**Conference: Frames and Framing in Antiquity**

16-18 October 2020

Online via Zoom (all times Central European Time, i.e. UTC+2)

Registration under: Prof. Dr. Sven Günther ([svenguenther@nenu.edu.cn](mailto:svenguenther@nenu.edu.cn))

Key-note speaker: Prof. Dr. Hartmut Leppin (University of Frankfurt)

Organizers: Sven Günther (Institute for the History of Ancient Civilizations, Northeast Normal University, Changchun, China) & Elisabeth Günther (Institute for Digital Humanities, Georg-August-Universität Göttingen, Germany)

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Frames and framing have entered the public discourse already before covid-19 but have recently become a hotly debated issue due to the styling of news, for instance in social media, that partly replace other possibilities of social communication at the moment. Based on models from the field of sociology, psychology, and communication studies, “frames” describe how people understand, react to, and are influenced by situations and activities (frame analysis). The phenomenon of “framing” assesses how individuals or institutions might use, modify, or challenge existing frameworks by creating new frames, or add new slots and fillers to common frames. Thus, the concept of framing is a useful tool for a broad range of disciplines since communication is viewed as a complex entanglement of sender, receiver, and medium and their related frames and not as a one-directional process of sending information from A to B.

In recent years, frame analysis has also gained attention in the field of ancient studies, particularly in ancient history and linguistics as well as classical archaeology with a specific focus on visual studies. However, the model’s full potential is yet to be exploited as it is still not comprehensively tested against the various ancient sources. Hence, the conference attempts to fill this obvious gap by assessing the theoretical tool-set as well as the application of such models to case-studies.

The dimensions of frame and framing models will be discussed in five panels, with each paper lasting 5-7 minutes followed by a respondent and an open question slot:

Panel I: From Theory to Practice

Panel II: Greek Frames and Modern Perception

Panel III: Greek and Roman Frames

Panel IV: Framing Strategies in the Late Roman Republic and Early Empire

Panel V: Framing Narratives in Archaeology

The key-note speech will be given by Professor Hartmut Leppin (University of Frankfurt) on the concept of *parrhesia* (“free speech”) in antiquity.

We warmly welcome participants to register under: [svenguenther@nenu.edu.cn](mailto:svenguenther@nenu.edu.cn) (Prof. Dr. Sven Günther) to receive the link to the online platform (Zoom) and further information as well as abstracts of the conference papers.

**Program *(all times are Central European Time, i.e. UTC+2)***

**Friday, 16 October 2020**

14.00-14.20: Opening and greeting words

14.20-14.45

Opening Remarks

Elisabeth Günther (Institute for Digital Humanities, University of Göttingen)

**How to understand an owl in armor: frames and framings in ancient studies**

14.45-16.00

Key-note Lecture

Hartmut Leppin (University of Frankfurt)

***Parrhesía* and the framing of expectations in the social worlds of antiquity**

**Saturday, 17 October 2020**

Panel I: From Theory to Practice

8.30-9.00

Sven Günther (IHAC, NENU, Changchun)

**Frames and framing theory *avant la lettre*? Johann Gustav Droysen’s *Historik* and the future of ancient studies**

9.00-9.30

Martina Sauer (Institute of Image and Cultural Philosophy, Bühl)

**Promise of happiness, security and community − frames and framing in a new light**

Respondents: Ben White (Günther), Elisabeth Günther (Sauer)

Panel II: Greek Frames and Modern Perception

9.45-10.15

Riccarda Schmid (University of Zurich)

**Frames and framing in Attic rhetoric**

10.15-10.45

Sven-Philipp Brandt (Special Collection “Amploniana”, University of Erfurt)

**Sustainability as a framework? The concept of αὐτάρκεια in late classical Athens**

10.45-11.15

Jelle Stoop (Brussels / University of Sydney)

**Taste in early Greek poetry: production versus consumption**

11.15-11.45

Guendalina Taietti (University of Liverpool)

**Framing the Macedonians, becoming Greek: on the importance of Ancient Macedon in the nation-making of the Hellenic state**

Respondents: Guo Zilong (Schmid & Stoop), Sven Günther (Brandt & Taietti)

Panel III: Greek and Roman Frames

13.30-14.00

Hendrikus A.M. van Wijlick (Peking University)

**Re-framing friendship in the late Republic and early Principate: the personification of φίλος-epithets**

14.00-14.30

Guo Zilong (IHAC, NENU, Changchun)

**Framing the Delphic oracle, institutionalizing the Olympian Games: a case study on Phlegon of Tralles’s *Olympiads* (FGrH 257 F 1)**

14.30-15.00

Xu Zhenhuang (IHAC, NENU, Changchun)

**Framing accusations against prosecutors: multi-level images of *delatores* in the 1st and 2nd century AD**

Respondents: Sven Günther (van Wijlick & Guo Zilong), Francesco Ginelli (Xu Zhenhuang)

**Sunday, 18 October 2020**

Panel IV: Framing Strategies in the Late Roman Republic and Early Empire

9.00-9.30

Jan Lukas Horneff (TU Dresden)

**How to treat *cunnilingus –* Framing in Apuleius’ *Apologia***

9.30-10.00

Zhang Hongxia (IHAC, NENU, Changchun)

**From Chinese perspective: frame and framing theory, Cicero’s *Pro Cluentio*, and Chinese modes of perception**

10.00-10.30

Francesco Ginelli (Università degli Studi di Verona)

**«...*rem publicam a domination factionis oppressam in libertatem vindicavi*». Frame analysis, ancient life writing, and political propaganda**

Respondents: Hendrikus van Wijlick (Horneff & Zhang Hongxia), Elisabeth Günther (Ginelli)

Panel V: Framing Narratives in Archaeology

13.30-14.00

Amy Smith (Curator, Ure Museum of Greek Archaeology / Department of Classics, Reading)

**Unpeeling the Pan Painter’s pictures**

14.00-14.30

Ben White (University of Nottingham)

**Porticus, keys, and brackets: towards a Goffmanian framework for exploring the colonnades of ancient Rome**

Respondents: Martina Sauer (Smith), Amy Smith (White)

14.30-15.00

Final Discussion