Ministry of Education and Science of the Russian Federation

Embassy of the Czech Republic in the Russian Federation

Consulate General of the Czech Republic in Yekaterinburg

Ural Federal University

named after the first President of Russia B.N. Yeltsin

Ural Institute of Humanities

Scientific group “Polylingualism and multiculturalism in the era of post-literacy”

Cambridge UrFU Center

Ural State Pedagogical University

Department of Philosophy, Sociology and Cultural Studies

**INFORMATION LETTER**

Fourth International Scientific and Theoretical Conference

**“Communication trends in the era of** **post-literacy:**

**multilingualism,** **multimodality,** **multiculturalism** **"**

(8 - 9 November 2019, Ekaterinburg)

Dear Colleagues!

We are privileged to invite you to take part in the conference and the discussion of the actual problem of the modern theory of culture, humanity, languages ​​, and texts that have emerged in recent years in the context of the new era of post-literacy.

*The era of* *post*-*literacy* *is a cultural epoch* that is distinguished by the combination of the features which are as follows: 1) simultaneous coexistence in the same sociocultural community of different interpretations of literacy ( post-literacy, multimedia literacy, information, and media literacy); 2) the diversity of literacy areas: a) language areas, i.e. linguistic, visual, television, media and others, b) social areas, i.e. informational, environmental, political, economic, etc .; 3) the variety of materials for the development of literacy: books, films, dances, architectural groups, statistical tables, electronic scoreboards, diagrams, formulae, schemes, SMS messages, posts, blogs, MMS- messages and others; 4) communication gaps among people who own a limited set of forms of literacy which results in a complicated intercultural and intergenerational cultural dialogue.

We propose to discuss how the new communication trends *realize themselves in community* *statements* *or commute/manifest themselves* *in the languages of culture* which are as follows: 1) verbal languages of intercultural communication, 2) the languages of new computer, digital, and media arts, 3) design languages and 4) media languages . Our intention is not limited only to the discussion about *the ways of existence of each of these languages but also about types of media* (text-mediators) *which channel* *the* *texts*, *how complex* *multimodal,* *polymorphic (“multimodal”) frameworks* *are formed and perceived.* Our focus is the analysis of the transition from reading mostly monomorphic *( “monomodal”)* printed page to reading the text in multi-modal media art, design, and media.

One of the consequences of post-literacy is the formation of new subcultures that arise on the basis of the predominant use of certain languages, cultural codes, and the media. Communication gaps that arise on the basis of “niche” operation of modern media are disintegrating modern society, making all the more difficult the dialogue between the followers of different levels of organization of media culture: the paper, and the text, the analog, and the digital format.

              We invite to discuss such communication trends as s multicultural, multi-modal communication and multilingualism. We are interested in the contributors who are as follows:

* anyone interested in the problems of language culture and modern way related to E-learning and language ;
* all those who study the ways of communication and social organization of various media and language subcultures;
* everyone who is interested in communication design;
* all those who study Digital formats, computer and media art, providing new communicative and expressive possibilities of design and media;
* anyone who knows the world of modern culture as a world of multiple authorship and boundless contexts of network and non-network multimodal and multilingual texts;
* all those who seek and offer scientifically based ways to bridge the communication gaps of modern society.

sections PLANNED:

***Section 1. “Teaching languages,*** ***multilingualism***, ***and*** ***multiculturalism of the*** ***educational space and community*** ***in the era*** ***of*** ***post-literacy”.*** ***Moderators:*** ***M.O.*** ***Guzikova, T.P. Rasskazova,*** ***F.F.*** ***Rafael Forteza***

1. World Languages, Language Variation and English as a Lingua Franca
2. IT in Language Teaching
3. EFL Teaching in the Post-literacy and Multimodality
4. EFL Learners and their Challenges in Post-literacy Era
5. Challenges in Multilingual Environment in Education
6. Language Policy and Language Choice
7. Multilingual Dynamics of Foreign Language Education

***Section 2.*** ***“The Czech language and its study in the system of modern*** ***multilingualism*** ***and*** ***multilingual*** ***education".*** ***Moderators:*** ***Sh. Sladovnikova,*** ***D.Toufarova***

1. The role of learning the Czech language in the introduction to Czech art and Czech culture, the stimulating of interest in Czech education;
2. The features of learning Czech as a second foreign language ;
3. The methods of teaching Czech as a second foreign language ;
4. Learning resources for learning the Czech language.

