Ministry of Education and Science of the Russian Federation

Ural Federal University

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

Ural Humanitarian Institute

Research group "Multilingualism and multiculturalism in the post-literacy era"

UrFU Cambridge Exam Centre

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**INFORMATION**

Fifth International Scientific and Theoretical Conference

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

**multimodality and multiculturalism as prerequisites for new creativity ”**

(November 26-28, 2020, Ekaterinburg)

Dear Colleagues!

We invite you to participate in the discussion on the urgent problem of the modern theory of culture, man, languages and texts, which has been formed in recent years in the context of the post-literacy era.

The *era of post-literacy -* *is a cultural era* that is distinguished by a combination of the following features: 1) the simultaneous coexistence of different interpretations of literacy in one sociocultural community (post-literacy, multimedia literacy, information and media literacy); 2) the variety of spheres of literacy: a) language domains: linguistic, visual, television, media and others, b) social domains: information, environmental, political, economic, etc .; 3) a variety of materials for literacy: a book, a film, a dance, an architectural ensemble, a statistical table, an electronic scoreboard, diagram, formula, SMS message, post, blog, MMS message and so on; 4) the presence of communication gaps between people who own a limited set of forms of literacy, which complicates intercultural and intergenerational cultural dialogue.

We suggest discussing how new communication trends *are embodied and communicate / manifest themselves in the languages of culture:* 1) the verbal languages of intercultural communication, 2) the languages of new computer, digital, media art forms, 3) the languages of design and 4) the languages of the masses media. We plan to discuss the issue not only *of the ways of existence of each of these languages, but also of the means by which media* (intermediaries) *translate texts created in these languages, how complex multimodal, polymorphic* (“multimodal”) *texts* are formed and perceived in modern culture, as it is understood and is moving from reading a predominantly printed monomorphic (“monomodal”) page to reading a multimodal text in media art, design, media.

As a ***scientific hypothesis*** that we propose to discuss with all participants of the conference, we put forward the idea that in *the conditions of post-literacy a new creativity is formed due to a combination of such factors of modern culture as multilingualism, multimodality and multiculturalism.*

 We invite to discuss this hypothesis:

• everyone who studies the creativity of man, machine, and man-machine interaction;

• everyone who is interested in the problems of cultural languages and modern ways of teaching languages;

• all those who know the world of modern culture as a world of multiple in their authorship and boundless in their contexts network and offline multimodal and multilingual texts who are interested in the issue of new literacy and new textuality;

• everyone who studies contemporary art, especially in its synthetic, hybrid component; who are interested in digital, computer and media art, giving new communicative and expressive opportunities for medical rehabilitation, design and the media.

Intended keynote speakers:

***Forteza Rafael Filiberto Fernandez (Cuba-Russia)***

***Raul Alberto Mora (Colombia, Medellin)***

***Polina Golovatina (Colombia, Medellin)***

***Magsar Tsevan (Mongolia, Ulaanbaatar)***

***Ksenia Fedorova (Germany, Berlin)***

***Ilya Volnov (Russia, Moscow)***

***Ivan Yamshchikov (Germany, Leipzig)***

***Thimsen Gilbert (United States, Urbana-Champaign)***

***Philip Calantzis-Cope (USA, Urbana-Champaign)***

Suggested sections:

***Section 1. "Language training (English, German, French, Spanish, etc.): the creativity of the teacher and students in a multicultural and multilingual class." Moderators: Guzikova M.O., Rasskazova T.P.***

1. Language teaching as a creative process; multimodal methods of immersion in the language environment; creative practices of the formation of the linguistic environment with the help of telecollaborations; the use of multilingual texts of different and mixed modality in the process of on-line and off-line communication; promising tools for assessing student achievement;

2. Language teaching in the real and virtual classrooms: multimodal digital didactics tools and their advantages and disadvantages; creative forms of assessment, multimodal ways of presenting the assessment;

3. Teaching adult languages: multimodal texts and intermedia translation in online methods, age-related problems of the effectiveness of their use;

***Section 2. “Creative Promotion of Russian Language and Russian Literature to Foreign Students: Intermediate Translation and Multimodal Interaction in the Process of Teaching Educational Migrants”. Moderators: Gudov V.A., Prosvirnina I.S..***

1. Actual sociocultural request for the study of the Russian as a foreign language and Russian literature; sociocultural problems of teaching Russian as a foreign language and reading Russian literature by foreign readers; problems of linguistic and cultural adaptation of educational migrants; the practice of immersing educational migrants in the Russian / Ural cultural and communication environment.

