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Reading as a transmediating activity

the screenplay of Checchina's virtue

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Abstract

Transmediations – Communication across Media Borders, Växjö, 13-15 October 2016

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Reading as a transmediating activity. The screenplay of *Checchina's virtue*

The screenplay written by Italian screenwriter and film director Massimo Franciosa in 1995 and freely based on the short story *Checchina's virtue* (1884) by Italian novelist and journalist Matilde Serao (1856-1927) is an example of those submedia "designed especially to be transmediated", according to Elleström (2014, 26). The transmediation never occurred however, since the film never came into being, due to financial problems. The typewritten screenplay lies at the library of the national film institute in Rome, with its transmedial potential practically unexploited.

Elleström's remark that "both material and mental aspect must be included when theorizing about media" (2014, 49) invites me to focus on the mental representation triggered by the "sensory configuration" of this screenplay. In my contribution I argue that the transmedial potential of the screenplay is ideally realized through reading and that the cognitive import for the reader will supposedly not be the same in the case of the screenplay and of the short story, not even for the parts of these two media products that are very similar or literally identical.

Elleström, Lars, 2014, *Media Transformation: the Transfer of Media Characteristics Among Media*, Palgrave Macmillan.

Carla Cariboni Killander is assistant Professor in French and Italian at the Department of Languages and Literatures, University of Lund, Sweden. She has previously worked on description in Julien Gracq's novels (PhD thesis) and on the iterative (articles in *Poétique* and *Orbis litterarum*). Her present interests include intertextuality (articles in *Poétique* and *Revue romane*) and intermediality (articles in *Ekphrasis*). See <http://www.sol.lu.se/person/CarlaCariboniKillander>