



International Symposium on Translingual and Transcultural Studies

21-22 March 2018

College of Media and International Culture

Zhejiang University (Zijingang Campus)

Hangzhou, China

Jointly organised by Zhejiang University College of Media and International Culture and Durham University School of Modern Languages and Cultures

This international symposium aims to contribute to the intellectual and multidisciplinary framework of studying translingual and transcultural communication that will help develop a better understanding of key issues in the practice of this important and complex field of research. Jointly organized by Zhejiang University (China) and Durham University (UK), the symposium brings together scholars who have shared interests in this exciting area of inquiry. They examine the role of language in translingual and transcultural communication, identity formation, the negotiation of meaning across languages and multimodal communication. The papers draw on theories and approaches from different fields such as linguistics, cultural studies, media and communication, film and aesthetics studies. They discuss the most recent debates and discourses on this important topic in an analytic, critical, empirical, or comparative mode.

Symposium venue and hotel

The symposium will be held at the Yuanzheng Hotel within the Zijingang Campus of Zhejiang University, Hangzhou. Information of the hotel can be found at <http://en.yz-hotels.cn/>. Hotel address: 866 Yuhang Road, West Lake District, Hangzhou, Zhejiang Province, PR China.

Arrival and registration

Registration starts at 8:00am and finishes at 22:00 on the 21st March, Wednesday. Please proceed to the registration desk located at the Yuanzheng Hotel lobby. If you need airport or train station collection, please contact Miss Xiaoqian Huang (hxqaddress@163.com) at Zhejiang University.

Conference language

The working language of the Symposium is English and Chinese. Simultaneous interpreting is provided by the symposium.

Inquiries

Please direct all inquiries and full paper submissions to **Miss Xiaoqian Huang** (hxqaddress@163.com) at Zhejiang University. Or to the Conference chairs: Professor Jie Wang (wjie5710@126.com) at Zhejiang University and Dr Qing Cao (qing.cao@durham.ac.uk) at Durham University, UK.

Provisional Programme

Panel One: Translingual Practice: International Experiences

Chair: Professor Jie WANG (Zhejiang University)

1. Translation and inter-lingual adaptation: The German Robinson Crusoe
Professor Claudia Nitschke, Durham University
2. The adaption of western ideas in late Qing press: a translingual investigation
Dr Qing Cao, Durham University
3. Sinification of Western knowledge or a mutual conceptual creation? A transcultural and translingual study of Chinese route to modernity
Prof Peng Liu, School of Literature, Zhejiang University of Technology
4. Transcultural and translingual communication in the localization of TCSOL (Teaching Chinese to Speakers of Other Languages)
Dr Liping Zhang, College of Media and International Culture, Zhejiang University

Panel Two: Visual Culture in a Transcultural Context

Chair: David Margolies (University of London)

1. Transcultural aesthetics of Chinese films: the case of *Assassin* and *Wolf Warriors*
Distinguished Changjiang Professor, Jie Wang, College of Media and International Culture, Zhejiang University
2. Wong Kar-wai's *Happy Together* (1997) Two Decades On: Imagining a Future South-South Film Aesthetics in transnational cinema languages
Dr Francisco-J. Hernández Adrián, Durham University
3. Aesthetic differences and commonalities in a transcultural context
Prof Yugang Fan, Faculty of Humanities, Central Party School
4. Potentiality and possibilities of transcultural understanding: visual art in the age of globalization
Prof Jianwen Yu, Tianjin Academic of Fine Arts

Panel Three Transcultural Flow of Ideas

Chair: Dr Qing Cao (Durham University)

1. Efficiency: double-edged sword from the West to the rest
Prof David Margolies, Goldsmiths College, University of London
2. Connections of the Bloomsbury Group with Chinese Culture
Prof Lixin Yang, College of Literature, Nanjing Normal University
3. Transcultural fashion: the identification of taste
Prof Jiangning Kang, College of Foreign Languages, Nanjing University
4. When Dreams Became Nightmares: a transcultural study of holocaust literature
Prof Xiaohong Zhang, Dean of College of Foreign Languages, Shenzhen University

Panel Four: Transcultural Communication in Practice

Chair: Claudia Nitschke (Durham University)

1. Transcultural travel text: the case of Shuhua Ling's *Temple*
Prof Xuewu Wen, College of Literature, Shanghai Jiaotong University
2. A comparative study of property-driven consumerist culture in China and USA
Dr Samuel Liang, College of Humanities and Social Sciences, Utah Valley University
3. Transcultural analysis of *Mimeng*: the rise of a web feminist celerity
Prof Yan Wang, College of Humanities, Guangdong University of Foreign Studies
4. Transcultural literature from the perspective of Qiaology
Prof Hua Zhang, Institute of Comparative Literature, Beijing Language and Culture University