***Master class of Dagmar*** ***Toufarova*** “***Innovations in teaching Czech as a second foreign language”***

***Section 3. "Russian as the language of intercultural*** ***communications*** ***in the global and post-literate world".*** ***Moderators:*** ***V.A. Gudov,*** ***I.S. Prosvirnina,*** ***Magsar*** ***Tseven***

1. Actual sociocultural demand for the study of Russian as foreign and Russian literature;
2. Socio-cultural problems of teaching Russian as a foreign language and reading Russian literature by foreign readers ;
3. Difficulties in learning Russian as a foreign language for representatives of different cultural regions ;
4. Demand and peculiarities of Russian-language communication in open and multilingual, multimodal  informational environment of the Internet;
5. Electronic resources and their effectiveness in teaching Russian as a foreign language and in mastering the history of Russian literature ;
6. Electronic voice and written translators from Russian into other languages ​​and their effectiveness in multilingual communication.

***Section*** ***4.*** ***"*** ***Communication in*** ***and*** ***around*** ***media art".*** ***Moderators:*** ***E.V. Rubtsova, A.A. Sukhov***

1. Media art as a new language, the form of social communication and adaptation to new digital technologies and their consequences.
2. The specificity of intra-artistic communication in media art: the multiple authors; synesthetic interactive reception; a mediator as a conductor of meanings.
3. Computer, digital, media arts and design: the intersection points, the search for new ways of invitation to intercultural dialogue;
4. Social communications about media art: institutions, platforms, communities.

***Section*** ***5.*** ***"Breach processes of media communication in the era of*** ***post-literacy: Causes and Cures".*** ***Moderators:*** ***M.Yu. Gudova, S.V. Yurlova,*** ***A.V. Fayustov***

1. Media diversity in the culture of post-literacy and the formation of media communities and media subcultures;
2. A variety of languages ​​and codes in modern media subcultures;
3. The texts of modern media communities, the problem of their authorship, broadcast and interpretation;
4. The persons of influence and the persons of design in modern media culture;
5. University media as a platform for intercultural and intergenerational dialogue.

***Section*** ***6.*** ***"Design in the system of modern communications: tasks, concepts, products".*** ***Moderators:*** ***O.I.*** ***Gan, T.Yu. Bystrova***

1. A designer between the customer, developer, and user of communication programs and products: strategies and tactics of creativity;
2. Interface - designer pass to the user of the digital system;
3. The design of the university educational communication system: the problems and ways of solving;
4. From the design of the communication space to the design of relationships and feelings.

To participate in the conference send the application form up **to 15 September 2019.** The corresponding email address of the organizing committee is as follows: informmedia@list.ru. The application form must be submitted to the conference in Russian and /or in English.

**APPLICATION FORM**

|  |  |
| --- | --- |
| Surname |   |
| Name |   |
| Middle name |   |
| Place of work (study) |   |
| Position |   |
| Degree (if any) |   |
| Title (if any) |   |
| Postal address with index |   |
| Email, contact phone |   |
| The title of the article |   |
| Section |   |

**Applications** are accepted in Russian and or English in electronic form, in WORD 97-2003 format. When sending an e-mail, you must specify the topic: "Communication trends 2019 ". The files should be named according to the name of the first author (for example, “Petrov- article, Yekaterinburg”, “Petrova-application, Yekaterinburg”).

Upon receipt of the materials, the organizing committee sends a letter ***“Materials received”*** to the address of the author within two days. In case if you do not receive confirmation of their receipt by the organizing committee, please duplicate the application.

