

Ministry of Education and Science of the Russian Federation
Ural Federal University named after the first President of Russia Boris Yeltsin
Ural Institute of Humanities
Research group “Multilingualism and Multiculturalism in the Post-Literacy Epoch.”

CALL FOR PAPERS

The Third International Conference
Communication trends in post-literacy
(2018, April, 26-28, Yekaterinburg)

Dear colleagues,

We invite you to participate in the discussion of contemporary problems in modern culture theory, human relations, languages, and texts evolution under the conditions posed by the consumer and information society.

Modern culture considers post-literacy as the co-existing systems of interrelated functions present in all kinds of literacy developed in the cultural history of humankind, where the inclusion of those based on computer technology and the media play a central role.

Post-literacy is characterized by an active acquisition of diverse forms of literacy by the subject of culture in the free combinations, requested by the cultural environment and carried out throughout the life of the subject so that through the acquisition the subject becomes an independent and active creator.

Among others, the following features characterize post-literacy: 1) the simultaneous co-existence of different interpretations of literacy (post-literacy, multimedia literacy, information and media literacy); 2) diverse areas for literacy implementation: language: linguistic, visual, the media; social: information, the environment, politics, economics. 3) A variety of sources for literacy development such as books, films, dances, architecture, statistical tables, electronic displays, graphs, formulae, diagrams, text messages, posts, blogs, and all forms of e-communications; 4) the cultural subject's free combination of different kinds of literacy, where the individual becomes a creative and independent person.

The classics of structural semiotics acknowledge *the existence of different languages in the culture (multilingualism) and, in this respect, the presence of various ways of encoding values in the texts (multi-coding), as well as the diversity of means for text transmission (multi-media).*

The conference is aimed at discussing natural languages, art, science, and technology in their evolution and main co-existing peculiarities during communication in modern culture today. Not limited to the modes of each language existence, the discussion may also include particular media mediators during text transmission, methods

for developing and interpreting complex polymorphic (“multi-modal”) texts in the modern culture as well as the mechanisms underlying the conscious change from reading mainly print monomorphic (“mono-modal”) texts to reading polymorphic screen ones.

Relating to the conditions of the emergence of post-literacy in the modern culture, the conference also intends to focus on information technology and its impact on the socio-cultural transformations, evolving into the information society formation and the emergence of various linguistic subcultures. Another intention is to address issues related multiculturalism and their impact on the social functions of communication in all their modalities including verbal and literary national languages, reading, and writing.

We welcome discussions on communication topics related to post-literacy, multiculturalism, and multilingualism, and invite researchers who have an interest in:

The languages of culture, modern texts production, and interpretation, using various languages of culture;

The analysis of modern texts nature and the peculiarities of their structural, morphological and sign-semantic functions;

The methods of communication and social organization of linguistic subcultures as well as the concept of multiculturalism in modernity;

Digital media that create new communicative and expressive opportunities for modern culture;

The study of modern culture as a world of networking and non-networking polymorphic, multilingual texts with manifold authorship and boundless contexts.

Session 1. «Languages and teaching languages in the epoch of cultural super-diversity» Guzikova M.O., Rasskazova T.P., Forteza Fernandez R.F.

World Languages, Language Variation and English as a Lingua Franca

IT in Language Teaching

The Writer, the Reader, and the Text

EFL Teaching in Post-literacy and Multimodality

EFL Learners and their Challenges in Post-literacy Era

Challenges in Multilingual Environment in Education

Language Policy and Language Choice

Multilingual Dynamics of Globalization and Multilingualism in Foreign Language Education

Session 2. «Communications in modern art culture» Kruglova T.A.

1. Modern art as a source of new and a regulator of multiple social communications”.
2. Peculiarities of intra-art communication in modern art: novelty in the interaction between the author and the addressee, transformations of art reception; the role of mediators in the establishing a contact with a piece of art.
3. Social communications about art and around it: institutional formats of discussion of pieces of art; ways of influence by the audience, communities, public and political organizations on art production and its distribution; the role and place of expert community in establishing a dialogue about modern art.

Session 3. «Cultural analysis of the processes of media communication in the post-literacy epoch» Gudova M.Y., Fayustov A.V.

The diversity of media in post-literacy culture and formation of media communities and media sub-cultures: technical and technological and personality charismatic aspects.

The diversity of languages and codes of modern media sub-cultures; value content, technical and technological, temporal gaps in communication between representatives of different media communities and sub-cultures, diversity as a source of development and threats.

Texts of modern media communities, the problem of their authorship and comprehension, translation and interpretations.

Media mechanisms of identification and multiplicity of identities in the modern epoch. The role of media personalities in modern processes of identity construction.

Session 4. «Event as mechanism of setting a socio-cultural communication» Porshneva O.S.

- Event in the system of modern social interaction
- Event as a way of defining a world picture and formation of identities
- Event-service technologies and the formation of super-diversity of communication languages.
- The event as a form of modern cross-cultural communications. Formation of communication languages in the modern multi-cultural environment with the means of Event.
- The development of personality potential of modern communication participants in the Event chronotope.

Session 5. «Design: the art of creating a friendly interface in the super-diversity environment» Gan O.I., Zinovieva E.A.

1. From past to future of design – the history of evolution of friendly interfaces and prospects of their development in the environment of post-literacy and super-diversity.
2. Friendly interfaces – motives for the development and discovery of user opportunities for everyone or the creation of high-tech environment for laziness and ignorance revenge?
3. Interface diversity of the thing-world.
4. Intellectualization of friendly interfaces – prospects for development.
5. Technologies for providing friendly interfaces

Section 6. «Polymorphism of humanitarian knowledge in the perspectives of information and communication technologies» Kislov A.G., Sukhov A.A.

