**Special Interest Group for PALA 2023**

**“Visual Arts (with)in Literature”**

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The interface between visual arts and literature has become a prominent subject of scholarly discussions in the last decades, reflecting the ‘pictorial turn’ (Mitchell 1994: 11) that began unfolding in the second half of the 20th century. The shift towards the visual reflects the prevalence of images and pictures in an increasingly visual culture and manifests itself in the public sphere (e.g., in fashion, mass media, etc.) and the scientific disciplines (e.g., art history, literary criticism, etc.). Within the context of literary research, multimodality and intermediality serve as primary frameworks used to approach the integration of representation modes and communication media. Intermediality is typically concerned with a cross-media relationship between art forms – an ekphrastic rendering is a characteristic example of an intermedial reference to a visual artwork conveyed in language. Multimodality encompasses social semiotic and stylistic approaches examining the co-existence of different modes of representation within the dimensions of a literary text. The multimodal research focusses on instances of colour, typography, page layout and design that involve illustrations, photographs or graphs interacting with the text. The multimodal stylistic studies enquire how multimodal relations contribute to meaning making and impact the reader’s engagement with the text (e.g. Gibbons 2012; Nørgaard 2019).

The distinction between intermediality and multimodality has been lately approached as more of an ambiguous contour instead of a solid borderline (Elleström 2021; Nørgaard 2019). We welcome submissions exploring an extensive array of topics in multimodality and intermediality as well as their intersections that include (but are not limited to) cross-media adaptations, multimodal design, (poetic) imagery, creative writing and art as a therapeutic practice. We invite research presenting empirical reader- / viewer-response data and / or in-depth analyses of language patterns in texts (in their broadest interpretation) supported by sound cognitive stylistic frameworks.

Elleström, L. (2021) ‘The modalities of media II: An expanded model for understanding intermedial relations’, in L. Elleström (ed) *Beyond Media Borders, Volume 1: Intermedial Relations among Multimodal Media*. Cham: Springer International Publishing, pp. 4–91.

Gibbons, A. (2012) *Multimodality, Cognition and Experimental Literature*. London: Routledge.

Mitchell, W. J. T. (1994) Picture Theory: Essays on Verbal and Visual Representation. Chicago: University of Chicago Press.

Nørgaard, N. (2019) *Multimodal Stylistics of the Novel: More than Words.* London: Routledge.

Please submit a 300-word abstract, including five key words by **January 31st**, to:

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