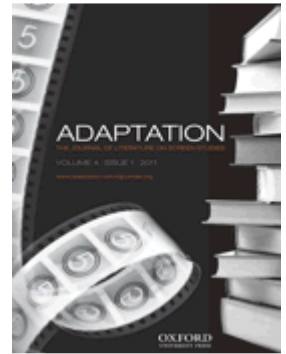


Call For Papers:

“Adaptation and Participation: Convergence Culture and Transmedia Storytelling” (Special Issue of *Adaptation*, Oxford University Press)



We encourage submission of complete papers for a special issue of the peer-reviewed journal *Adaptation* (Oxford University Press) jointly edited by Eckart Voigts-Virchow (Siegen University) and Pascal Nicklas (Mainz University). The issue will focus on the intricacies, problems and politics of convergence culture and its significance for adaptation studies.

In his seminal book *Convergence Culture. Where Old and New Media Collide* (2006), Henry Jenkins highlights the unprecedented speed and distribution of various media contents as well as lending attention to the mechanisms underlying their travelling, legalization and (mis)use. Regarding convergence as “the flow of content across multiple media platforms”, Jenkins stresses the significance of the “technological, industrial, cultural and social” context to the understanding of these processes. Believing that “[c]onvergence occurs within the brains of individual consumers and through their social interactions with others”, he also highlights the importance of “participatory culture” and “collective intelligence” (2-3) to the study of contemporary cultural practices, which often involve the processes of adaptation and appropriation.

For some time now, ‘Adaptation Studies’ has been active in exploring adaptive processes, but we feel that the impact of a global reservoir of images as well as the need to articulate cultural and aesthetic specificity in a climate of low-threshold access have yet to make their full impact on this academic sub-discipline. We would like to bring into narrow focus the various aesthetic processes and cultural issues at stake in adapting texts in a climate of media convergence and changing modes of audience involvement and participation. We specifically seek to address a variety of cross-media transformations that tend to erase borders and barriers both of a temporal and geographical nature. There are no restrictions on issues we would like to address, but proposals in the following areas are encouraged:

- Theoretical perspectives: what useful paradigms could help embrace the practices and mechanisms of convergence and participatory culture.
- Remediation and cross-platform adaptation of fiction ‘universes’ and franchises.
- Intercultural adaptation and assimilation: globalizing the canon and its (mis)appropriation.
- Post-literary adaptation: cartoons, games, oral narratives.
- Consumers into prosumers? Adaptation, active readers and audience investment.
- Crossmedia/transmedia storytelling: film, television, Web 2.0, YouTube and social media.
- Screens and sounds: adaptation, audiobooks and music.
- Remaking and rehashing: iterating, re-making and re-presenting film history on screen.
- Participatory culture and the adaptation industries: legitimacy, copyright and authorization.
- Adaptation, parody, pastiche.
- Adaptation and fandom.

Please submit completed papers (up to 8000 words accompanied by a 150-word abstract) directly to the *Adaptation* website (flagging submissions as intended for the special issue), and following the advice on online submission:

http://www.oxfordjournals.org/our_journals/adaptation/for_authors/

Manuscripts must be submitted online in an anonymous form and will be sent to two external reviewers. The deadline is February 29, 2012.