1. Digital Humanities: the loss of incommensurability.
2. Intelligent systems in the communication processes.

3. Logic and communication: semantics and pragmatics, speech acts and language games, argumentation and polemics.
4. Internet and the modeling of social interaction.
5. Cyber-ontologies as spaces of communication: virtual, augmented and other "realities".
6. Transformation of social communications in the virtual worlds of computer games
7. Big Data as a humanitarian problem: social and methodological aspects of contemporary work with information.

Application procedure:

Please, e-mail or send by post your application before **April 15, 2018**. The process includes an application for participation and a PPT slide (poster) with the presentation summary in Russian or English (see the attached file).

Application template

International theoretical conference ***Communication trends in post-literacy: multilingualism and multiculturalism***

APPLICATION

Surname	
First name	
Patronymic	
Affiliation	
Position	
Academic degree	
Academic title	
Postal address with a postal code	
e-mail, phone	
Report title	
Research area	

Applications should be submitted online in Russian or English, WORD 97-2003. The letter or email should be entitled «International conference». The files should bear the first author's name, city, and country for foreigners (e.g. Petrova-application, Yekaterinburg).

On receipt of the paper, the organizing committee will send a confirmation letter in two days to the author ***«Paper has been received»***. In case the confirmation letter is not received, the author is asked to resend the application email or letter.

Texts for **presentations (2000 words)** should be submitted to the organizing committee address. The deadline for submission is **May 25, 2018**. Presentation instructions are attached.

The organizing committee is entitled to choose relevant papers from authors who will be invited to contribute with their work to the collective monograph *Communication trends in post-literacy epoch*. The monograph edited by M.Y. Gudova, DPhil (Culturology) and M.O. Guzikova, Ph.D. in History is expected to have been published and indexed in ISBN and RSCI by the end of the year.

Full articles out of the scope of the conference will be recommended for publishing in the “*Izvestiya of the Ural University*” journal, Series 1, 2 and/or 3 with all the following necessary procedures publications entails.

NOTE: Submit all e-mails to the organizing committee conference senior secretary: – Rubtsova, Elena V., associate professor in the Department of History of Philosophy, Philosophical Anthropology, Aesthetics and Theory of Culture rbtsvelena@rambler.ru

Before the submission, the authors are to ensure that their manuscript has been revised for language and ideas, edited and formatted according to the conference requirements. Papers in English are expected to be at A+ level. Otherwise, they will be rejected.

The presentation text should include the following parts: description of the situation, review of relevant literature, problem or research questions, the scope of action, methods, results and discussion, conclusions, and references.

Papers formatting (see example below) should meet the following requirements:

The maximum recommended paper length is 7-8 pages (2 000 words) in Microsoft Word, Times New Roman 14, portrait mode, 2" margins on all sides, indented – 1.25, line-to-line spacing – 1.5, no page numbering. Justified alignment, centered headings. No graphs, figures, footnotes or descending strokes. The in-text references must be in brackets with page number – [1]. Literature must be listed at the end of the article, with line spacing and in the order in which it is first referenced. It is in compliance with 2003 SS.

First page:

- Author(s), right-justified, academic degree and title, affiliation, and city.
- The article title in bold capitals separated by a blank line above.
- Abstract (not exceeding 600 characters--spaces included) should be placed below the article title and separated by a blank line.
- Separate the keywords (no more than six) with a semicolon.
- Below the keywords and separated by a blank line above, write the author surname with initials as well as the academic degree and title, affiliation, and the city, **in English**. Repeat the procedure for the abstract in Russian.

APPENDIX

Petrova P.P.,
Ph.D., professor at UrFU
Yekaterinburg

ON THE PROBLEM OF INFORMATION LITERACY OF STUDENTS

Abstract: Text. Text. Text.

Keywords: text; text; text

Text. Text.

Literature formatting guidelines

The cited literature is at the end of the article and first listed in Russian alphabetical order, then in English.

Preferentially use brackets: the number indicates the listed author name [5], if several authors are cited, use semi-colons to separate them [5; 8]; the page number should follow a comma in the brackets, indicating the cited text in the book/journal [5, p. 6];

Literature cited section: the author name with initials (Surname I.O.), title of the cited work (including subheadings) or conference proceedings (conference name, city and date), place of publication (city, publishing house), year of publication, and total number of pages for books.

Examples:

Monograph

Sontag S. On photography / Ed. V. Golyshev. – M.: Ad Marginem, 2013. – 272 p.

Krauss R. Photographic: experience of divergence theory / Tr. A. Shestakov. – M.: Ad Marginem, 2014. – 350 p.

Venuti L. The Translator's invisibility: a history of translation. – L.: Routledge, 2004. – 356p.

Foreword (introductory article) to monograph

Барт Р. Риторика образа // Барт Р. Избранные работы: Семиотика. Поэтика. – М.: Прогресс, 1994. – С. 297–318.

Journal articles:

Surkov A.A. Australia is singing // Ogonyok. –1961. – №26.– pp.22–24.

Online source:

Dictionary of Australian slang. Available online at <http://www.koalanet.com.au/australian-slang.html>. Accessed 7 March 2016.

Australian songs/Waltzing Matilda. In: UniquelyAustralian. Available online at <http://alldownunder.com/australian-music-songs/waltzing-matilda-a.htm>. Accessed 7 March 2016.

Krylovsky K. Articles – Psychology of advertising. 2004-2008. Available at http://www.ideaura.com/psychology/how_to_make_good_ads.php. Accessed 15 February 2016.

WELCOME TO YEKATERINBURG!