kherson State University, Ukraine) NARRATIVES OF WAR: TRUE AND FICTION WORLDS IN THE FRAMEWORK OF TIME LOOPS (A CASE STUDY OF THE CINEMATIC NARRATIVE “THE EARTH IS BLUE AS AN ORANGE”)
12:00 – 12:40	Olexandr Rebrii (V.N. Karazin Kharkiv National University, Ukraine) FACTORS AND STRATEGIES OF TRANSLATING MULTIMODAL PUNS (AS BASED ON A RETROSPECTIVE EXPERIMENT)
April 20th 2024 Theme sessions	
13:30 – 17:00	Session 3. MULTIMODALITY, TRANSMEDIALITY, AND RHETORIC Moderator Professor Iryna Shevchenko (Ukraine) Join Zoom Meeting https://us02web.zoom.us/j/7538179129?pwd=ZFZsK2laNy85RENNWmRjTHNsSEY1dz09 Meeting ID: 753 817 9129 Passcode: VKarazin22 Alla D. Belova (Ukraine) MULTISENSORY PERCEPTION OF EXOTIC FRUITS AND SENSORY VOCABULARY IN ENGLISH Tetyana Sayenko (Ukraine / Japan) MOTIVATIONAL RHETORIC: MULTIMODALITY AND TRANSMEDIALITY Valentyna Ushchyna (Ukraine)

		MULTIMODALITY OF POLITICAL LEADERSHIP IN WAR DISCOURSE Iryna S. Shevchenko (Ukraine) THE MULTIMODAL METONYMY OF WAR IN UKRAINIAN AND ENGLISH MEDIA Martin Henzelmann (Germany) UKRAINIAN LINGUISTIC LANDSCAPES: EVIDENCE FROM GERMANY Iryna Malyshevska(Ukraine) MULTIMODAL METAPHORS IN CINEMATIC EXPLORATIONS OF PAINKILLERS AND ADDICTION Aleksandra Majdzińska-Koczorowicz (Poland) SIGNIFICANT IS BIG: METAPHOR IN CHOSEN TIFO FOOTBALL DISPLAYS Mariia Boichenko (Ukraine) MULTIMODAL MEANS REPRESENTING POLITICIANS' CHARISMA ON SOCIAL MEDIA Y. V. Dubrovska-Tomchenko, I.M. Kolegaeva (Ukraine) VISUAL-VERBAL MULTIMODALITY IN "THE GOLDFINCH" BY DONNA TARTT AND "GIRL WITH A PEARL EARRING" BY TRACY CHEVALIER С.В. Насакіна (Ukraine) МУЛЬТИМОДАЛЬНИЙ ТЕКСТ РЕКЛАМИ ЛІКІВ
	14:30–17:00	Session 4. MULTIMODALITY AND TRANSMEDIALITY IN DISCOURSE Moderator Dr Iryna Zmiiova (Ukraine) Join Zoom Meeting https://us02web.zoom.us/j/85992296966?pwd=VXc3WW9lVkJldG4vaVNzeEdFbW1Vdz09 Meeting ID: 859 9229 6966 Passcode: 7yx1xmUf Kateryna Pilyarchuk (Ukraine) BETWEEN "I MISS SEEING REAL MODELS" AND "WOW AN ACTUAL PLUS SIZED MODEL ON A VOGUE COVER". AN IDEOLOGICAL DILEMMA IN FASHION DISCOURSE Maryna Maslova (Ukraine) ALLUSIVE INTERMODALITY IN MODERN PARADIGM OF LINGUISTICS Yaryna Malakhovska (Ukraine) MULTIMODALITY OF ENGLISH EDUCATIONAL VIDEO DISCOURSE О.Ю. Існюк (Ukraine) ВЗАЄМОДІЯ ВЕРБАЛЬНИХ І НЕВЕРБАЛЬНИХ ЗАСОБІВ ВИРАЖЕННЯ ЗАБОРОНИ У МОВЛЕННІ ЧОЛОВІКІВ ТА ЖІНОК Ю.Б Давидюк (Ukraine) МУЛЬТИМОДАЛЬНІСТЬ У ВІЙСЬКОВО-ПОЛІТИЧНИХ МЕМАХ Юлія Федік (Ukraine)

		МУЛЬТИМОДАЛЬНА ПОЛІТИЧНА МАСМЕДІЙНА КАРИКАТУРА Iryna Zmiiova (Ukraine) MAKING MEANING IN COMMUNICATION Elina Koliada (Ukraine) SKETCHNOTING AS A DEMONSTRATION OF VISUAL LITERACY Oksana Zubach (Ukraine) COMIC REPRESENTATION OF LIFE EXPERIENCE IN GERMAN APHORISMS
13:30 – 17:00	Session 5. MULTIMODALITY AND TRANSMEDIALITY IN TEACHING LANGUAGES Moderator Dr Iryna Kalynovska (Ukraine) Join Zoom Meeting https://us04web.zoom.us/j/74650280706?pwd=Nvf0N56avUBktxcfc0wlv9UhhMreY8.1 Meeting ID: 746 5028 0706 Passcode: 6hjMET Eiko Gyogi (Japan), Vivian Lee (Korea) RECIPES FOR MULTIMODALITY: CASE STUDIES OF TWO CLASSROOMS Nataliia Lazebna (Germany) SPATIAL DATA MAPPING IN FOREIGN LANGUAGE TEACHING AS A REPRESENTATION OF MULTIMODAL AND TRANSMEDIAL LEARNING ENVIRONMENTS Meretguly Gurbanov (Turkmenistan / Thailand) THE MULTIMODALITY, <i>ICT</i> AND ENGLISH LANGUAGE TEACHING AND LEARNING Iryna Huslenko (Ukraine) OPPORTUNITIES AND CHALLENGES OF INTEGRATION OF TRANSMEDIA INTO LEARNING <i>ESL</i> Meretguly Gurbanov, Altyn Gurbanova, Gunesh Meredova (Turkmenistan) INTEGRATION OF MULTIMODALITY INTO PRE-SERVICE TEACHER EDUCATION PROGRAMS Natalia Startseva, Valeriia Ilchenko, Olena Karpenko (Ukraine) MULTIMODALITY IN INTERACTIVE LEARNER AGENCY-BASED LANGUAGE LEARNING Олена Радченко (Ukraine) ЦИФРОВА ПРЕЗЕНТАЦІЯ ЯК ПЕРЕДОВИЙ ІНСТРУМЕНТ СУЧАСНИХ ВИКЛАДАЧІВ Anna V. Sokolova, Ofelia Gómez Landeros, José Arturo Granados Cosme (Mexico) MEDICAL STUDENTS’ PERSPECTIVES OF MULTIMODALITY IN THEIR EDUCATION Iryna Kalynovska (Ukraine) MULTIMODAL PRESENTATION IN ACADEMIC WRITING AND RHETORIC: BALANCING PERSUASION AND INTEREST	
17:00 – 17:30	General Discussion and Closing Ceremony	

