Mediality and Multimodality across Media

Winter School at the Graduate Academy of the University of Tübingen, Germany
January 28 to January 30, 2015

Winter School Venue
University of Tübingen
Neue Aula/Geschwister-Scholl-Platz
D-72074 Tübingen
Senate Rooms (2nd Floor)

Organization
Klaus Sachs-Hombach & Jan-Noël Thon
Department of Media Studies
University of Tübingen

Student Assistants
Sebastian Boecker
Jan Ruhkopf
Philipp Stenger
Sabine Volk

Supported by the Institutional Strategy of the University of Tübingen (Deutsche Forschungsgemeinschaft, ZUK 63)
**Wednesday, January 28**

10:00-11:30  
**Mediality and Multimodality**  
Klaus Sachs-Hombach/Jan-Noël Thon (Tübingen)

11:30-12:00  
Coffee Break

12:00-13:30  
**Multimodality in Film**  
Barbara Flückiger (Zürich)

13:30-15:00  
Lunch Break

15:00-16:30  
**Multimodality in Television**  
Anne Ulrich (Tübingen)

16:30-17:00  
Coffee Break

17:00-18:30  
**Paper Presentations**  
You know a movie is shit brilliant when you come back to watch the trailer: Multimodal Transcription Processes between Film and Trailer – Now and Then  
Heike Krebs (Augsburg)

Multimodality in Packaging  
Klaus Kerschensteiner (Passau)

Intermodal and Intertextual Ambiguity in Literary Image-Type-Combinations (Multimodality in Literature)  
Nicolas Potysch (Tübingen)

Frozen Moments. Database Logic and Narrative Drawing in Chris Ware’s *Building Stories*  
Benoît Crucifix (Leuven)

Distinguishing Mediality. The Interplay between Modes and Conceptual Forms in Digital Comics  
Lukas Wilde (Tübingen)

Transmitting Subjective Lived Experiences in Interactive Documentary Life Stories  
Evelyn Chew/Alex Mitchell (Macquarie)

---

**Thursday, January 29**

10:00-11:30  
**Multimodality in Literature**  
Alison Gibbons (Leicester)

11:30-12:00  
Coffee Break

12:00-13:30  
**Multimodality in Comics**  
Charles Forceville (Amsterdam)

13:30-15:00  
Lunch Break

15:00-16:30  
**Multimodality in Computer Games**  
Benjamin Beil (Cologne)

16:30-17:00  
Coffee Break

17:00-18:30  
**Paper Presentations**  
You know a movie is shit brilliant when you come back to watch the trailer: Multimodal Transcription Processes between Film and Trailer – Now and Then  
Heike Krebs (Augsburg)

Multimodality in Packaging  
Klaus Kerschensteiner (Passau)

Intermodal and Intertextual Ambiguity in Literary Image-Type-Combinations (Multimodality in Literature)  
Nicolas Potysch (Tübingen)

Frozen Moments. Database Logic and Narrative Drawing in Chris Ware’s *Building Stories*  
Benoît Crucifix (Leuven)

Distinguishing Mediality. The Interplay between Modes and Conceptual Forms in Digital Comics  
Lukas Wilde (Tübingen)

Transmitting Subjective Lived Experiences in Interactive Documentary Life Stories  
Evelyn Chew/Alex Mitchell (Macquarie)

---

**Friday, January 30**

10:00-11:30  
**Multimodality in Everyday Conversations**  
Ellen Fricke (Chemnitz)

11:30-12:00  
Coffee Break

12:00-13:30  
**Multimodality in Journalism**  
Hartmut Stöckl (Salzburg)

13:30-15:00  
Lunch Break

15:00-16:30  
**Multimodality in Online Communication**  
Stefan Meier (Tübingen)

16:30-17:00  
Coffee Break

17:00-18:30  
**Concluding Discussion**