

# II Webinar on Multimodal Discourse Analysis

2nd-4th November

2ND-4TH NOVEMBER  
**WEBINAR**



## More information:

[www.grape.uji.es](http://www.grape.uji.es)  
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## Free registration:

[www.goo.gl/ODtCDp](http://www.goo.gl/ODtCDp)

## Organized by:

GRAPE – Group for Research on Academic and  
Professional English  
[www.grape.uji.es](http://www.grape.uji.es)

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# II Webinar on Multimodal Discourse Analysis

Universitat Jaume I – 2nd-4th November 2016



2<sup>ND</sup>-4<sup>TH</sup> NOVEMBER  
**WEBINAR**

24<sup>TH</sup>-28<sup>TH</sup> OCTOBER

**ON-LINE DISCUSSION FORUMS**

Three on-line forums will be open for the participants to discuss on the newest trends in multimodal analysis.

2<sup>ND</sup> NOVEMBER

JESSE PIRINI, MULTIMODAL RESEARCH CENTER, AUCKLAND  
UNIVERSITY OF TECHNOLOGY, NEW ZEALAND

9AM (SPAIN TIME) – ON-LINE PRESENTATION

***Multimodal (inter)action analysis: Introduction, applications and developments***

In this session, I will first explore the theoretical/methodological tools offered by multimodal (inter)action analysis. After that I will introduce some recent applications, including interpreter training and studies of video-conferencing. Lastly I will address developments regarding intersubjectivity.

3<sup>RD</sup> NOVEMBER

TERESA MORELL, ENGLISH STUDIES DEPARTMENT, UNIVERSITAT  
D'ALACANT, SPAIN

10AM (SPAIN TIME) – ON-LINE/FACE TO FACE

***Pedagogical implications of multimodal research for communicating in academic contexts***

Oral academic communication in the 21st Century is increasingly multimodal and, more often than not, in English. In this talk we will explore the pedagogical implications of multimodal research that supports English as a lingua franca (ELF) speakers to communicate in academic contexts.

4<sup>TH</sup> NOVEMBER

GUNTHER KRESS, INSTITUTE OF EDUCATION, UNIVERSITY COLLEGE OF  
LONDON, UK

10AM (SPAIN TIME) – ON-LINE/FACE TO FACE

***Design and semiotic work: methodological questions in multimodal (discourse analysis) research***

Two assumptions in a social semiotic approach to multimodal work are that signs are newly made/newly designed on each occasion. That provides the possibility of hypothesizing about the "interests" of the designer/maker of the sign; and that in turn provides the possibility of following up very many questions about that interest, the design and the conditions of the making of the sign, and sign-complexes.

The notion of "semiotic work" points to a different set of questions: what kind of work has been done? By whom and for whom? What are the effects of that work? What resources were and are used in that work.

All these have applications in any field of socially located research.

GUNTHER KRESS

12PM (SPAIN TIME) – ON-LINE/FACE TO FACE

***Making the intangible tangible: future of research on multimodality***

Future work on social semiotic theory, and therefore future work on multimodality, will face two developments which seem to point in different directions. One is the boundary of the explicit and implicit in the making of meaning, and with that also the boundary between the semiotic and the physiological/natural. The other is the impact of the sites/platforms enabled by digital technologies. Here it is particularly essential to ask "what social conditions are motivating/enabling/pushing such developments?" In this talk/discussion session these questions will be posed and opened to a wider discussion.

FIND MORE INFORMATION: [WWW.GRAPE.UJI.ES](http://WWW.GRAPE.UJI.ES)