

## 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:** Sala de vídeo 3, módulo Xbis, Facultad de Filosofía y Letras

**Workshop by** Linda Wise and Enrique Pardo: Aula 1 de Música, Centro Superior de Investigación y Promoción de la Música (CSIPM)

### Coordination and contact:

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

Seminar languages: English and Spanish



## 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

- 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 sial 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 Rodriguez 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)