



## 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 (2<sup>nd</sup> 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

## 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**

Multimodal Metaphors and Game Character Design  
Felix Schröter (Hamburg)

“Come, Stanley, let's find the story!” – On the Multimodality of Computer Games in *The Stanley Parable*  
Michelle Herte (Cologne)

Representing Multimodality in Video Game Paratexts  
Jan Švelch (Prague)

To Cry Wolf in the Digital Age: Transmedial Narrative in Bill Willingham's *Fables* and Telltale Games' *The Wolf Among Us*  
Fabian Gregori (Dresden)

“Die da!?!” – Potentials of Pointing in Multimodal Contexts  
Tim Ihde (Chemnitz)

How Can Multimodality in Journalism Be Analysed Using Kress and van Leeuwen's Multimodal Approach?  
Heli Lehtelä (Lapland)

## 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**