

## PROGRAMME

## ZIF RESEARCH GROUP

## MULTIMODAL RHETORIC IN ONLINE MEDIA COMMUNICATIONS

ZOOM MEETINGS: MONDAY 18 MAY TO WEDNESDAY-20 MAY &amp; MONDAY 25 MAY TO WEDNESDAY 27 MAY 2020

**Time table refers to European Time (Bielefeld time)****Session time: 4pm Europe = 3pm UK = 7am Arizona = 10am New York = 10pm Perth = 12am Sydney**

Convenors: Prof. Dr. Kay O'Halloran (UK)  
 Prof. Dr. John Bateman (GER)  
 Prof. Dr. Mehul Bhatt (SWE)

## Monday 18 May 2020 – Opening Session

- 4.00pm-4.10pm *Welcome: Gernot Akemann (ZiF Director), Kay O'Halloran, John Bateman, and Mehul Bhatt*
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- 4.10pm-4.30pm **Multimodal Rhetoric in Online Media Communications - Aims of the Research Group: Kay O'Halloran, John Bateman, and Mehul Bhatt**
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- 4.30pm-5.00pm **Introduction Round: all who are present, who they are, what they do, what are their interests/focuses**
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- 5.00pm-5.20pm **Discussion and Issues**

## Tuesday, 19 May 2020 – Session 2: Sociological Perspectives

- 4.00pm-4.20pm **Sociological and Socio-political Insights and Foundations: Ronald L. Breiger**
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- 4.20pm-4.40pm **Sociological and Socio-political Insights and Foundations: Robin Wagner-Pacifici**
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- 4.40pm-5.00pm **Sociological and Socio-political Insights and foundations: Sophie Muetzel**
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- 5.00pm-5.20pm **Discussion and Issues**

## Wednesday, 20 May 2020 – Session 3: Visual and Verbal Perspectives

- 4.00pm-4.20pm **Visual Critical Challenges: Katharina Lobinger**
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- 4.20pm-4.40pm **Language-based Critical Cultural Analyses: Beate Schirmacher**
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- 4.40pm-5.00pm **Corpus-based Linguistic Challenges: Peter Uhrig**
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- 5.00pm-5.20pm **Verbo-visual Critical Discourse Analysis: John Bateman**

**Monday, 25 May 2020 – Session 4: Finding Methods and Approaches – I**

4.00pm-4.20pm **Large-scale Social Media Text Analytics: Cecile Paris**

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4.20pm-4.40pm **Multimodal Analysis Platform: Kay O'Halloran, Gautam Pal, and Sabine Tan**

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4.40pm-5.00pm **Digital Humanities: Manuel Burghardt**

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5.00pm-5.20pm **Computational Sociology: Devin Cornell**

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**Tuesday, 26 May 2020 – Session 5: Finding Methods and Approaches – II**

4.00pm-4.30pm **Deep Semantics: Mehul Bhatt and Jakob Suchan**

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4.30pm-5.00pm **Computational Cross-modal Methods and AI: Ralph Ewerth**

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5.00pm-5.20pm **Discussion and Issues**

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**Wednesday, 27 May 2020 – Session 6: Finding Methods and Approaches – III**

4.00pm-4.20pm **Visual Styles: Multimodal Practices for Constructing Identity: Stefan Meier**

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4.20pm-4.40pm **From Empirical Data to Ideology: Multilayer Multimodal Analyses: Chiao-I Tseng**

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4.40pm-5.20pm **Closing: Planning future steps, working groups and issues**

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