

# CALL FOR PAPERS CALL FOR PAPERS CALL FOR PAPERS



## TRANSLATION AND TRANSFORMATION IN AUDIOVISUAL AND DIGITAL CULTURE

Within the research program of the **Southeast European Center for Semiotic Studies, NBU**, aimed at new forms of knowledge, of social and linguistic interaction, and cultural values arising after the advent of the internet, we are pleased to invite you to submit an article for the fifth issue of the periodical **Digital Age in Semiotics & Communication**.

The advent of the internet and digital technologies in general has wrought deep changes to the socio-cultural tissue in almost every part of the world. Predigital cultural works and phenomena live a new digital life, remediated in interactive form. The media and entertainment industries have transformed successful narratives, characters and entire fictional worlds from the past into lucrative franchises for serial production of FX movies, TV series on demand, videogames, reality shows and home robots. AI generated narratives, based on classical fairytale structures populate the web; Gen Z translators published the first classical novels in SMS writing style while professional old school translators are striving at updating the wording of the old characters with internet slang. All this intensive metabolism of the digital semiosphere calls for semiotic attention and although a lot has been done so far, we would like to invite open minded semiotic scholars for their theoretic and applied contribution on **Translation/Transformation of:**

- movies into videogames
- videogames into reality shows
- music into ethics
- literature into movies
- literature into VR
- ethics into memes
- movies into literature
- movies into amusement parks
- politics into reality shows
- literature into memes
- music into video
- all other unlisted combinations
- comics into videogames
- literature into music

**Deadline** for the abstracts (200-300 words): **15 February 2022**;

Deadline for full papers: **30 July 2022**;

Deadline for the final revised papers: 30 September 2022;

Publication: October 2022

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This journal uses double-blind review, which means that both the reviewer and author identities are concealed from the reviewers, and vice versa, throughout the review process.

The journal will be published by New Bulgarian University Publishing House.

**Editors-in-chief:** Prof. Kristian Bankov, PhD

For more information and submission of papers: [DigitASC@nbu.bg](mailto:DigitASC@nbu.bg)



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