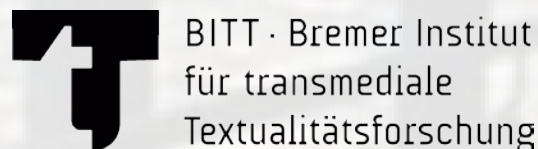Multimodality can today be seen as one of the most influential semiotic theories for analyzing media artefacts. However, the concepts of this theory are ambiguously and heterogeneously wide-spread, especially with regard to approaches in Germany on the one hand and those within the international context on the other.

The conference takes these differences in national and international perspectives as a starting point of discussion and analysis. By making explicit which aspects of description, terminology and methodology vary and which difficulties result from these variations in daily academic life, it aims at activating the discussion about this situation and opening new approaches to the analysis of multimodal documents.
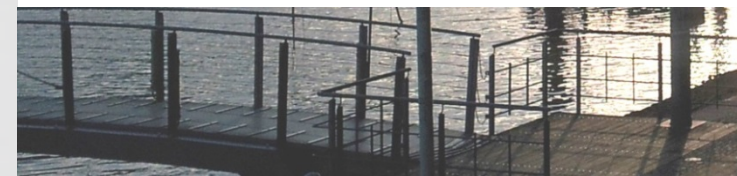
Further information:
http://www.mm2014.uni-bremen.de

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10–13 SEPTEMBER 2014

@ TEERHOF, UNI BREMEN

TALKS & POSTER PRESENTATIONS BY
SPEAKERS FROM > 15 NATIONS

Universität Bremen

WEDNESDAY, 10 SEPTEMBER

18:00 **Come Together @Teerhof**

THURSDAY, 11 SEPTEMBER

09.00-09.15 **Conference Opening**

09.15-10.00 **Keynote : Hartmut Stöckl**
From Text-Linguistics to Multimodality - Mapping Concepts and Methods across Domains

10.00-10.20 **Coffee Break**

Panel I: Methods for Multimodality Research I

10.20-10.55 M. Debus, H. Stuckenschmidt & H. Wessler
On the Use of Different Modalities in Political Communication: Evidence from German Election Manifestos

10.55-11.30 Ognyan Seizov
A Visual Communication Approach to Multimodal Document Analysis Online

11.30-12.05 Jan Krasni
Bridging the Gap between Polyphony and Multimodality in Online Media Formats

12.05-12.40 Ana-Maria Teodorescu
News Items Possible Paradigm in Analyzing Online Editions for Romanian Newspapers - The Multimodal Approach?

12.45-14.00 **Lunch Break**

Panel II: Methods for Multimodality Research II

14.00-14.35 Martin Kaltenbacher & Thomas Kaltenbacher
Seeing the Unforeseen: Eye-Tracking and Multimodal Analysis

14.35-15.10 S. Ponzetto, H. Wessler, L. Weiland, S. Kopf, W. Effelsberg & H. Stuckenschmidt
Automatic Classification of Iconic Images Based on a Multimodal Model. An Interdisciplinary Project

15.10-15.45 Tuomo Hiippala
Layout Symmetry in Bilingual Documents

16.00-16.20 **Coffee Break**

Panel III: Methods for Multimodality Research III

16.20-16.55 Alina Kwiatkowska
Cognitive Semiotics as a Common Descriptive Framework for Pictorial and Verbal Representation

16.55-17.30 Sandra Handl
Dos and Don'ts in Pictorial and Multimodal Consumer Information: Visual Rhetoric and/vs. Cognitive Semantics

17.30-18.05 Anna Mattfeldt
Images and Agonalitaet (Polarity) in Discourse Analysis

18.05-18.40 Wendy L. Bowcher & Jennifer Yameng Liang
Issues and Suggestions for Describing the GSP of Page-Based Multimodal Texts

19.30 **Conference Dinner @ LUV**

FRIDAY, 12 SEPTEMBER

09.15-10.00 **Keynote: Diane Mavers**
Reflecting on the Semiotic Work of Multimodal Research

10.00-10.20 **Coffee Break**

Panel IV: Film, TV & Comics

10.20-10.55 Christina Schmitt
Amodality – Multimodality. Metaphoric Meaning Making in Audiovisuals

10.55-11.30 Assimakis Tseronis
Towards an Argumentative Analysis of Multimodal Discourse: Balancing Facts against Emotion in Documentary Films about the Economic Crisis

11.30-12.05 Shaimaa El Naggar
Critical Discourse Analysis and Multimodality: Tracing 'New, Domains and Genres

12.05-12.40 Elisa Vales
Narrative Process Annotation of Comic Strips for Corpus Analysis

12.45-14.00 **Lunch Break**

Panel V: Various Multimodal Artefacts I

14.00-14.35 Ulrike Wrobel
German Sign Language (DGS) as an instance of a multimodal language?

14.35-15.10 Kaela Zhang
Public Healthcare Posters: A Social Semiotic Approach to Cross-Cultural Studies

15.10-15.45 Kate Maxwell
When Here is Now and There is Then: Bridging the Gap in Time

16.00-16.20 **Coffee Break**

Panel VI: Various Multimodal Artefacts II

16.20-16.55 Martin Siefkes & Emanuele Arielli
An Experimental Approach to Multimodality. Investigating the Interactions between Musical and Architectural Styles in Aesthetic Perception

16.55-17.30 Dorra Moalla
Visual Literacy in EAP: The Dialogue between Reader/Designer Features and Multimodal Text

17.30-18.05 António Manuel Dos Santos Avelar
Visual and Visual Metaphors: Crisis and Education in Portuguese Secondary Schools

18.05-18.30 **Conclusion**