2. Creative practices of intermedia translation of works of Russian literature into the language of other media and the role of intermedia translation in promoting the Russian language and Russian culture abroad;

3. Electronic resources and their effectiveness in teaching Russian as a foreign language and in mastering the history of Russian literature; electronic voice and written translators from Russian into other languages and their effectiveness in multilingual communication.

***Section 3 “Multimodality, multilingualism and intermediality as sources of creativity in contemporary art, design and media communications”. Moderators: Sukhov A.A., Yurlova S.V., Gan O.I.***
1. Synthetic, hybrid types and forms of artistic creation. Communication advantages and social relevance of synthetic art forms. Media art as a new hybrid language, a form of social communication and adaptation to new digital technologies and their consequences, new sensuality and interfaces; specificity of intra-artistic communication in media art: multiple author - creative artificial intelligence - synaesthetic interactive reception - mediator - perceiver.

2. The variety of media in the culture of post-literacy and the formation of media communities and media subcultures; creativity and diversity of languages and codes in modern media subcultures; texts of modern media communities, the problem of their authorship, translation and interpretation; Persons of influence and person of construction in modern media culture; University media as a platform for intercultural and intergenerational dialogue

3. Creativity in modern design. Multicultural socio-cultural design space; multimodality and intermedia in design creativity; intuitive interface of the Internet of things - design pass to the user of a digital product; design of a university educational and communication system: problems and solutions; from the design of communication space to the design of relationships and feelings.

To participate in the conference, **before July 1, 2020, you have to fill in** an application for participation in the conference in Russian and / or English following the link <https://docs.google.com/forms/d/e/1FAIpQLSeLSiFQCdShdApwtaOJmY_nRMrLEukSmAix5dBoCg3JRwI9Fw/viewform>. The application includes an abstract of the report / article of up to 500 characters.

Texts of **reports / articles (3500 - 6000 words) in English** must be sent to the organizing committee informmedia@list.ru. **no later than September 1, 2020**

Until **September 15, 2020**, the organizing committee of the conference will select materials and the authors will be invited to the collection of articles “**Communication Trends in the Age of Post-Literacy: Multilingualism, Multimodality and Multiculturalism as Prerequisites for New Creativity**”. It is planned to publish a collection of articles / collective monographs in a reputable foreign publication and index the collection / monographs in WoS / Scopus. Scientific editors - Doctor of Cultural Studies Margarita Yuryevna Gudova and Candidate of Historical Sciences Maria Olegovna Guzikova

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

Articles must be carefully edited and formatted. The text of the article should contain the *following components with subtitles*: introduction, study material, research methodology and methodology, description of the study, the results obtained and their interpretation, conclusions on the results of the study, list of references.

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

The article is 15-20 pages (3500 - 6000 words) in a Microsoft Word text editor, font Times New Roman, format A 4, font size - 12, portrait orientation, margins on all sides - 2 cm, indentation - 1.25, line spacing - 1.5, without pagination. Alignment - in width, alignment of the header - central.

The article should not have graphs, drawings, footnotes, subscript characters. References to the literature are made inside the text in square brackets with the name of the author, year of publication and page - [Petrov, 2000, 1]. The list is given at the end of the article with a space in *the order of citation* in the text and drawn up as shown in the example. Publications in Russian are transliterated.

The heading, theses and keywords are made out 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 abstract should include the purpose of research, principal results and major conclusions. References should be avoided, if it is essential, only cite the author(s) and year(s) without giving reference list. Prepare your abstract in this file and then copy it into the registration web field.

1. Introduction

State the objectives of the work and provide an adequate background, avoiding a detailed literature survey or a summary of the results.

After first paragraph, other paragraphs are indented as you can see in this paragraph. After Introduction, divide your article into clearly defined and numbered sections.

1. Another section of your paper

Provide sufficient detail to allow the 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, calculations which represent practical development from a theoretical basis. 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

This should explore the significance of the results of the work, not repeat them. A combined Results and Discussion section is often appropriate. Avoid extensive citations and discussion of published literature.

1. Conclusions

The main conclusions of the study may be presented in a short Conclusions section, which may stand alone or form a subsection of a Discussion or Results and Discussion section.

**Acknowledgment(s)**

Authors wishing to acknowledge assistance or encouragement from colleagues or financial support from organizations should do so in an unnumbered Acknowledgments section immediately following the last numbered section of the paper.

References

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2. J.C. Richards, T.S. 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/>(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)

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