

PUBLIC SELECTION BASED ON QUALIFICATIONS AND INTERVIEW FOR THE AWARDING OF NO. 1 EXPERIENCED GRANT LASTING 24 MONTHS FOR CONDUCTING RESEARCH PURSUANT TO ART. 22 OF LAW NO. 240/2010 AT THE DEPARTMENT OF FOREIGN LANGUAGES, LITERATURES AND CULTURES (SC 10/M2 – SLAVIC STUDIES - SSD L-LIN/21 – SLAVIC STUDIES (“ECCELLENZADLLCS” PROJECT) TYPE B

announced with decree of the Chancellor Rep. no. 699/2018 of 26.10.2018 and posted on the official registry of the University on 26.10.2018

RESEARCH PROJECT

Transcoding as communicative practice of digital culture: the new media in runet (Russian internet)

Department of Foreign languages, literatures and cultures

SC 10/M2 – Slavic studies

SSD L-LIN/21 – Slavic studies

Scientific Director: Prof. Ugo Persi

1. Aim

Considering the tasks and the research areas promoted by the Department of Foreign Languages, Literature and Cultures as Department of Excellence, the primary objective of this project is to define the substance, the specificity, the role and the place occupied by transcoding as a specificity of the concept of "translation" and as a cultural practice of the contemporary digitized society, investigating texts hosted by the new media present in Runet (the Russian segment of the Internet).

2. Theoretical Framework

In order to achieve the aim of the project, it will be necessary, first of all, to point out the concepts of "new media" and "transcoding", commonly used in contemporary scientific practice, but not always well defined in their specifics. Then convincing answers will be found to questions and tasks that can be summarized as follows:

- 1) highlighting those social, cultural, pragmatic and technological factors that most influence the diffusion of transcoding as a practice of culture;
- 2) identifying the basic methodologies of transcoding and its purposes;
- 3) defining the kind of knowledge, experience and skills that are necessary for today's specialists (translator, operator in the field of mass, intercultural and marketing communication) to carry out their own activities in a digital society;
- 4) becoming aware of the process of global digitalization as a problem linked, on the one hand, to rights and freedoms and, on the other, to the protection of the "digital sovereignty" of the person, culture, society and nation.

3. Research Project Description

Every historical period owns its characteristic factors of influence on communication. Nowadays these factors belong to digital media platforms, based on network technologies and providing the internauts the chance of customise their WWW communication experiences such as blogs, social networks, mass media 2.0, converging mass media, traditional mass media in online format (sites of newspapers and magazines), thereby providing users with unlimited possibilities for commenting and processing texts of various types. Digital technologies have impetuously become part of everyday human life in every single aspect of existence and activity, including cultural and communicative practices. Nowadays it is not possible to analyse any social process without taking account of the role of digital and multimedia components. One of the cultural practices most frequently required by society, at the basis of which are the information and network technologies and whose perspective is simply defined "digital", is transcoding, whose "ideological task" is to become an

instrument of understanding, interpretation, dialogue and management. Transcoding as a practice of culture has a long tradition: in fact, its problems are linked to human history and to translation as "constant in its existence" (N. S. Avtonomova). However, transcoding itself constitutes the acquisition of greater significance of contemporary society, that is of a digitized society, with all the needs that are proper to rewriting, transposition, translation, adaptation and textual adaptation. Despite the fact that transcoding as a practice of contemporary man (or "multimedia", according to E.L. Vartanova's definition) is becoming increasingly important, this sphere of research has not yet been sufficiently investigated and requires more detailed reflections.

Keywords

Transcoding, translation, digital culture, media communication, multimediality, new media, Runet (Russian Internet)

4. Timing and Calendar of activities

- bibliographic survey (2 months)
- data collection based on the analysis of source sites (8 months)
- interpretation and discussion of data within the framework outlined above (10 months)
- presentation of results in conferences and papers to be published in periodicals and volumes (4 months)

5. Expected results

The project scope, beyond the traditional and fundamental studies carried out in the field of Russian studies on text (Russian Formalists, Prague School, M. Bachtin, Ju. Lotman), still does not constitute a real sphere of scientific research. The realization of the project, therefore, will have to give evidence and structure to the whole range of knowledge, practices and abilities related to the transcoding of various typologies of Runet texts, now in a position of subalternity, in comparison to other issues concerning multimedia that are widely debated. The realization of the project will also contribute to shedding light on the reality of contemporary Russian, or rather, Russian-speaking culture, which, despite its size, is little known in the West. In this sense an important and original advancement of knowledge will be the cataloguing and the creation of a corpus of scientific studies carried out by Russian researchers dedicated to the problem of transcoding, new media and the digitized society.

