

Monday, 21 September

08.30-09.00 | **Come together @ Cartesium, Bremen**

09.00-09.15 | **Conference opening**

09.15-10.00 | **Keynote: Hans-Jürgen Bucher**

Multimodal meaning-making:
Theories of multimodality in the light of reception studies

10.00-10.20 | **Coffee Break**

Panel I: Multimodality as a disciplinary crossroads

10.20-10.55 | John Bateman

Defining mode – but this time for real

10.55-11.30 | Morten Boeriis & Søren Vigild Poulsen

When Kress and van Leeuwen meet Peirce: Exploring a social semiotic –
Perceian theory of multimodal text

11.30-12.05 | Jeewon Kim

The Logos of language, as reflected in multimodal “solar-capable
bodies”

12.05-12.40 | Kate Maxwell

Multimodality and the benefits and limits of cross-disciplinary
“evangelism”

12.45-14.00 | **Lunch Break**

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Panel II: Multimodal Content Analysis

14.00-14.35	Mark Debus, Angelika Storrer, Heiner Stuckenschmidt & Hartmut Wessler	Wikiganda: How neutral is Wikipedia?
14.35-15.10	Carmen Maier	Linking past, present, and future: The multimodal communication of Coram's heritage identity
15.10-15.45	Leonhardt van Efferink	Agency in Germany's "War on Terror": Applying a multimodal framework to study newspaper representations of the Kunduz air strike in 2009

16.00-16.20 | **Coffee Break**

Panel III: Multimodal perception, transcription, and interaction

16.20-16.55	Lars Grabbe	Mind and body: Multimodality of perception as a paradigm for understanding consciousness
16.55-17.30	Birgit Huemer	Coherence in multimodal art installations
17.30-18.05	Florian Mundhenke	The curious case of the interactive documentary
18.05-18.40	Jan Krasni	Intuition and intuitivity: Reflecting on media beyond the dichotomies of hardware and software, user and apparatus

19.30 | **Conference Dinner @ Bolero**

Tuesday, 22 September

09.15-10.00 | **Keynote: Theo Van Leeuwen** | Vectors: A new approach to a key concept in the semiotics of visual communication

10.00-10.20 | **Coffee Break**

Panel IV: Multimodal meaning creation and communication

10.20-10.55	Klaus Sachs-Hombach & Jan-Noel Thon	Mediality and Multimodality across Media
10.55-11.30	Morten Boeriis	Bending axioms: Theoretical principles in social semiotics from a multimodal perspective
11.30-12.05	Sophia Wege	Multimodal dimensions of poetic effect at the example of Heinrich Heine's poetry

12.05-14.00 | **Lunch Break**

Panel V: Multimodal encounters in everyday discourses

14.00-14.35	Tuomo Hiippala	Multimodality in digital longform journalism
14.35-15.10	Yannik Porsché	Multimodal discourse in the exhibition space and the mass media
15.10-15.45	Andreas Rothenhöfer	When the face disagrees: On the semantic and pragmatic relations between modes in face-to-face communication

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Extended coffee break / Interactive session: Posters

15.45-16.40	Arne Krause	Approaching multimodality from the functional-pragmatic perspective
	Isabell Neise	Text-image relations in Wikipedia articles
	Rumiya Izgalieva	The sound world of Asterix comics
	Elisa Vales	Narrative process types in comic strips: Evaluating annotations
	Claudia Pereira / Veronica Coitinho Constanty	Meaning without words: Reading Little Barbaro's narrative through a visual perspective
	Victor Lim Fei	Multimodal Translational Research: Teaching Visual Texts
	Thiago Pires	Cataloguing intersemiotic mismatches in machine translation
	Francisco Veloso, Felix Chung, John Bateman, Janina Wildfeuer	Towards a corpus-based approach to the organization of visually complex storytelling

Panel VI: Expanding the toolbox of multimodal analysis

16.40-17.15	Martin Siefkes	Multimodal text interpretation: Modeling the whole process
17.15-17.50	Chris Taylor	Audio description: A practical application of multimodal studies
17.50-18.25	Daniel Klug & Axel Schmidt	trAVIs: A tool for multimodal data analysis

18.25-19.00 | **Conclusion**