Will the emergence of “the global village” create new world citizens able to communicate in a globalized culture? D. Wolton (*Autre mondialisation*, 2003) showed that, if the other has never appeared so close and accessible, (s)he seems at the same time more threatening and different.

By the intersection of the concepts “comparativism”, “identity”, “communication”, the conference will focus on the complex identities/alterities, interactively engaged in the society “conquered by communication” (B. Miège).

The transmodern globalized communication implies rapid, spectacular, misleading and ambivalent processes: communication is a means of emancipation of the individual/of the nations, but also a means of control. It is necessary, therefore, to rethink “the human condition” in the context of interculturalism, of “netocracy”, both from the point of view of the conditioning as well as from the interactive feedback.

The opening towards alterity, accompanying the transgression of communication borders supposes identity awareness. The multicultural cohabitation is possible if the individuals become aware of the inestimable value of identity symbols, if they consciously participate in the intercultural dialogue and if they operate with flexible reasoning and if they place themselves under the unifying sign of Sense/Meaning.

Comparative studies provide new insights into the complex problematic of intercultural relations and identity issues, but also for the field of communication studies. While focusing on general and comparative literature, we do not wish, however to limit the interest of the conference to this area. We envisage comparison as an all-encompassing scientific method, which might cover linguistics, anthropology, cultural studies etc.

The interdisciplinary perspective and the generous thematic spectrum will allow the rethinking of the issues mentioned above.

**Thematic areas:**

1. *Comparativism*: influence, reception, intertextuality, palimpsestic rewriting, comparative poetics, comparative imagology, inter-aesthetic and inter-semiotic relations (literature and the other arts); comparison between languages and linguistic phenomena.
2. *Pragmasemantic aspects of communication*: emotive meaning, argumentative roles, illocutionary functions, implicit meaning, linguistic/semantic context and extralinguistic/situational context.
3. *The rhetoric aspects of communication*: tropes, figures of thought, sophisms; political, journalistic, didactic discourse.

4. *New media/communication technologies and corresponding anthropological mutations*: cyber-culture and cyberspace, virtual communities, “secondary” orality, recreation of the text in the context and so on.

5. *Identities Re-/deconstruction*: discourse on identity and cultural diversity; post-communist transition and negotiation of identity; “the writing” of the multicultural self in the media; alterity and dynamics of communicative relations.


**Interdisciplinary perspectives**: comparativism, discourse analysis, gender studies, philosophy, imagology, pragmatics, semiotics.

**Organizing Committee**:

**Director**: Professor dr. EMILIA PARPALĂ AFANA

**Members**:

Senior Lecturer, PhD. AURELIA FLOREA  
Senior Lecturer, PhD. CARMEN POPESCU  
Senior Lecturer, PhD. ALINA ŢENESCU  
Assistant professor PhD. RUCSANDRA DASCĂLU

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**Deadline for registration and submission of abstracts**: 20. 09. 2011. The acceptance will be sent by September 30th, 2011.

Please send the registration form and the abstracts by e-mail, to the following addresses:  
cpopescu71@gmail.com – Comparativism  
aurelia_florea@yahoo.com – Identity  
alinatenescu@gmail.com – Communication  
dascalu_ioana2006@yahoo.fr – Postmodernism
Registration Form:

Title…Mr/Ms./Dr./Prof…..
Abstract (maximum 200 words including bibliography, in English or in French, Word format, TNR, 12)
Surname……………….
First name………………….
E-mail …
Telephone number…
Affiliation….
Country……
Language of the presentation…

Conference languages: English and French.

Presentation: the papers presented in plenary session should not exceed 40 minutes (and 10 minutes for discussions), and the papers presented within sections should not exceed 20 minutes (and 10 minutes for discussions).

Publication: the papers selected by the scientific committee will be published in English or French.

Participation fee: 30 Euro. The conference fee includes the publication of the volume. For accommodation and other information please contact us.

The papers are subject to PEER REVIEW evaluation. Papers that were not delivered at the conference may also be published in special cases, our aim being the achievement of a high-quality research volume.

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Within the framework of the conference we will also organize a workshop entitled: POSTMODERN CULTURE. CREATION AND INTERPRETATION, as activity foreseen in the research grant CNCSIS IDEAS –ROMANIAN POETIC POSTMODERNISM 1980-2010. A SEMIO-PRAGMATIC AND COGNITIVE APPROACH. (Coordinator: Professor Dr. Emilia Parpală-Afana).

Workshop coordinator: Senior Lecturer, PhD. Carmen POPESCU, cpopescu71@gmail.com

Call for Papers
Workshop

POSTMODERN CULTURE. CREATION AND INTERPRETATION

No matter how divergent the various accounts of postmodernism might be, we can however agree upon a limited number of criteria for this particular poetics. Some of these recurrent themes are: the perception of reality and identity as problematic, the issue of the simulacrum and hyperreality (Baudrillard), the incredulity towards grand narratives (a defining feature for what Jean François Lyotard calls the “postmodern condition”), the tendency of deconstructing the historical and cultural past, the ambivalent relationship with popular culture, the uncanny conciliation of irony and nostalgia.

Intertextuality, irony, parody, literary self-reflexivity, the ”narcissistic” ethos, polyphony, the decentralised and destructured subject – these are just a few of the textual coordinates which presumably derive from the postmodern mindset or forma mentis. It is quite interesting to discover to what extent
some of the concepts usually used in the analysis of the postmodern globalized society are also compatible with the major topics of the postmodern poetics. Among these, the status of the sign or the code, the metacommunikational strategies and the initiation of a new reading contract are some fundamental elements, considering that postmodern poetry is in fact a “semiotic poetry”, pragmatically focused on the poetic enunciation and speech acts.

We take into account three “waves” of Romanian (and not only) literary postmodernism: the ‘80s, the ‘90s and the first decade of the Millennium, with the specific innovations put forth by these three promotions of authors, but also with the foreign influences they have assimilated. After 1989, the synchronizing of the local postmodern culture with Western postmodernism is accomplished by transcending the “postmodernism without postmodernity” practiced by writers of the eighties, by acknowledging the “postmodern condition”, which, as a consequence of the fall of communism, has become a perspicuous reality in Eastern European countries as well.

The original strategies present in the postmodern literary production are as many challenges raised to critical interpretation. A very appropriate approach to postmodernism is the one proposed by comparative poetics, which includes interdiscursivity and interculturality, due to the fact that it studies precisely the diversity of cultural contexts which are welcoming and recreating the prevailing postmodern style. This approach supplements the technical framework proposed by the research project “Romanian poetic postmodernism. 1980-2010. A semio-pragmatic and cognitive approach”. This type of analysis might contribute to a better description of those invariants or universals that every theoretician of postmodernism is looking for.

The contributions are expected to shed new light on the current state of this heterogeneous artistic corpus as far as creation and its reception are concerned.