Elena Beloglazova: DIALOGUE – INTERTEXTUALITY – INTERDUSCURSIVITY IN PHILOSOPHY, CULTURE, AND LINGUISTICS

The speaker will focus on the evolution of the notion of dialogue, forming the basis for postmodern culture. The radically broad early concept is elaborated, specified, diversified. At present one can distinguish between a wide range of dialogical relations in both verbal and non-verbal culture, underlying its peculiar portrait.

Tatiana Ivanova: CONFLICT OF OPINION, CARTOONS, AND ARGUMENTATION

The talk deals with various kinds of cartoons and commixes and their role in persuasion of the reader and/or the viewer in this or that idea. Cartoons and commixes and similar types of visual art often contain slogans or other captions which make them multichannel texts. Being ironic and often satirical in nature, they may serve as an argument in a dispute, thus revealing different attitudes, escalating or solving some conflict of opinion. An attempt is made to treat them in terms of Bakhtin's polyphony and dialogism and to show that their whole function and effectiveness equally depend on the author and the viewers.

Yulia Sergaeva: INNER SELF AND "INNER OTHER" IN A PERSON'S NAME

The paper deals with the problem of choosing a personal name, adjusting to a name, perceiving it by you and by others. Special attention will be paid to the reasons and consequences of changing names, giving unusual or coined names. The concepts of mask and carnivalization will be viewed via their application to name studies.

Thu 24 July, 0900-1030

Bakhtinian Analysis of Publicity and Public Space
Venue: Hörsal 4
Chair:
Discussant: Johan Öberg

Jeff Shires: MODALITIES AND THE DEVELOPMENT OF THE MEDIATED SELF

Abstract: The question "how does an individual create a sense of self" is of pressing importance due to all of the platforms an individual has to project that self onto. One individual could have multiple selves in the world mediated through several technologies—language, image, discourse—on different personal media channels—Facebook, Twitter and so on.

An example of this is the blog "Little One April." Rebeccah Beushausen ("Becca") kept a online record of her thoughts and feelings as she carried her child, diagnosed with Trisomy 13, to term knowing that the infant may live only a few hours. The story was exposed as a hoax which led to a massive backlash against Beushausen.

It is important to understand how these fictive selves get developed. One tool that allows us to examine self construction is Mikhail Bakhtin's idea of the concrete architectonic. A concrete individual strikes a relation—physically, emotionally and volitionally-to objects, values, beliefs and so forth from within his or her architectonic. The individual finds himself or herself in the midst of three modalities simultaneously. These modalities cannot operate separately or independently of each other—all three are always present and work to develop and resolve the unique ought that appears in every "act." Each of the three realms are orientated to a different temporal period—the aesthetic realm is of the past, the transcendent realm is of the future and the ethical is of the present moment.

This paper will examine the constitutive moments of the architectonic—the I-for-myself, the I-for-the-other, the other-for-me and the myself-for-I (not discussed by Bakhtin)—and show how the moments fit within the modalities, how the modalities are stratified and how these come together to author a self.