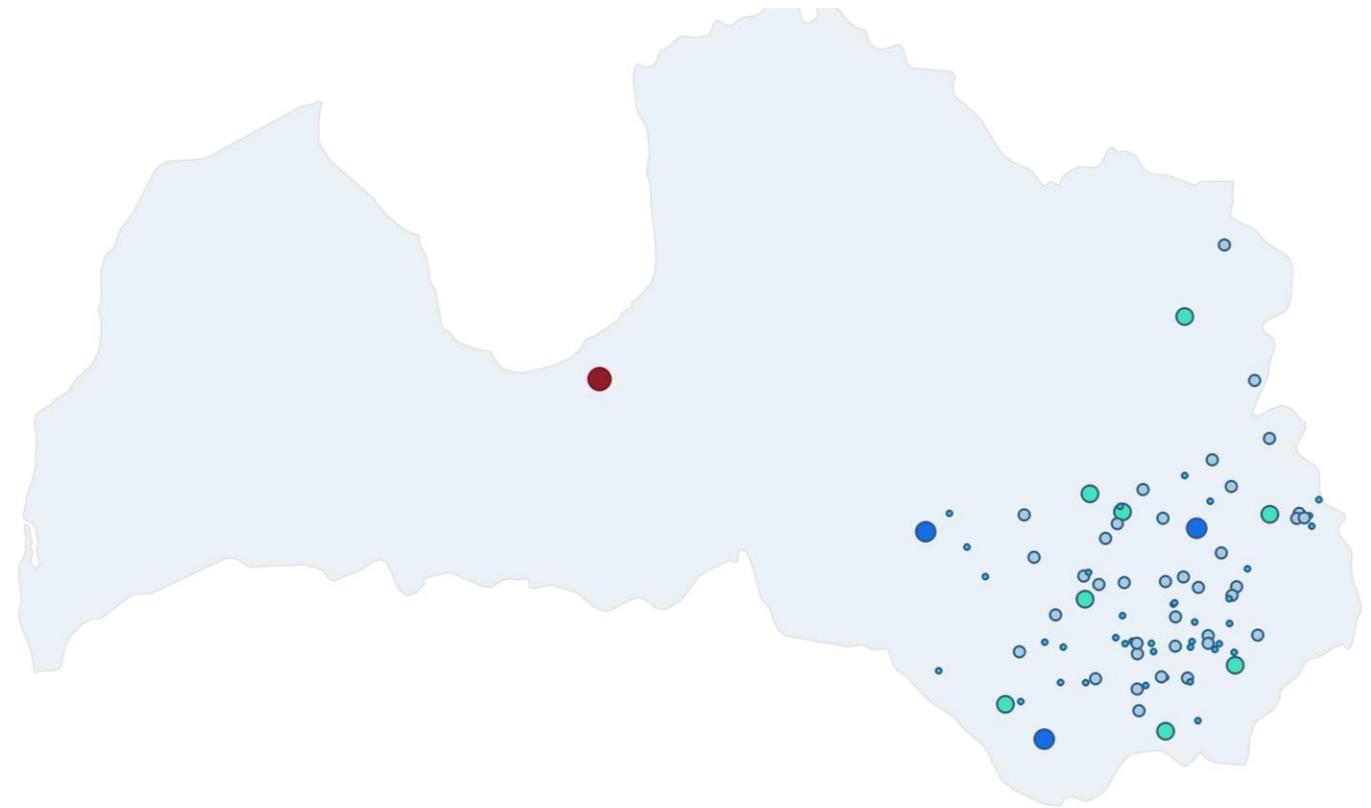


Transmedia Communication and GIS- Based Approaches: Mosaics of Latgalian Place



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Presentation Outline

- I. Digital Epistemologies and the Mosaic Logic of Cultural Memory
- II. Rethinking Transmedia: From Storytelling to Cultural Communication
- III. Mapping Transmedia Place Formations: A GIS-Based Method
- IV. Mosaics of Latgalian Place
- V. Methodological Reflections and Future Directions

Digital Epistemologies and the Mosaic Logic of Cultural Memory



- **Digital epistemologies (Ingvarsson, 2021):** digitalisation as an **epistemological lens**, not merely a set of tools; foregrounds cultural fragmentation, contextual shifts, and creative, often unexpected dialogues and collisions among diverse cultural codes.
- **Mosaic logic of cultural memory (Juri Lotman, 1992 [1985]):** meaning emerges through encounters, overlaps, and juxtapositions of heterogeneous texts; cultural memory operates through the intertwined mechanisms of preservation and generation of meaning

Rethinking Transmedia: From Storytelling to Communication

- **Transmedia storytelling (Jenkins, 2006):** narratives unfold across media; each medium contributes uniquely; grassroots participation is central.
- **Transmedia communication (Ojamaa & Torop, 2014):** a cultural-semiotic framework that builds on transmedia storytelling but extends beyond individual expanding narratives, viewing transmedia as a dialogical, creative cultural process shaping complex cultural constructs (myths, recognisable figures, place) through mechanisms of repetition and transformation.



