



**Intersemiotic Translation, Adaptation, Transposition:**

*🦋 Saying almost the same thing?*

## CONFERENCE PROGRAMME

**FRIDAY 10/11/2017**

|               |   |
|---------------|---|
| 14:30 – 16:00 | <b>REGISTRATION: Lobby of Anastasios Leventis Building</b>  |
|               | <b>B108 - Main Auditorium - Anastasios Leventis Building</b>  |
| 16:00 – 16:30 | <b>OPENING SPEECHES</b><br>Constantinos Christofides, Rector, University of Cyprus<br>Anastasia Nikolopoulou, Dean, School of Humanities<br>George Floros, Chair, Department of English Studies |
| 16:30 – 17:30 | <b>KEYNOTE ADDRESS:</b><br><b>Deborah Cartmell:</b> Adaptation and the Marketing of Shakespeare in Classical Hollywood  |
| 17:30 – 18:30 | <b>Round Table:</b> Deborah Cartmell, Andrew Chesterman, Peeter Torop, coordinated by Vasso Giannakopoulou  |
| 18:30 – 19:30 | <b>WELCOME RECEPTION</b>  |



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### SATURDAY 11/11/2017

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| 08:00 – 09:00 | <b>REGISTRATION: Lobby of Anastasios Leventis Building</b>   |   |   |
|               | <b>B108 - Main Auditorium - Anastasios Leventis Building</b>   |   |   |
| 09:00 – 10:00 | <b>KEYNOTE ADDRESS:</b><br><b>Andrew Chesterman:</b> Semiotransadaptational Notes for an Investigation of Rhythm |   |   |
| 10:00 – 10:30 | <b>COFFEE BREAK</b>  |   |   |
|               | <b>Room 010 (ΧΩΔ02)</b>  | <b>Room 011 (ΧΩΔ02)</b>   | <b>Room 012 (ΧΩΔ02)</b>   |
|               | <b>Chair: Vasso Giannakopoulou</b>   | <b>Chair: George Floros</b>   | <b>Chair: Elin Sütiste</b>  |
| 10:30 - 11:00 | <b>Susan Petrilli and Augusto Ponzio (Skype):</b><br>Interlingual Translation: The Same Other                    | <b>Ana Fernandez &amp; João Queiroz:</b><br>Intersemiotic Translation Between Verbal Poetry and Photography in Quarenta Clics em Curitiba | <b>Francis Mus:</b> Cultural Ambivalence, Intersemiotic Translation and Systemic Artistic Identity Formation: The Literary Production of Musician Writers |
| 11:00 - 11:30 | <b>Laurence Raw:</b> Revisiting Adaptation and Translation   | <b>John Milton:</b> Scouts, Soldiers, Scholars and Schoolchildren: Photographs of Nineteenth Century Interpreters                         | <b>Anna Krawczyk-Łaskarzewska:</b> You Are What You Sample, Or Turning the Tables on Adaptation Studies   |
| 11:30 - 12:00 | <b>Massimo Leone:</b> Saying Almost the Same “Almost”: Semiotic Ideologies and Philosophies of Translation       | <b>Khaled Al-Shehari:</b> What can Photographs Add to the Story in Relation to the Yemeni Crisis?   | <b>Silvia Cobelo:</b> Intersemiotic Adaptations of <i>Dom Quixote</i> in the Brazilian Carnival   |
| 12:00 - 12:30 | <b>Patrick Cattrysse:</b> Translation Studies, Adaptation Studies and Interdisciplinarity                        | <b>Evangelos Kourdis:</b> Visual Censorship as a source of intersemiotic translations for cultural adaptation                             | <b>Azize Günes:</b> French Song Adaptations in 20 <sup>th</sup> Century Turkey. A case study of cultural transfer   |



