

# Certificate in “Intermediality: Theory and Practice”

## §1 General Goals of the Certificate

Novels feature jazz, poems include paintings, sounds, visuals, and verbal elements coexist in theater and film, video games and websites combine multiple media. We all know that the interplay of multiple media has been a long-standing feature of human experience which has become all the more prevalent in our digital age in which all media can be computerized, transformed, and instantly and infinitely distributed. But how can we understand individual medial formats as well as their combinations? Intermediality studies offers interdisciplinary approaches to becoming ‘literate’ in medium-specific ways of meaning construction. While obtaining the certificate “Intermediality: Theory and Practice” (21 ECTS), you will explore the symbiotic relationship between critical thinking and creativity by studying theories of intermediality while engaging in intermedial analysis and/or practice at the same time.

Students with an interest in how different media and arts engage in acts of representation (i.e., students of language, literature, and culture who are working towards, for instance, a B.A. in English and American Studies, German Studies, Romance Languages, Slavic Studies, Translation Studies, Cultural Anthropology, Art History, and Musicology) are thus given an opportunity to study intermediality and to explore how intermediality theory opens up innovative perspectives within their own fields and in cross-disciplinary research. The certificate in “Intermediality: Theory and Practice” is primarily addressed to B.A. students in the Faculty of Arts and Humanities at the University of Graz. The intertwining of theory-focused classes with classes in which to apply the acquired knowledge of intermediality theories is geared towards creating awareness of the multiple and evolving contexts in which intermedial theory and practice are relevant and need to be addressed. As a result, the certificate will bring students from numerous subject areas in literature and other arts together in a learning environment that will provide opportunities for critical as well as creative engagement that are, in turn, linked to professional skills and goals in fields such as digital publishing, multimedia design, theater, film, and education.

## §2 Goals and Structure of the Certificate Modules

The certificate comprises 21 ECTS and is divided into two compulsory modules: basic (one lecture and two proseminars = 9 ECTS) and advanced (two seminars and an internship or three seminars = 12 ECTS). Each module consists of two components: a course focused on theory-based critical thinking and a complementary course focused on applying theoretical concepts in analytical and/or creative formats in a range of media that reflects the students’ disciplinary interests. This combination of theory and practice in both modules, each of which is to be offered every other semester, follows the spiral model of education by affording students multiple opportunities to apply the theory they have studied to their specific intellectual interests. The analogously structured modules should, ultimately, make students aware of their progress (from a basic to an advanced level) in how they understand and apply intermediality as a scholarly approach and critical methodology. Whereas students will be required to study and retain the concepts taught in the theory lectures and as the complementary seminars are offered in a format that they already know from other seminars in their fields, the practice component fosters the students’ ability and willingness to ‘take risks’ within an exploratory and experimental framework which encourages them to find ways of connecting theory and practice and to reflect on this process as they analyze and/or create. Furthermore, the range of possible applications will create countless options for interdisciplinary collaboration of faculty in fields like literary and cultural studies, creative writing, musical composition, theater, education, and so forth.

Module 1: Basic Theory and Practice (9 ECTS)

VO	2 SSt.	3 ECTS	WS	“Intermediality Theory I”	Lecture course on foundational concepts of intermediality studies.	Final exam on different schools of thought, their approaches, methods, and terms of analysis.
PS	2 SSt.	3 ECTS	WS	“Intermediality Theory I”	Students will read and explore the foundational texts that are introduced in the lecture course. This class is to be taken simultaneously with the lecture course.	The final exam and/or research paper allows students to reflect on theories regarding specific types of intermediality such as word–image relations.
PS	2 SSt.	3 ECTS	WS	“Intermedial Practice I” <i>(Topics will vary from year to year.)</i>	Students will develop a ‘product’ that shows how their critical perception through the lens of intermediality impacts their disciplinary work in a specific field of the arts and humanities.	Sample projects: a critical analysis which applies intermedial methods to word–image relations or a creative work involving words and images (e.g., a literary, filmic, or design-based product), complemented with a conceptual/analytical portfolio with reflections on intermediality theory

Module 2: Advanced Theory and Practice (12 ECTS)