Mapping Transmedia Place Formations: A GIS-Based Method

- Place is understood as a **complex semiotic phenomenon** shaped through narratives, practices, memories, and social relations across media, **grounded in ongoing cultural dialogues**.
- **GIS-based methods** are used to model transmedia communication, making selected aspects of place formation visible and analytically accessible.
- The method relies on **the systematic juxtaposition of heterogeneous cultural data** (fictional/nonfictional; institutional/vernacular; analogue/digital) through shared geographical references.

Analytical Potentials

- **Points of intersection** reveal locations that acquire salience within transmedia communication.
- Juxtaposition enables the identification of **thematic constellations** across media, space, and time.
- The approach allows analysis of how **calculated transmedia interventions** (e.g. institutional heritage narratives or place-branding strategies) foreground particular versions of place within ongoing cultural dynamics.
- The main analytical potential lies in the **close examination of selected intersections**: which utterances converge there, which topics, figures, or memory narratives organise them, and how **creative meaning-making, tensions, and conflicts** emerge through complex spatio-temporal relations.

Interpretive and Critical Dimensions

- **Deep mapping (Roberts 2016):** understood as an “undisciplined” and performative practice rather than a reproducible cartographic model, foregrounding the processual and layered character of spatio-temporal knowledge.
- **Counter-mapping (Hodgson & Schroeder 2002):** understood as practices that question dominant or instrumental representations of space by foregrounding alternative knowledges and contested meanings;
- Rather than adopting a single or activist perspective, the approach analytically foregrounds dialogues among heterogeneous and underrepresented utterances, **amplifying them through juxtaposition** and **thereby experimenting with cultural hierarchies to produce alternative representations of place.**