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| 12:30 - 13:00 | <b>Olaf Immanuel Seel:</b> How Far Can Translation Studies Go? Exploring the Potentials and Limitations of Skopos Theory as a Conceptual Framework for Intersemiotic Action | <b>Marco Sonzogni:</b> Conceptualizing Captions: Semiotics and Poetics of the Word-Image Exchange   | <b>Vanessa Montesi:</b> Words with a Body: Proposing Choreography as Intersemiotic Translation. With a case study of Watkins' staging of Orwell's "1984" performed by the Northern Ballet |
| 13:00 - 13:30 | <b>João Queiroz &amp; Pedro Ata:</b> Intersemiotic transposition as a thinking-tool   | <b>Thiago Pires:</b> Exploring text-image relations in webpages translated automatically  |   |
| 13:30 – 15:00 | <b>LUNCH BREAK</b>  |   |   |
|               | <b>Chair: Nicola Dusi</b>   | <b>Chair: Maria Constantinou</b>  | <b>Chair: Silvia Cobello</b>  |
| 15:00 - 15:30 | <b>Claudia Benetello:</b> What's In a Name? Defining Transcreation as a Professional Practice   | <b>George Damaskinidis &amp; Loukia Kostopoulou:</b> Intersemiotic translation of subliminal messages in commercial logos                                       | <b>Madeleine Campbell &amp; Ricarda Vidal:</b> The Translator's Gaze: Intersemiotic Translation as Transactional Process  |
| 15:30 - 16:00 | <b>Oloruntoba, Ifeoluwa:</b> Intersemiotic Translation: illustrating 'fruit' in the account of the Fall   | <b>Parthena Charalambidou:</b> Culture and persuasive discourse: A semiotic analysis of <i>ethos</i> , <i>pathos</i> and <i>logos</i> in localized NGO websites | <b>Ziang Yicun:</b> Inter-semiotic Translation in Traditional Chinese Literati Paintings  |
| 16:00 - 16:30 | <b>Jinsil Choi:</b> Subtitling taboo-A case of bad language subtitling in South Korea   | <b>Eleni Tziafa:</b> Translator trainees' perception of the social impact of subtitling for TED   | <b>Christine Calfoglou &amp; Spiros Polymeris:</b> The artwork and artwork comment dialogue: A hypo- and hyper-text relationship?   |
| 19:00 - 19:10 | <b>DEPARTURE FROM HOTELS (CLASSIC 19:00 &amp; HILTON 19:10) FOR CONFERENCE DINNER</b>   |   |   |



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**SUNDAY 12/11/2017**

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|               | <b>B108 - Main Auditorium - Anastasios Leventis Building</b>   |  |   |
| 09:00 – 10:00 | <b>KEYNOTE ADDRESS:</b><br><b>Peeter Torop:</b> Intersemiotic Translation in the World of Transmedia             |  |   |
| 10:00 – 10:30 | <b>COFFEE BREAK</b>  |  |   |
|               | <b>Room 010 (ΧΩΔ02)</b>  | <b>Room 011 (ΧΩΔ02)</b>  | <b>Room 012 (ΧΩΔ02)</b>   |
|               | <b>Chair: Ellada Evangelou</b>   | <b>Chair: Evi Haggipavlou</b>  | <b>Chair: Massimo Leone</b>   |
| 10:30 - 11:00 | <b>Aboluwade Ifeoluwa:</b> Subversive Significations: Translation, Multimodality and Contemporary Nigerian Drama | <b>Nikola Dusi:</b> Adapting, translating and reworking 'Gomorra'  | <b>Beverley Curran:</b> <i>Sora no Ito</i> : an intersemiotic manga translation project   |
| 11:00 - 11:30 | <b>Claudia Soares Cruz:</b> Jon Fosse's <i>A Summer's Day</i> in Brazil  | <b>Michalis Kokonis:</b> <i>Cloud Atlas</i> (2012) as successful adaptation: A clear case of "Saying almost the same thing"? | <b>Ayelet Kohn &amp; Rachel Weissbrod:</b> Remediation, hypermediacy and trauma – <i>Ezekiel's World</i> as a Case in Point   |
| 11:30 - 12:00 | <b>Válmi Hatje-Faggion:</b> Shaw's <i>Pygmalion</i> : Brazilian translations/adaptations for page and stage      | <b>Elin Sütiste:</b> Canonical text in transmedial translation   | <b>Maria Constantinou:</b> "Drawing cartoons on the dead" ... "This is not satire!" <i>Charlie Hebdo</i> through narratives of translation  |
| 12:00 - 12:30 | <b>Konstantinos Kritsis:</b> Using deixis in drama translation: reckoning without the host?                      | <b>Aleksandra Stodolna:</b> Figures of translation in film adaptations of literary texts                                     | <b>Michel De Dobbeler:</b> Deliberately Saying/Showing Other Things: Medium- and Language-(/Translation)Specific Issues in Four Comics Adaptations of Mikhail Bulgakov's <i>Master and Magarita</i> |
| 12:30 - 13:00 | <b>Ekaterini Nikolarea:</b> Sophocles' <i>Oedipus the</i>  | <b>Zuzana Tóthová:</b> Visual Modes of Translating   | <b>Katerina Marazi:</b> Adaptation, Intertextuality and   |



