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| **C:\Users\Ирина\Desktop\Без названия.png** | **Ministry of education and Science of Ukraine****V.N. Karazin Kharkiv National University**Svobody Sq,, 4, Kharkiv, 61022, Ukraine[https://www.univer.kharkov.ua](file:///C%3A%5CUsers%5C%D0%98%D1%80%D0%B8%D0%BD%D0%B0%5CDesktop%5C%0Bhttps%3A%5Cwww.univer.kharkov.ua%0D)**Българската** **асоциация** **по реторика** |

**MULTIMODALITY AND TRANSMEDIALITY:**

**COGNITIVE, PRAGMATIC, AND SEMIOTIC VANTAGES**

**V.N. Karazin Kharkiv National University, Ukraine, 22-23 April, 2022 (online)**

**Conference organizers:**

V.N. Karazin Kharkiv National University,

Ukrainian Association of Cognitive Linguistics and Poetics,

Bulgarian Association for Rhetoric

MT2022 is the biennial conference held by V.N. Karazin Kharkiv National University. We invite language, semiotics, education, neuroscience, and other scholars who study transmediality and multimodal meaning-making via the application of verbal and non-verbal devices. We hope to cover a broad range of topics concerned with the interplay of language and other semiotic resources employed in different communicative domains that have both conventional and digital formats. We will look into particulars of the interface of various sign systems that overlap in multimodal construal of mental images and intersemiotic/intermedial techniques intended for various purposes including propaganda and misinformation, their persuasiveness and influence, inherent in artistic, scholarly, academic, political, business, and other types of human interaction.

**Suggested topics**:
- methodology of multimodality and transmediality scholarship;

- multimodality and transmediality in morphology, lexicon, syntax, semantics;
- multimodality and transmediality in discourse: politics, economics, PR, medicine, etc.;
- multimodality, transmediality, and ideology;
- multimodality, transmediality, and manipulation;
- multimodality, transmediality, and creativity;
- multimodality, transmediality, and emotions;
- multimodality and transmediality in pedagogy;
- multimodality and transmediality in translation;
- multimodality and transmediality in neuroscience and medicine;
- others.

**Languages of the conference:** English and Ukrainian.

**Conference formats:** plenary lectures – 45 min., plenary and session talks – 30 min. (20 min. for the talk proper, and 10 min. for Q&A).
Online participation in the conference is free of charge.

**Abstract Submission**

* The abstract, not exceeding 500 words, specifies research questions, approach, method, data and results, and is followed by 5 keywords.
* The abstract includes: title (all caps), author(s)’s name(s), affiliation and country, e-mail address(es).
* The abstract should be in Times New Roman 12, single-spaced, with a minimal use of special fonts, figures, tables, and no footnotes.
* The abstract files should be entitled with author’sname.pdf and author’sname.doc(x); both versions should be sent to the conference e-mail address MT2022@karazin.ua
* All submissions will be reviewed for acceptance.

**Plenary speakers**

Elżbieta Chrzanowska-Kluczewska, Prof. dr hab., Uniwersytet Jagielloński, Poland

Olga Vorobyova,Dr., Full Prof., Igor Sikorsky Kyiv Polytechnic Institute, Ukraine

**Important dates**

Deadline for abstract submission: **10 January 2022**Notification of acceptance: **1 February 2022**
Dates of conference: **22-23 April 2022**

**Publication**

We encourage conference participants to submit articles on the relevant topics to special issue
# 24 (Summer 2022) of the international scholarly journal published by V.N. Karazin Kharkiv National University and approved by the Ministry of Education and Science of Ukraine “Cognition, communication, discourse” – URL <https://periodicals.karazin.ua/cognitiondiscourse> and <http://sites.google.com/site/cognitiondiscourse/home> Deadline for article submission is
1 May 2022.

**Local Organizing Committee**

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