Reference texts

- 1.N. Avtonomova, *Poznanie i perevod. Opyty filosofii jazyka*; in *Id., Rossijskaja političeskaja enciklopedija*, Ed. ROSSPEN, Moskva 2008.
- 2.J. Baudrillard, *Les strategies fatales*. Ed. Bernard Gasset, Paris 1983.
- 3.*Crossmedia cultures: giovani e pratiche di consumo digitali*; a cura di F. Pasquali, B. Scifo, N. Vittadini. Ed. V&P, Milano 2010.
4. U. Eco, *Dire quasi la stessa cosa*. Bompiani, Milano 2003.
- 5.H.-G. Gadamer, *Verità e metodo*, tr. it. di G. Vattimo. Bompiani, Milano 1983.
6. C. Hagège, *L'Homme de paroles*. Ed. Fayard, Paris 1985.
- 7.H. Jenkins, *Convergence Culture: Where Old and NewMedia Collide*; in Emery Martin – 2011; <http://www.emerymartin.net/FE503/Week8/Jenkins-ConvergenceCulture-Intro.pdf>
- 8.A.M. Kaplan - M. Haenlein, *Users of the world, unite! The challenges and opportunities of Social Media*; in *Business Horizons*, 2010, Vol. 53 (1). pp. 59-68.
9. V. Komissarov, *Teorija perevoda (lingvističeskie aspekty)*. Moskva 1990.
10. M. McLuhan, *Gli strumenti del comunicare*. Il Saggiatore, Milano 1967.
11. Ju. Lotman, *Ob iskusstve*. Ed. Iskusstvo, Sankt Peterburg 1998.
- 12.E. Nim, *Analiz roli media v obščestve: mediacija vs mediatizacija*; in *Informacionnoe pole sovremennoj Rossii: praktiki i efekty: materialy IX meždunar. nauč'.-prakt. konf., t. 1. Kazan' 2012*, pp. 316-324.
- 13.F. Pasquali, *I nuovi media: tecnologie e discorsi sociali*. Carocci, Roma 2003.
14. U. Persi, *Modern i slovo. Stil' modern v literature Rossii i Zapada*. Ed. AGRAF, Moskva 2007.
- 15.U. Persi *I suoni incrociati. Poeti e Musicisti nella Russia romantica*. Ed. Baroni, Viareggio, 1999.
16. A. Polonskij, *Massmedijnyj tekst i inokul'turnyj adresat*; in *Slowo z perspektywy językoznawcy i tłumacza*. T. V. Polsczyzna w tekstach przekładu; a cura di A. Pstyga – M. Milewska-Stawiany. Ed. W-wo Uniwersytetu Gdańskiego, Gdańsk 2016, pp. 143-157.
- 17.A. Polonskij, *Mediareal'nost': čto my možem skazat' o nej segodnja?*; in *Medialingvistika. Materialy II meždunarodnoj naučno-praktičeskoj konferencii*. A cura di A. Malyšev. Sankt Peterburg 2017, pp. 329-331.
18. A. Polonskij, *Kul'turnyj status medijnogo teksta*; in "Medialingvistika", n. 1 (11), 2016, pp. 16-18.
- 19.Ja. Recker, *Teorija perevoda i perevodčeskaja praktika*. Moskva 2017.

20. A. Stanislavskij, Adaptacija i perevod: jazykovoe posredničestvo; in "Gumanitarnye naučnye issledovanija", n. 8, 2015; URL: <http://human.snauka.ru/2015/08/12209>
21. S. Ter-Minasova, Jazyk i mežkul'turnaja komunikacija. Kak sootnosjatsja meždu soboj jazyk i kul'tura. Moskva 2000.
- 22.D. Tapscott, A. Cavoukian, Who Knows: Safeguarding Your Privacy in a Networked World, McGraw-Hill, 1997.
- 23.D. Tapscott, The Digital Economy: Promise and Peril In The Age of Networked Intelligence, McGraw-Hill, 1997.
24. P. Torop, La traduzione totale. Tipi di processo traduttivo nella cultura. Hoepli, Milano 2009.
- 25.V. Vinogradov, Vvedenie v perevodovedenie (obščie i leksičeskie voprosy). Moskva 2001.