

Doctoral Colloquium: Inter- and Transmediality Theories and Digital Transformation in the Post-Media Age (Inter- and Transmediality Conceptualizations of the Analog, the Digital, and the Postdigital)

PD Dr. Irina Rajewsky and Univ.-Prof. Dr. phil. Nassim Balestrini – Summer Semester 2020

Which problems do you perceive within traditional approaches to inter- and transmediality when considering digital media and the current media landscape? Which definitions of medium/media and which conceptualizations of media differences/borders between media do you find particularly problematic or insightful in this context? Which typologies, models, and premises should be revised when researching digital media and digital networks?

These are all questions which were posed in the intermedial doctoral colloquium, which took place in the summer semester of 2020. As our understandings of media change and as the media landscape becomes continuously more digitalized (or perhaps even post-digital), it is important to consider how to deal with new forms of dynamic media relations. Thus, whereas the doctoral colloquium in the winter semester of 2018 focused on laying the groundwork for discussions of intermediality, this doctoral colloquium introduced the course participants to more recent debates in the field. Medial borders become more difficult to define when considering analog/digital debates. At the same time, this dilemma has led to productive discussions of intermediality theory. This has been the case when, first, the borders of media are recognized as being permeable and fluid and, second, when scholars move away from understandings of the digital and analog as being dichotomous opposites.

In this doctoral colloquium, we considered inter- and transmedial theories in light of the current postmedia condition in order to answer questions about analog, digital, and postdigital phenomena. In particular, we focused on current debates and competing theories which questioned the usefulness of terminology and methods, which have been key elements of inter- and transmedial research to date. By the end of the colloquium the participants had the tools to critically address aspects of 'old' and 'new' media, as well as 'post'-media so that the complex interrelations and distinctions between media in today's society could be analyzed.

The CIMIG will have the privilege of hosting PD Dr. Irina Rajewsky again in the summer semester of 2021 and so we are looking forward to future stimulating discussions regarding inter- and transmediality theories.

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