

# Language across modes and cultures

Language, creativity and identity: Multisemiotic and cultural perspectives

## MONDAY 16TH JUNE

9:00	Presentation of the seminar
9:15	R. Gibbs, U. of California at Santa Cruz: The complexity of metaphoric creativity
10:15	M. Romo, UAM, Depto. Psicología: Creativity and Aesthetic experience: beyond the dichotomy art/science
10:45	Coffee break
11:15	E. Urios Aparisi, U. of Connecticut: Portraying the Other: Picasso's Struggle with Empathy
12:15	L. Hidalgo & B. Kraljevic, UAM y URJC: Multi-modal metaphor, narrativity and creative recontextualisation in ads across cultures
12:45	L. Aranda, U. Hawai'i: Mixing metaphors: Code-switching and the construction of identity
14:00	Lunch
15:00	M. Romano & D. Porto (UAM, UAH): Creativity and Recontextualization in Spanish social slogans
15:30	Coffee break
16:00	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)
17:30	L. C. Pozo Rodríguez y S. S. Pozo Rodríguez: Danza contemporánea
17.45	Spanish wine and tapas at UAM

## TUESDAY 17TH JUNE

9:00	R. Gibbs, U. of California at Santa Cruz : Speaking and dancing with metaphor
10:00	M. A. Martínez, UCM, Filología Inglesa: The multi-modal staging of the ghost blend in two versions of 'Big Joe and Phantom 309'
10:30	G. Labrador, UAM, Depto de Música: Metaphor and the power of music in advertising: the case of Doritos and Esteban Ortega
11:00	Coffee break
11:30	E. Urios Aparisi, U. of Connecticut: Figures of Film: Emergence of Metaphor in Cinematic Discourses
12:30	Break
13:00	Seminar special lunch
15:00	L. Zbikowski, U. of Chicago: Meaning construction and music
16:00	A. Vega Toscano, UAM, RNE: El cine como arte sonoro
16:30	C. Calvo, U. de Granada: Intertextuality as semiotic mode: poetry and comic
17:00	Coffee break
17:30	L. Aranda, U. Hawai'i: The use of code-switching by Hispanic comedians in the US
18:00	I. Salcedo: Response to Art
18:30	A. Vicent UAM, Depto. de Música: Los lenguajes de la música
19:00	A. Vicent, UAM, Depto. de Música: Guitar concert
20:00	Closing event in Madrid centre (place to be determined)

### 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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