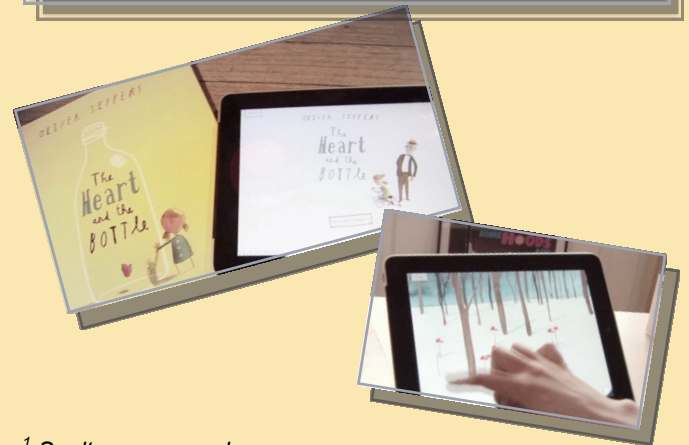


RIDCH 40th Seminar

Multimodality of Storytelling - Fiction, Picturebooks¹ and eBooks

Date: 1 March 2019 (Fri)
Time: 11:00 - 11:50 a.m.
Venue: Room C0821, 8/F, OUHK Main Campus

Our lives and our understanding of the world are very often expressed in the form of a story. Over time, people have been exploring and experimenting different ways of storytelling, and the digital age seems to have opened many more possibilities. This seminar discusses the evolving formats of storytelling in children's literature and interaction between different media, from prose, illustrated books, picturebooks, to eBooks. A theoretical understanding of different modalities of storytelling, namely text, images and more, spells out the potential and uniqueness of each medium. Based on that, we can extend the potential effect of synergizing multiple modalities in storytelling. In the digital era, the eBooks for children on the market today evidently lack such understanding of the potential of multimodal texts. This could be the reason why a true breakthrough in storytelling form is yet to be widely available.



¹ Spelt as one word



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Dr Yung is an Assistant Professor at School of Education and Languages, The Open University of Hong Kong. Her first career was an English teacher before she pursued her doctoral studies in children's literature criticism at the University of Cambridge. She graduated with a PhD in Education and wrote her doctoral thesis on "The Cultural Authenticity Effect: The Rhetoric of an Authentic Cultural Representation in English Children's Fiction portraying East Asian Cultures", examines how cultures are translated and represented in children's literature across Eastern and Western cultures. Cultural representations and cross-cultural understanding remain the core of her research interest. She examines primary materials ranging from fiction, picturebooks to historical children's magazines published in English, Chinese and Japanese.

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