

### Complementary activity

Attendance to workshop organized by Enrique Pardo together with Pantheatre codirector Linda Wise: workshop in choreographic theatre and voice performance. He will then direct and comment a work session with the participants during the seminar. 14th – 15th June at la Escuela de Danza Karen Taft (15.00 – 20.00).

### Validation

The UAM seminar programme can be recognised for one ECTS credit on the basis of attendance and the writing of a brief critical overview (3-4 pages) on one of the topics dealt with in the seminar.

Otherwise, attendance is free.

**Place:** Both events, seminar and workshop, will take place at Aula 1 de Música, Pabellón A: Servicio de Idiomas y Centro Superior de Investigación y Promoción de la Música.

**Coordination and contact:**

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<http://www.uam.es/departamentos/filoyletras/filoinglesa/es/index.html>

Seminar languages: English and Spanish

Graphic design: Javier Sánchez Nagore



## Language across modes and cultures

Language, creativity and identity:  
Multisemiotic and cultural perspectives

**Department:** Filología Inglesa

**Funded by** BSCH Project and UAM





## MONDAY 16TH JUNE

<b>9:00</b>	Presentation of the seminar
<b>9:15</b>	R. Gibbs, U. of California at Santa Cruz: The complexity of metaphoric creativity
<b>10:15</b>	M. Romo, UAM, Depto. Psicología: Creativity and Aesthetic experience: beyond the dichotomy art/science
<b>10:45</b>	Coffee break
<b>11:15</b>	E. Urios Aparisi, U. of Connecticut: Portraying the Other: Picasso's Struggle with Empathy
<b>12:15</b>	L. Hidalgo & B. Kraljevic, UAM y URJC: Multi-modal metaphor, narrativity and creative recontextualisation in ads across cultures
<b>12:45</b>	L. Aranda, U. Hawai'i: Mixing metaphors: Code-switching and the construction of identity
<b>14.00</b>	Lunch
<b>15:00</b>	M. Romano & D. Porto (UAM, UAH): Creativity and Recontextualization in Spanish social slogans
<b>15:30</b>	Coffee break
<b>16:00</b>	E. Pardo, Pantheatre, Paris & Roy Hart Centre, France. Shaping the text in choreographic theatre. Post-tragic strategies. (Formas y reformas del texto en un teatro coreográfico. Estrategias post-trágicas)
<b>17:30</b>	L. C. Pozo Rodríguez y S. S. Pozo Rodríguez: Danza contemporánea
<b>17.45</b>	Spanish wine and tapas at UAM

## TUESDAY 17TH JUNE

<b>9:00</b>	R. Gibbs, U. of California at Santa Cruz : Speaking and dancing with metaphor
<b>10:00</b>	M. A. Martínez, UCM, Filología Inglesa: The multi-modal staging of the ghost blend in two versions of 'Big Joe and Phantom 309'
<b>10:30</b>	G. Labrador, UAM, Depto de Música: Metaphor and the power of music in advertising: the case of Doritos and Esteban Ortega
<b>11:00</b>	Coffee break
<b>11:30</b>	E. Urios Aparisi, U. of Connecticut: Figures of Film: Emergence of Metaphor in Cinematic Discourses
<b>12:30</b>	Break
<b>13:00</b>	Seminar special lunch
<b>15.00</b>	L. Zbikowski, U. of Chicago: Meaning construction and music
<b>16:00</b>	A. Vega Toscano, UAM, RNE: El cine como arte sonoro
<b>16:30</b>	C. Calvo, U. de Granada: Intertextuality as semiotic mode: poetry and comic
<b>17:00</b>	Coffee break
<b>17:30</b>	L. Aranda, U. Hawai'i: The use of code-switching by Hispanic comedians in the US
<b>18:00</b>	I. Salcedo: Response to Art
<b>18:30</b>	A. Vicent UAM, Depto. de Música: Los lenguajes de la música
<b>19:00</b>	A. Vicent, UAM, Depto. de Música: Guitar concert
<b>20:00</b>	Closing event in Madrid centre (place to be determined)