

# 2020 年跨文化多模态交际国际研讨会会议程安排

第一天：2020 年 12 月 12 日 星期六

| 时 间             | 内 容   | 主持人       |
|-----------------|---|-----------|
| <b>环节一：开幕式</b>  |   |           |
| 8:30-9:00       | <ul style="list-style-type: none"> <li>• 湖南师范大学副校长匡乐满教授致欢迎辞</li> <li>• 湖南省科技厅领导致辞</li> <li>• 凯斯西储大学 <b>Mark Turner</b> 致辞</li> <li>• 湖南师范大学外国语学院院长曾艳钰教授致辞</li> <li>• 观看学科宣传片</li> </ul> | 唐建文<br>书记 |
| <b>环节二：主旨发言</b> |   |           |
| 9:00-9:45       | 凯斯西储大学 <b>Mark Turner</b> 发言<br>发言题目： <b>Mistaking Our Futures</b>  | 邓云华<br>教授 |
| 9:45-10:30      | 国防科技大学梁晓波教授发言<br>发言题目： <b>Memories of wars: A multimodal study of the war heroes and heroines on the website of British Imperial War Museum</b>   |           |
| 10:30-11:15     | 纽约州立大学 <b>Amy Elizabeth Cook</b> 发言<br>发言题目： <b>Gesturing toward the future: Casting &amp; Gesture in Forced Entertainment's "Complete Works: Table Top Shakespeare."</b>               | 唐燕玲<br>教授 |
| 11:15-12:00     | 湖南师范大学外国语学院陈敏哲教授发言<br>发言题目： <b>A multimodal construction of the Chinese dream: A case study of the multimodal metaphors and metonymies in Mengwa</b>                                    |           |
| <b>午 休</b>      |   |           |
| 14:30-15:15     | 挪威文化遗产研究所 <b>Stefka Georgieva Eriksen</b> 发言<br>发言题目： <b>Old Norse sagas about Vikings, Saracens, and Buddha: misunderstandings or cultural</b>   | 万光荣<br>教授 |
| 15:15-16:00     | 牛津大学 <b>Andrew Wilson</b> 发言<br>发言题目： <b>The transmission of mechanical technologies between the Classical Mediterranean and ancient China</b>  |           |

第二天：2020 年 12 月 13 日 星期日

| 时间              | 内 容  | 主持人        |
|-----------------|--|------------|
| <b>环节四：主旨发言</b> |  |            |
| 8:30-9:15       | 加州大学洛杉矶分校 <b>Francis F. Steen</b> 发言<br>发言题目： <b>Epistemic modulations in English and Chinese</b>  | 肖越海<br>教授  |
| 9:15-10:00      | 湖南师范大学外国语学院 <b>Martin Woesler</b> 发言<br>发言题目： <b>Virtual communication between machines with the human as their object: A new stage of multimodal communication after oral, written, printed, electronic and machine-human communication</b> |            |
| 10:00-10:45     | 凯斯西储大学 <b>Vera Tobin</b> 发言<br>发言题目： <b>The Case of Disappearing Ironies: A Multimodal Story</b>   | 秦勇<br>博士   |
| 10:45-11:30     | 西南大学文旭教授发言<br>发言题目： <b>Visual metaphors in news cartoon on COVID-19 in China</b>   |            |
| <b>午休</b>       |  |            |
| 14:30-15:15     | 穆尔西亚大学/图宾根大学 <b>Cristóbal Pagán Cánovas</b> 发言<br>发言题目： <b>The cross-cultural patterns of poetic performance in oral traditions: multimodality, communication, and cognition</b>   | 彭懿<br>副教授  |
| 15:15-16:00     | 牛津大学 <b>Anna Wilson</b> 发言<br>发言题目： <b>Towards a Theory of Interdisciplinarity: Multimodal Blending in Teaching and Learning in Area Studies</b>   |            |
| <b>环节五：闭幕式</b>  |  |            |
| 16:00-16:10     | 凯斯西储大学 <b>Mark Turner</b> 致闭幕词   | 蒋莉华<br>副教授 |