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|---------------|--|---|--|
|               | <i>King</i> into intersemiotic crossovers and among powerful discourses  | Interiority in Lee Daniels's <i>Precious</i> : Based on the Novel 'Push' by Sapphire  | Intentionality: Establishing the Marvel Superhero Brand Context of Total Entertainment   |
| 13:00 - 13:30 | <b>Maret Nukke:</b> Japanese classical <i>nō</i> plays as conservative adaptations   | <b>Rovena Troqe:</b> Translating fear into reality, from a Semiotic perspective. A short story, a film and a village: the case of <i>Sleepy Hollow</i>                      | <b>Nóra Farkas &amp; Nóra Seres:</b> Translation or Adaptation? Changing Translation Norms in Children's Books Translated into Hungarian |
| 13:30 – 15:00 | <b>LUNCH BREAK</b>   |   |  |
|               | <b>Chair: Evangelos Kourdis</b>  | <b>Chair: John Milton</b>   | <b>Chair: Christos Hadgiyiannis</b>  |
| 15:00 - 15:30 | <b>Haiying Wang:</b> Transadaptation of Foreign Drama in China: A Case Study of Shen Hong's <i>Shao nainai de shanzi</i> in 1924               | <b>Wai-ping Yau:</b> Reading adaptations and remakes as palimpsests   | <b>Babli Moitra Saraf:</b> Translating Embodied Languages: an Indic perspective on Multimodal Texts                                      |
| 15:30 - 16:00 | <b>Aglaia Pantelaki:</b> Artistic Creation as an Act of ("")Translation(""): The case of Physical Theatre                                      | <b>Eli Løfaldli &amp; Annjo Greenall:</b> Adaptation, intersemiotic translation, intralingual and interlingual translation as re-contextualization: The case of Nordic Noir | <b>Vinita Sinha:</b> The Unwritten Translations of Oral  |
| 16:00 - 16:30 | <b>Veronica Razumovskaya (Skype):</b> A Center of Translation Attraction as the Tower of Babel Replica: Intersemiotic Translation Perspectives | <b>Rory McKenzie:</b> The theory and practice of subtitling: Translating humour in <i>Fantozzi</i> (1975)   | <b>Saida Afef Gardabbou:</b> Oral History and Translation: Between Powers and Ethics   |
| 16:30 – 17:00 | <b>COFFEE BREAK</b>  |   |  |
|               | <b>Chair: Evangelos Kourdis</b>  | <b>Chair: John Milton</b>   |  |
| 17:00 - 17:30 | <b>Cláudia Ferreira &amp; Cláudia Martins:</b> Intersemiosis and social needs: making ends meet  | <b>Natalya Reinhold:</b> Adaptation as Intersemiotic Translation and the Types of Semantic Shifts   |  |



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| 17:30 - 18:00 | <b>Maryna Sauko:</b> Audio description for foreign films: from visual into verbal         | <b>Mattia Thibault:</b> One, No one and One hundred thousand <i>Orcs</i> . Translating thematic roles in books, comics, toys and games |  |
| 18:00 - 18:30 | <b>Evangelia Liakou:</b> Images into words: the intersemiotic aspect of audio description | <b>Kirsten Bartels (Skype):</b> Shadows and symbols: the tri-level importance of memory in Jane Yolen's "The Devil's Arithmetic"       |  |
| 18:30 – 19:00 | CLOSING SESSION - Room 10 (ΧΩΔ1)  |  |  |