INTERDISCIPLINARY PLAY AND INTERPLAY IN THE POSTDIGITAL AGE

INTERNATIONAL CONFERENCE

OCTOBER 5-6, 2016

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VENTÚRSKA 11

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univerzitná knižnica v bratislave

UNIVERSITAS COMENIANA BRATISLAVENSIS · FACULTAS PHILOSOPHICA · MCMXIX

UNIVERSITAS SANCTORUM CYRILLI ET METHODII · TYRNAVIAE

WEDNESDAY, OCTOBER 5

9.30   **Opening** – prof. RNDr. Pavol Šajgalík, DrSc. (head of the Slovak Academy of Sciences)
                 prof. Mgr. Adam Bžoch, CSc. (head of the Institute of World Literature, SAS)

9.45   **Speculation and Play in Our Current Media Culture** – Prof. Jay David Bolter / Wesley Chair in New Media, Georgia Institute of Technology, USA

11.00   **Transformative Power of Technology - An Interdisciplinary Approach in Socio-Cultural Studies** – Prof. Lech W. Zacher / Center for Impact Assessment Studies and Forecasting, Kozminski University Warsaw

11.50   **Posthypertext Electronic Literature and Playful Experience** – Assoc. Prof. Dr. Janez Strehovec / Institute of New Media Art and Electronic Literature Ljubljana

12.30   **The Play of Interdisciplinarity, Interaction and Intermediality: The Example of Student Projects at the Laboratory of Intermedia Communication, Academy of Fine Arts Warsaw** – prof. Krzysztof Olszewski / Pracownia Komunikacji Intermedialnej Akademia Sztuk Pięknych w Warszawie

14.30   **Resisting the Perpetual Update: Protocolar Power in Digital Game Distribution** – Mgr. Jaroslav Švelch, Ph.D. a Mgr. Jan Švelch, Ph.D. / Fakulta sociálních věd, Univerzita Karlova Praha

15.10   **How the Internet and New Technologies Change Science? Dissemination of Science in the Internet and New Media** – Prof. Andrzej Adamski, Ph.D / University of Information Technology and Management in Rzeszów

16.00   **Poster presentation:**
        The Art Theory is Dead! Long Live the Art Theory! – Prof. Zoltán Szüts, Ph.D. / King Sigismund University
        Digital Remediation of Personal Archives: Identity and Virtual Identity, Construction and Destruction – doc. PhDr. Pavol Rankov, PhD. / Katedra knižničnej a informačnej vedy FF UK v Bratislave
        Text Mining Analysis of the *Ethics and Information Technology* Journal – Mgr. Andrej Gogora, PhD. / Katedra všeobecnej a aplikovanej etiky FF UKF v Nitre

16.30   **A Spokesman and Television News. Balancing between What Is "Visible" and "Invisible"** – Dominika Narožna, Ph. D. / University of Adam Mickiewicz in Poznan

17.10   **Guerilla Poetry(ing). A postdigital game in the public sphere?** – PhDr. Karel Piorecký, Ph.D. a PhDr. Kateřina Piorecká, Ph.D. / Ústav pro českou literaturu AV ČR Praha

THURSDAY, OCTOBER 6

9.30   **Motivations of Readers and Players as a Foundation for Designing a Gamification Application –** Mgr. Andrea Hrčková, PhD., Mgr. Andrej Garaj, PhD. **/** Department of Library and Information Science, Faculty of Arts, Comenius University Bratislava

10.10   **Live Word – Free Word: From Glossolalia to Media Poetry** – Mgr. Jana Kostincová, Ph.D. / Katedra slavistiky, Pedagogická fakulta, Univerzita Hradec Králové

11.00   **Action Art and Ambient Marketing – Digital Technology** – Łukasz P. Wojciechowski, PhD./ Katedra masmediálnej komunikácie FMK, Univerzita sv. Cyrila a Metoda v Trnave

11.40   **On Interdisciplinarity and Poetry –** Mgr. Art. Ing. Richard Kitta, ArtD. / Katedra výtvarných umení a intermédií, Technická univerzita v Košiciach

12.20   **Poster presentation:**
        How Much Animality Is There in Robots and Architecture? – Mgr. Bogumiła Suwara, PhD. / Ústav svetovej literatúry SAV v Bratislave
        Heterotopias in Biomedicine: Digital Images of Biological Structures – Mgr. Jana Tomašovičová, PhD. / Katedra filozofie a aplikovanej filozofie FF UCM v Trnave
        Behind the Names (How the Category of the Author Has Changed in the Digital Age?) – Mgr. Marek Debnár, PhD. / Katedra všeobecnej a aplikovanej etiky FF UKF v Nitre
        The Book of Life is a Cybertext – Prof. Peter Sýkora, PhD. / Katedra filozofie a aplikovanej filozofie FF UCM v Trnave