



Invitation

to the 8th Congress of the Central European Association of Germanists
(MGV)

"Digital Epochal Shifts in Language, Culture, and Literature:
Challenges for German Studies"

September 17–19, 2026

University of Zagreb Faculty of Teacher Education

Dear Colleagues,

It is our great pleasure to invite you to the 8th Congress of the Central European Association of Germanists (MGV), jointly organized by the Association and the Faculty of Teacher Education, University of Zagreb, to be held in Zagreb from September 17 to 19, 2026.

The overarching theme – "Digital Epochal Shifts in Language, Culture, and Literature: Challenges for German Studies" – offers a broad framework for reflecting on the disruptions and transformations currently affecting language, literature, culture, and didactics in today's digital and societal landscape.

Inspired by Wilhelm von Humboldt's assertion that "language is the formative organ of thought," the congress will focus on five thematic areas.

Planned Sections and Suggested Topics:

• Linguistics

Topic: Digitalization and changes in language, communication, and research methods

Section Leader: Assoc. Prof. Dr. Kristian Novak (knovak2@ffzg.unizg.hr)

Subtopics:

- Digital language change: How technology shapes contemporary German
- Corpus linguistics and artificial intelligence in language research
- Language change in digital communication: Internet linguistics, emoji language, and memetics
- Digital discourse: Analyzing the language of social networks and media
- Automated translation and challenges for linguistics
- other

• Literary Studies

Topic: Digitalization and literature – changes in reception, creation, and distribution of literature

Section Leader: Assoc. Prof. Dr. Jelena Spreicer (jspreice@ffzg.unizg.hr)

Subtopics:

- Digital storytelling and interactive literature: from hypertext to artificial intelligence
- Literature on digital platforms: Blogs, e-books, and audiobooks
- Multimedia literature – the combination of text, sound, and image in contemporary literature
- Changes in literature reception in the age of social media
- Literary genres and the digital age: Cyberpunk, transmedia storytelling, and artificial intelligence in literature
- other

• Foreign Language Didactics

Topic: Digitalization in learning and teaching German, and in professional German

Section Leader: Assoc. Prof. Dr. Ana Šenjug (ana.senjug@ufzg.hr)

Subtopics:

- Digital tools and platforms in German language teaching
- Digital competence of teachers and students
- Blended learning and flipped classroom approaches – the influence of online and offline teaching on the dynamics of learning German
- Multimedia approach in foreign language learning: Gamification, VR, and AR in teaching
- Digital teaching materials: Advantages and challenges
- Automated language proficiency assessment and digital tests
- Digitalization in language didactics: Hybrid learning and teaching models
- Digital competence and online language learning strategies
- Artificial intelligence and personalized learning approaches
- other

• Cultural Studies

Topic: Digital culture and its impact on identity, society, and intercultural communication

Section Leader: Assoc. Prof. Dr. Željka Knežević (zeljka.knezevic@ufzg.unizg.hr)

Subtopics:

- Digital culture and new forms of cultural production and consumption
- Intercultural communication in the digital environment
- Cultural stereotypes in digital media
- Cultural dynamics in the age of social networks: From influencers to digital activists
- Algorithms and cultural selection: How digital technology shapes cultural perception
- other

• ENGLISH LANGUAGE SECTION

English as a Lingua Franca of the Digital Era: Evolving Language, Literature, Culture, and Teaching Practices

Section Leader: Dr. Silvija Hanžić-Deda (silvija.hanzicdeda@ufzg.unizg.hr)

Within the framework of the main conference theme, which focuses on digital transformations in the German language, literature, and culture, this section is dedicated to exploring and discussing the impact of the digital era on the English language, literature, and culture, with a particular emphasis on teaching and learning English. The section will provide a platform for the exchange of ideas and research on how digital technologies are shaping the English language, literature, and culture, and how English Studies can adapt and evolve in response to these changes. Special attention will be given to teaching and learning English, including the exploration of innovative approaches, new trends, and pedagogical challenges arising from digital transformation. Participants are invited to submit their research and experiences related to the impact of the digital era on the English language, literature, and culture. Contributions may explore, but are not limited to, the following topics:

- *Digital Linguistics:* The influence of social networks, text messaging, and emojis on grammar, vocabulary, and intergenerational communication; the rise of internet slang, abbreviations (e.g., "LOL," "BRB"), and memetics.
- *Digital Literature and Narratives:* The development of hypertext, interactive stories, and AI-generated literature; the role of e-books, audiobooks, and blogs in transforming how literature is consumed and distributed.
- *Culture and Digital Media:* The impact of social media (e.g. YouTube, Instagram, TikTok, etc.) on cultural production, identity formation, and global cultural exchange.
- *Teaching and Learning English in the Digital Era:* The use of digital tools such as gamification, virtual reality, and chatbots in language education;

challenges and innovations in hybrid and online learning, assessment, and student motivation.

- *Digital Humanities and Interdisciplinary Approaches*: The application of digital tools such as corpus linguistics and digital archives in the study of English literature and culture; collaborations between English Studies and fields such as computer science, media studies, and cultural studies.
- other

We are particularly delighted that colleagues from the field of English Studies will be joining this year's congress, thereby enriching and further deepening the interdisciplinary dialogue.

We warmly invite you to submit a proposal for a presentation within one of the outlined thematic areas.

Submission of Presentation Proposals

Please submit your proposed title and abstract (up to 300 words) by March 31, 2026, using the following online form:

<https://forms.gle/4AjGm2DzxTsc9CKe8>

Applicants will be notified of the acceptance of their proposals by April 15, 2026.

Congress Proceedings

Papers that receive a positive peer review will be published either in the *Zeitschrift für Mitteleuropäische Germanistik* (Journal of Central European German Studies) or in a dedicated congress volume issued by a distinguished German publishing house.

Congress Fee

Regular participants: **€150**

MGV members and doctoral students: **€120**

The congress fee must be paid by June 30, 2026.

Payment Details for the Congress Fee: For domestic payments:

IBAN: HR9124020061100639639 at Erste&Steiermärkische Bank d.d.

Payment model: HR00

Reference number: 381-OIB of the payer
Payment description: Participation fee for...

For international payments:

Bank name: Erste&Steiermärkische Bank d.d.
Bank address: Jadranski trg 3a, 51000 Rijeka, Republic of Croatia
Recipient name: University of Zagreb – Faculty of Teacher Education
Recipient address: Savska cesta 77, 10000 Zagreb, Republic of Croatia
OIB (Tax number): 72226488129
IBAN: HR9124020061100639639
SWIFT/BIC: ESBCHR22
Reference number: 381-OIB of the payer
Payment description: Participation fee for...

Congress Location:

University of Zagreb, Faculty of Teacher Education, Savska cesta 77, Zagreb

For more information, please contact the conference secretary, Juraj Ozmec, Assistant:
(juraj.ozmec@ufzg.hr)

We look forward to your participation and to reflecting together on current challenges in the age of digital and societal upheavals!

Kind regards,

on behalf of the

Organizing Committee of the 8th MGVC Congress

Prof. Blaženka Filipan-Žiganić

Assoc. Prof. Tamara Jurkić Sviben

Faculty of Teacher Education

University of Zagreb

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