The texts of **reports**/**articles** **(35** **00** **- 6000** **words)** **in English** should be sent to the address of the organizing committee informmedia@list.ru **by 7 October** **2019.**

The conference organizing committee will select the materials whose authors will be invited to the collection of articles **“Communication trends in the era of** **post-literacy:** **multilingualism**, **multimodality,** **multiculturalism** **".** It is planned to index the proceedings of the conference in WoS \ Scopus databases. Publication editors: the doctor of cultural studies Margarita Y. Gudova and the candidate of historical sciences Maria Olegovna Guzikova.

***E-mail address of the organizing committee****:* informmedia@list.ru. *- Rubtsova Elena Valerievna, Associate Professor of the Department of History of Philosophy, Philosophical Anthropology, Aesthetics and Theory of Culture, Executive Secretary of the Conference*

Articles must be carefully edited and finalized. Article text should contain the *following components* *with subtitles*: introduction, the material under study, the description of methodology and research methods, the research procedures, results and their interpretation, conclusions, the list of references.

***The paper*** should meet the following requirements:

The length of the article is 15-20 pages (35 00 - 6000 words) in the Microsoft text editor. Word Font Times New Roman, A 4 format, font size - 12, portrait orientation, margins on all sides - 2 cm, indent - 1.25, line spacing - 1.5, without page numbering. Alignment - in width, alignment of the heading - central.

The article should not have graphs, drawings, footnotes, subscripts. References to the literature are made out inside the text in square brackets with the surname of the author, the year of publication and the page - [ Petrov, 2000, 1]. The reference list is given at the end of the article, separated by spaces *in the order of quotation in the text,* and is drawn up as shown in the example. Editions in Russian are given by transliteration.

The heading, abstracts, and keywords are made by substituting the necessary text in the template given in the application.

***ATTACHMENT***

**Type the Title of Your Paper Here (17** **pt** **Times New Roman)**

**Name Surname** **1, Name Surname** **2, Name Surname** **3**,**...**

1 Author's full postal address of affiliation including the country name

2 Author's full postal address of affiliation including the country name

3 Author's full postal address of affiliation including the country name

Type the corresponding author's e-mail address here

**Abstract**. Start your abstract here ... The results should be summarized. References should be avoided, if it is essential, only cite the author (s) and year (s) without giving reference list. Copy it into the registration web field.

1. **Introduction**

Objectives should be taken from the state of the world.

After the first paragraph, the other paragraphs are indented. After Introduction, divide your article clearly defined and numbered sections.

1. **Another section of your paper**

Work to be reproduced. Methods already published should be indicated by a reference: only relevant modifications should be described. This section also may include theory, background, and calculations. Etc.

The following headings may also be used:

*2.1.* *A subsection*

Some text.

*2.1.1.* *A* *subsubsection.* The paragraph text follows on from the subsubsection heading but should not be in italic.

1. **Results and discussions**

Do not repeat them. Results and Discussion section is often appropriate. Avoid extensive citations and discussion of published literature.

1. **Conclusions**

It can be interpreted as a brief conclusion.

**Acknowledgment (s)**

The acknowledgments section of the paper.

**References**

1. PG Altbach, J. Knight. The internationalization of higher education: motivations and realities. J. Stud. Int. Educ., 11 (3-4) (2007), pp. 290-305, 10.1177 / 1028315307303542

2. JC Richards, TS Farrell. Professional Development for Language Teachers: Strategies for Teacher Learning. Cambridge University Press, New York (2005)

3. QS World University Ranking. [http://www.topuniversities.com/](https://translate.google.com/translate?hl=en&prev=_t&sl=ru&tl=en&u=http://www.topuniversities.com/) (Accessed 8 August 2016).

4. Common European Framework of Reference. http://www.coe.int/t/dg4/linguistic/Source/Framework\_EN.pdf (Accessed 8 August 2016)

***Sincerely yours,*** ***the Organizing Committee*** ***of the Conference***

***“*Communication trends in the era of** **post-literacy:**

**multilingualism,** **multimodality,** **multiculturalism*”*** ***!***