

# the Witcher

the hero of popular imagination

Geralt of Rivia is one of most recognizable characters in contemporary popular culture. It is not entirely surprising then that the literary original has been followed by comic books, a movie, TV series, tabletop RPG and video game series. The latter is what popularized the White Wolf beyond the scope of influence of literature, translations notwithstanding. All those incarnations make the Witcher an important phenomenon of popular culture, one that gained recognition in and outside Europe and which inspires artists in many countries.

Geralt of Rivia is also an excellent example of effective and attractive promotion of a product of Polish culture – promotion, which is said to be in many ways novel in the marketing world. That is why we ought to take an interdisciplinary approach to the phenomenon of the Witcher and all that is related to his it. We are interested in close text analysis as well as the relations between the texts, their marketing strategies and reception, especially international reception. We would like to attempt to fully describe the Witcher brand, its mechanisms and sources of success in the US-dominated market.

We would like to invite students, PhD students and researchers from fields including but not limited to: literary studies, culture studies, anthropology, sociology, film studies, marketing, economy, ludology.

#### Suggested topics:

- Literary strategies of creating the Witcher's universe
- Geralt of Rivia as a fantasy hero
- The Witcher in Polish and international book industry
- The Witcher's culture of convergence
- Multi-medial adaptations of Sapkowski's prose (video games, movie, comic books, tabletop RPGs)
- Sources of success (and failures) of the Witcher franchise
- Polish and international reception
- The wicher's fandom
- Marketing strategies of the novels and their adaptations
- The Witcher – a specific case of polish pop culture
- Influence of the Witcher on Polish fantasy
- Translation of the Witcher novels (translatology, comparison)
- Geralt of Rivia and his ancestors – inspirations for various images of the Witcher
- Beyond the Witcher - parodies, pastiches, references
- Sex, Gender and Erotica in the novels and their adaptations
- Perspectives of development of the Witcher franchise
- Pre-Witcherian works of Andrzej Sapkowski

Dates: 17-18 October 2014

Venue: The conference will be held at CaféTHEA (The Grotowski Institute), Przejście Żelaznicze 4 (the inner streets of market square), Wrocław, Poland

Fee: 25 € or 100 PLN

Organizers: 'Trickster' Popular Culture Research and Education Association

Abstracts should be submitted by the 21st of September to [stowarzyszenie@tricksterzy.pl](mailto:stowarzyszenie@tricksterzy.pl)

We would like to kindly ask for presentation, not reading of the prepared materials. We would also like to inform of the possibility of sending video presentations as a valid mean of conference participation.