

# PUTTING MULTIMODALITY TO USE

CORPUS-BASED APPLICATIONS OF MULTIMODALITY  
AND THEIR IMPLICATIONS FOR THEORY AND METHODS

*Symposium | Call for Papers*

*Multimodality research has recently spawned robust theoretical-methodological frameworks which are now well-placed to uncover the complexities of authentic multimodal texts, to identify real-world problems, and offer practical solutions. Aiming for a solid empirical grounding, the showcased studies are corpus-based. They illustrate current multimodal approaches and raise future challenges in applied research.*

*Organisers*

**Jana Pflaeging**  
**Hartmut Stöckl**  
**Janina Wildfeuer**

*multimodality • corpora • empirical/applied research • theory-building*

Whether or not multimodality research has already acquired disciplinary status, it certainly has gained momentum in the last three decades, interlinking with and impacting on, e.g., discourse linguistics, semiotics, media studies. This shows in a solidifying theory, terminological clarity, and methodological rigour/breadth.

Drawing on the more robust theoretical-methodological frameworks recent multimodality research offers, the symposium addresses how multimodality can be brought to bear on real-world problems and contribute to practical solutions. Among the fields of application will be such diverse domains as advertising, new media, journalism, education, healthcare, etc. All of them present rhetorical situations in which social actors

employ a strategic combination of modes to effectively communicate their messages and negotiate their practical purposes.

To do justice to the complexities of real-world scenarios and generate reliable results, the studies showcased are based on entire collections of naturally occurring multimodal texts. Such corpus-based work demonstrates the state-of-the-art in multimodality but also raises an awareness of the challenges yet to be met when tailoring methods and theory to the needs of studying authentic multimodal artefacts and performances.

Featured talks by **John A. Bateman** and **Kay O'Halloran** will provide an excellent starting point for talks and discussions.

## TYPES OF PRESENTATIONS

- *Standard presentations*

**12-20-minute presentations** with a ppt. The exact amount of time for each of these presentations is up to the symposium organizers and depends on the number of abstracts accepted.

- *Focused presentations*

In **pitches of 2-5 minutes**, speakers advertise the presentations that take place in the dedicated focused presentation space where the symposia attendants meet during lunch or drinks.

All the focused multimodal presentations include a **poster**. Additionally, these presenters will have the opportunity to upload a full 12-minute version of their paper (video/audio, ppt) to the AILA website for exposure for a full year after presenting at AILA 2020.

## SUBMIT A PROPOSAL

*Your submission will need to include the following:*

- Author(s) and affiliation(s)
- Title: max. 20 words
- Abstract: max. 300 words
- Summary for program: max. 50 words
- Submit your paper proposal via the "submit your paper"-link on <https://www.aila2020.nl/call-for-papers> .

## DATES

*Submission deadline*

**16 September 2019**

*Notification by*

**18 November 2019**