SE	2 SSt.	4 ECTS	SS	“Intermediality Theory II” <i>(Thematic focus will vary from year to year.)</i>	Reviewing their knowledge of foundational concepts and their experience with applying them, students will study thematically focused current debates in intermediality studies on an advanced level.	The research paper / portfolio allows students to relate and discuss, for instance, multiple theoretical concepts or approaches to multiple media forms on a higher level of complexity than in the basic module lecture course.
SE	2 SSt.	4 ECTS	SS	“Intermedial Practice II” <i>(Topics will vary from year to year.)</i>	Analogous to the seminar in module 1, students will apply their knowledge from the thematic focus of the advanced theory seminar to develop a ‘product’ within the boundaries of their disciplinary interests and the instructor’s area of expertise. Students will thus contribute to new knowledge in working with intermedial theory.	Sample projects: critical analyses of multiple intermedial relations (co-existing in one work or comparative) presented in an argumentative paper or a seminar paper that combines a creative component with an analytical-argumentative one (e.g., a creative work which uses the intermedial relations that the analytical component discusses; or a creative project that allows them to carry critical approaches to intermedial practices outside the university context such as publishing, teaching, and multiple art- and media-related fields).
Praxis  <b>OR:</b> SE	106 work hours  2 SSt.	4 ECTS  4 ECTS	SS or WS  SS or WS	Praxis  “Intermedial Practice II” (different topic)	Internship at a suitable institution that engages in intermedial practice (e.g., museum, gallery, theater)  See above	

### **§3 Methods of Teaching and Learning**

The lecture courses will combine instructor-focused presentations, student presentations, group activities, and—to a large degree—in-class discussion. Students will work on techniques for systematically grasping intermediality theories and methodologies. Students will also be encouraged to extend their interaction with the instructor and within their peer group through the Moodle-based discussion forum, Q&A, and the like.

The thematic seminars are geared toward developing a wide range of individual projects that will demonstrate how students apply the approaches and methods of analysis and critical thinking acquired in the theory classes. These applications may include analyses of and/or the creation of intermedial artefacts; concepts and materials for teaching or otherwise explaining intermedial works in contexts outside the university such as online platforms, program booklets for performances, or outreach events.

As each respective module is to be completed in one semester, the CIMIG will—if permission is given by the administrative offices in charge of deciding about such deviations from the norm—from time to time experiment with a different format than weekly 90-minute meetings throughout the semester. In order to maximize the benefit of taking a theory- and a practice-focused course per semester, both components of the respective module could then be offered in double-sessions (i.e., two subsequent sessions of 90 minutes each). In this model, the theory course would, thus, be scheduled for the first half of the semester and would be followed by the thematic course in the second half of the semester. The intensity of either of these classes will facilitate in-depth engagement with intermediality theory and practice. The double-sessions / half-semester approach will guarantee that students will have had sufficient exposure to theoretical models and critical thinking before developing concepts of application and carrying them out. At the same time, the lab-type approach of longer sessions fosters experiences of immersion in the sense that each double-session will provide ample time for individual and group work as well as for individual feedback by the instructor. Another option that the CIMIG may—again pending permission—try out is to offer intensive courses during the semester breaks.

### **§4 Attaining the Certificate**

Students who complete the requirements (21 ECTS) as part of the “Freie Wahlfächer” will receive a certificate confirming the successful completion of the requirements. The certificate will be issued by the Centre for Intermediality Studies in Graz (CIMIG).

BA students of English and American Studies who want to receive a certificate have to complete at least 11 of the required 21 ECTS as part of their free electives (“Freie Wahlfächer”).

### **§5 Prerequisites**

B.A. students of the Faculty of Arts and Humanities can obtain this certificate.

### **§6 Frequency of Course Offerings**

Module I will be offered in the winter semester and Module II in the summer semester. The second SE “Intermedial Practice II” may, pending availability, be also offered in the winter semester. The internship can be completed parallel to the seminars in Module II or after Module II.

### **§7 Director and Coordinator of the Certificate**

The certificate program is coordinated by the CIMIG director, Univ.-Prof. Dr. Nassim W. Balestrini, M.A., to whom you can turn in case you have questions regarding contents-oriented questions. For administrative questions, please contact the CIMIG office manager, Mag. Petra Ertl-Bacher. Also see the information provided on the CIMIG homepage.