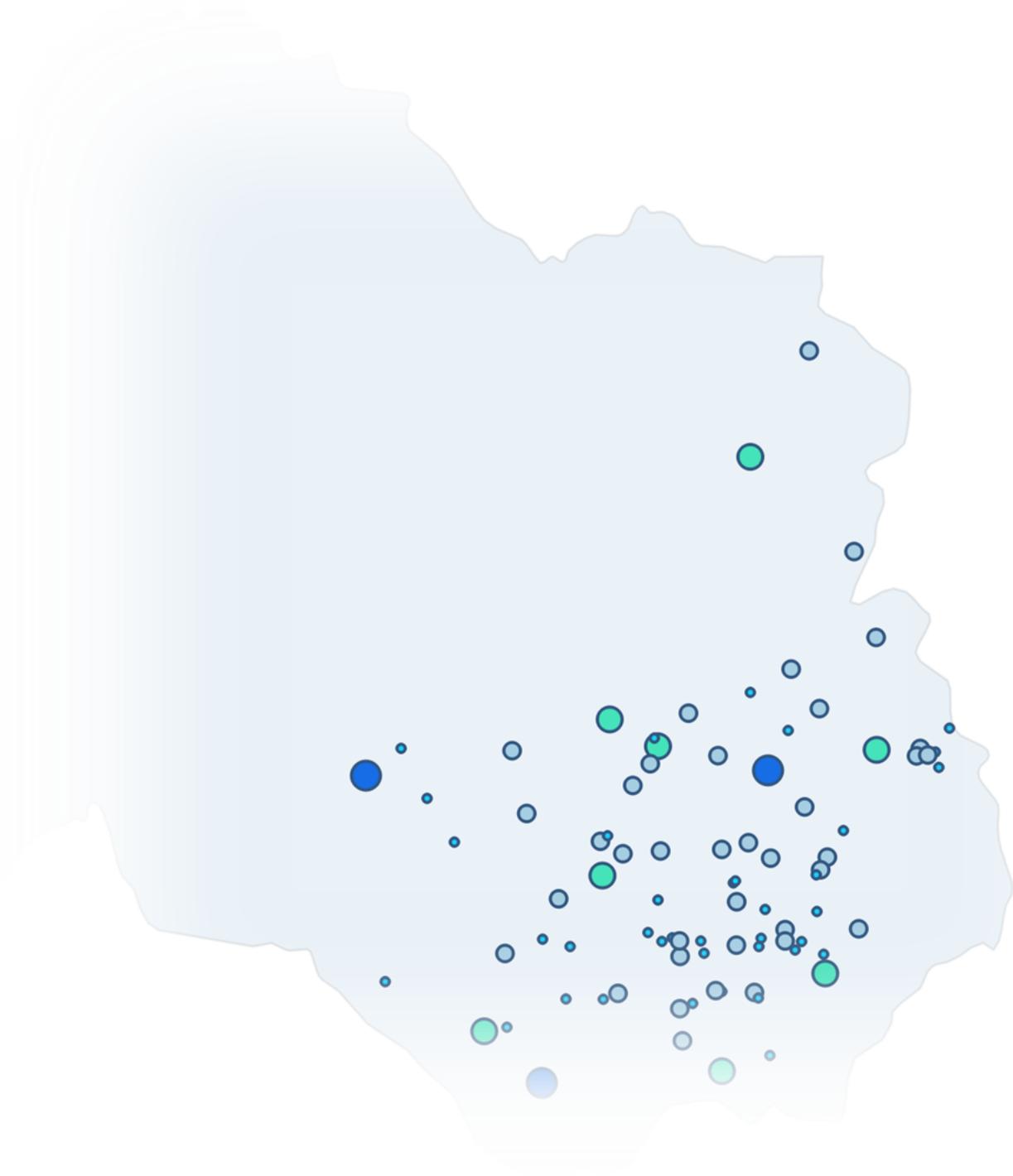
The Latgalian Case

I.

- Distinct culture, collateral language, and a complex, often traumatic history shaped by shifting political powers
- Latgalian-language texts are scarce, and social media representation remains limited

II.

- “Emptiness” of regions in Latvia (Dzenovska 2020)



Data Sources and Materials

01

The Corpus of Contemporary Latgalian Language (MuLaR): consisting of 90 interviews with contemporary Latgalian speakers at the time of this study.

02

Instagram data: manually collected through hashtags of toponyms identified in the MuLaR corpus.

03

Experimental Transmedia Corpus: Ten Contemporary Latgalian-Language Texts Across Diverse Media and Genres.



Methodological Design

Goal: Identify key geographical objects as narrative intersection points in Latgalian discourse

- **Step 1:** Extract most frequent toponyms of different settlements from the MuLaR corpus
- **Step 2:** Cross-check toponyms as Instagram hashtags and match with MuLaR references
- **Step 3:** Close-read 10 selected texts for shared geographical mentions

Result: 19 points identified where MuLaR, Instagram, and selected texts converge

MulaR

70 settlement toponyms

GOs checked through vietvardi.lv

Instagram

MulaR toponyms as hashtags

GOs checked through vietvardi.lv

Transmedia Corpus

Settlement toponyms

GOs checked through vietvardi.lv

QGIS

Intersection points



1. "Piļsāta pi upis"
2. "Ar Reigas Morali..."
3. "Trešuo Zvaigzne"
4. "Vydsmuižys Annužys acim"
6. "Pa ceļam nūgiutuos dūmys i sajiutys"
7. "Dzīsmēite Rēzeknis nūvodam"
8. "Laiki. Cylvāki. Volūda"
9. "Dīnvyd Latgolys Stuosti"
10. Latgola.lv

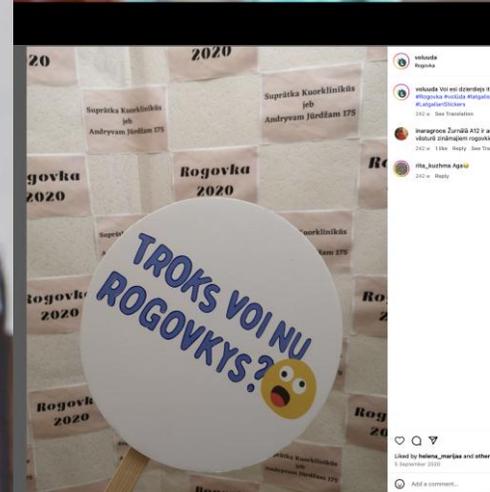
Rogovka (~226 res.)

Poem by Jurceņš (1999) :

“You don’t go to Rogovka with Riga’s morals, sister. Rogovka has its own jokes, its own sickness, and its own cough. <...>”

MuLar:

“...it’s clear that for all of us here in the countryside things aren’t always as exciting as they might be in a city, but we try, even in our free time, to do some kind of activity... to give these impressions to younger people, to help them notice that something is happening. For the middle generation, it shows that your children can get involved in this as well. And for the older generation, quite simply, it’s about deliberately listening, at least a little, to how they perceive things and what is happening here in this village.”



In conclusion: Methodological Reflections and Future Directions

- I. **Beyond big data:** Digital technologies do not necessarily presuppose an exclusive focus on big data; they can support **context-sensitive, nuanced analysis** that preserves the ontological heterogeneity of cultural materials.
- II. **Juxtaposition and amplification:** By aggregating and juxtaposing diverse small-scale materials, we can foreground relational and dialogic dynamics and **amplify low-resource or underrepresented discourses through heterogeneity.**
- III. **Exploring digital methods further:** the “**hunting and gathering**” (Basaraba 2022) of dispersed transmedia fragments through iterative querying, alongside experimentation with **interactive interfaces** for different research and public-facing purposes.



Thank you for the
attention!



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