\*注：每位嘉宾发言时间 45 分钟，包括 10 分钟的问答环节以及休息。

# Programme for 2020 International Conference on Intercultural Multimodal Communication (ICIMC2020)

| Day 1, December 12, 2020, Saturday |  |   |
|------------------------------------|--|---|
| Time                               | Schedule   | Host  |
| Opening ceremony                   |  |   |
| 8:30-9:00                          | <ul style="list-style-type: none"> <li>• Welcome speech by <b>Prof. KUANG Leman</b>, Vice President of Hunan Normal University</li> <li>• Speech by Leader from Department of Science and Technology, Hunan Province Government</li> <li>• Speech by <b>Prof. Mark Turner</b>, Case Western Reserve University</li> <li>• Speech by <b>Prof. ZENG Yanyu</b>, Dean of Foreign Studies College, Hunan Normal University</li> <li>• Watch the video of “World-class Disciplines”</li> </ul> | <b>TANG Jianwen</b><br>Secretary of CPC<br>Committee,<br>Foreign Studies<br>College, Hunan<br>Normal University |
| Plenary speech                     |  |   |
| 9:00–9:45                          | <b>Mark Turner</b><br>Case Western Reserve University<br><b>Title: Mistaking Our Futures</b>   | <b>Prof. DENG Yunhua</b>  |
| 9:45-10:30                         | <b>LIANG Xiaobo</b><br>National University of Defense Technology<br><b>Title: Memories of wars: A multimodal study of the war heroes and heroines on the website of British Imperial War Museum</b>  |   |
| 10:30-11:15                        | <b>Amy Elizabeth Cook</b><br>The State University of New York<br><b>Title: Gesturing toward the future: Casting &amp; Gesture in Forced Entertainment’s “Complete Works: Table Top Shakespeare.”</b>   | <b>Prof. TANG Yanling</b>   |
| 11:15-12:00                        | <b>CHEN Minzhe</b><br>Foreign Studies College, Hunan Normal University<br><b>Title: A multimodal construction of the Chinese dream: A case study of the multimodal metaphors and metonymies in <i>Mengwa</i></b>   |   |
| Noon Break                         |  |   |
| 14:30-15:15                        | <b>Stefka Georgieva Eriksen</b><br>Norwegian Institute for Cultural Heritage Research<br><b>Title: Old Norse sagas about Vikings, Saracens, and Buddha: Misunderstandings or cultural adaptations?</b>   | <b>Prof. WAN Guangrong</b>  |
| 15:15-16:00                        | <b>Andrew Wilson</b><br>University of Oxford<br><b>Title: The transmission of mechanical technologies between the Classical Mediterranean and ancient China</b>  |   |

| <b>Day 2, December 13, 2020, Sunday</b> |  |                                    |
|---|--|------------------------------------|
| Plenary speech                          |  |                                    |
| 8:30-9:15                               | <b>Francis F. Steen</b><br>University of California, Los Angeles<br><b>Title: Epistemic modulations in English and Chinese</b>   | <b>Prof. XIAO Yuehai</b>           |
| 9:15-10:00                              | <b>Martin Woesler</b><br>Foreign Studies College, Hunan Normal University<br><b>Title: Virtual communication between machines with the human as their object: A new stage of multimodal communication after oral, written, printed, electronic and machine-human communication</b> |                                    |
| 10:00-10:45                             | <b>Vera Tobin</b><br>Case Western Reserve University<br><b>Title: The Case of Disappearing Ironies: A Multimodal Story</b>   | <b>Dr. QIN Yong</b>                |
| 10:45-11:30                             | <b>WEN Xu</b><br>Southwest University<br><b>Title: Visual metaphors in news cartoons on COVID-19 in China</b>  |                                    |
| Noon Break                              |  |                                    |
| 14:30-15:15                             | <b>Cristóbal Pagán Cánovas</b><br>University of Murcia/University of Tübingen<br><b>Title: The cross-cultural patterns of poetic performance in oral traditions: multimodality, communication, and cognition</b>   | <b>Associate Prof. PENG Yi</b>     |
| 15:15-16:00                             | <b>Anna Wilson</b><br>University of Oxford<br><b>Title: Towards a Theory of Interdisciplinarity: Multimodal Blending in Teaching and Learning in Area Studies</b>  |                                    |
| Closing ceremony                        |  |                                    |
| 16:00-16:10                             | Closing speech by <b>Prof. Mark Turner</b><br>Case Western Reserve University  | <b>Associate Prof. JIANG Lihua</b> |

\*Note: Each speaker will speak for 45 minutes, within which there is a period of about 10 minutes for Q & A and a break.