

Report 2014 & 2015 of ACLC research group: Adventures in Multimodality (AIM)

Coordinator: Dr. Charles Forceville

Web page: <http://muldisc.wordpress.com/>

Participants in 2014_15:

Dr. Charles Forceville (ACLC), senior researcher, coordinator

Dr. Assimakis Tseronis (ACLC), senior researcher

Dr. Floris Paalman (ACLC), senior researcher

Description of the research group:

The role of static and moving images in presenting information and arguments has become more prominent in recent decades. This tendency straddles print and digital media, and challenges the primacy of the verbally conveyed message in public space. Increasingly, the sonic modality also helps frame, or spin, information, particularly through music. Assuming that all communication is goal-driven, the group seeks to chart and analyze how multimodal discourses are structured and how they achieve their rhetorical and/or aesthetic goals. Its members draw insights from cognitive and pragmatic approaches to metaphor theory, argumentation and visual communication, and share a commitment to develop hypotheses, where possible systematically test these, and thus uncover pertinent patterns. The AIM group furthermore has an open eye for how institutions may encourage or constrain various communication processes.

Research highlights in 2014 and 2015:

- Forceville's work on visual elements signaling characters' anger in comics, inspired by conceptual metaphor theory, resulted in a co-authored chapter in a handbook on stylistics [Forceville, Charles, Elisabeth El Refaie, and Gert Meesters (2014). "Stylistics and comics." Chapter 30 in: Michael Burke (ed.), *The Routledge Handbook of Stylistics* (485-499). London: Routledge.]
- Forceville gave invited keynotes and workshops at (1) Masterclass in Multimodal Analysis Methods, 1-3/12/14, University of Southern Denmark, Odense, Denmark; (org. Niels Christian Hansen and Theo van Leeuwen); (2) Winter School "Mediality and Multimodality," University of Tübingen, Germany, 28-30/1/15 (org. Jan-Noel Thon & Klaus Sachs-Hombach); (3) multimodality symposium, 4/12/15, University of Bremen, Germany (org. John Bateman and Janina Wildfeuer). <http://www.fb10.uni-bremen.de/bitt/wp-content/uploads/2015/03/MultimodalityinBremen.pdf>; (4) AESLA XXXIII (Theme: *Multimodal Communication in the XXI Century: Professional and Academic Challenges*). UPM/Technical University of Madrid, 16-18/4/15 (org. Silvia Molina & Ana Roldán); (5) "International Conference on Communication Styles," 12-16/10/15, at Philological Faculty, Krosno State College, Poland (org. Dorota Brzozowska, Władysław Chłopicz et al.) https://www.pwsz.krosno.pl/gfx/pwszkrosno/userfiles/anna.letkowska/second_call_for_papers_icc_s2_krosno.pdf
- Tseronis gave an invited lecture at the Willem de Kooning Academie, Hogeschool Rotterdam, 28/10/14 (org. Catherine Somzé).
- Paalman gave a presentation at the symposium: *Beyond Ruttman and Vertov: Minor City Symphonies*, 5-6/12/14, Ghent University & KASK Cinema (org. Steven Jacobs, Eva Hielscher).
- In March 2014, Forceville spent a week lecturing at U. of Granada, Dept of English and German Philology (org. Belén Soria Clivillés). From September to December 2014, he spent a self-funded sabbatical at the university of Lund, where he worked on a monograph applying Relevance Theory to mass-communicative visuals. Two studies in this area of work were published in 2014 [Forceville, Charles (2014). "Relevance Theory as model for analysing multimodal

- communication.” In: David Machin (ed.), *Visual Communication* (51-70). Berlin: Mouton de Gruyter; and Forceville, Charles, and Billy Clark (2014). “Can pictures have explicatures?” *Linguagem em (Dis)curso* 14(3): 451-472 [Brasil, special issue on Relevance Theory, http://www.portaldeperiodicos.unisul.br/index.php/Linguagem_Discurso] He gave some ten guest lectures in Lund and elsewhere in Scandinavia during his sabbatical.
- Forceville was member of the advisory boards of *Metaphor and Symbol*, *Journal of Pragmatics*, *Lodz Papers in Pragmatics*, and *Atlantis*; and the book series *Review of Cognitive Linguistics and Cognitive Linguistic Studies of Language and Cognition in Cultural Contexts* (both Benjamins).
 - The AIM group hosted a visiting scholar, Dr. Yanhua Wang, associate professor at Hubei University of Education, China, from Sept. 2014 until Sept. 2015.
 - Tseronis and Forceville organized, together with Chiara Pollaroli (U. of Lugano, Switzerland), the panel “Pragmatic Insights for Analysing Multimodal Argumentative Discourse” at the 14th International Pragmatics Conference (26-31 July, Antwerp, Belgium), in which ten scholars gave a presentation. This panel will result in a special issue of the journal *International Review of Pragmatics*, scheduled for spring 2018.
 - Tseronis and Forceville submitted a (provisionally accepted) proposal for an edited volume, entitled “Multimodal Argumentation and Rhetoric in Media Genres,” to be published in the Argumentation in Context series of John Benjamins in 2017.
 - Forceville was member of the examination committee of the PhD thesis by Maarten Coëgnarts, “Embodied Cognition and Cinema: The Sensory-Motor Grounding of Abstract Meaning in Film,” 28 May 2015, Universiteit Antwerpen (promotor: Luc Pauwels).
 - Paalman gave conference presentations at (1) Symposium *From the Archive City to the Urban Symphonies*. (Home Movies Archive, Università di Modena), Invisible Cities Festival, 5-6/6/15 June, Gorizia, Italy (org. Paolo Simoni, Ilaria Ferretti); (2) panel “Revisiting the City Symphony Phenomenon” (chair: Eva Hilscher; Sponsor: Urban Studies SIG, Erica Stein, Mark Shiel) of *Conference of the Society for Cinema and Media Studies*, 27/3/15, Montreal.
 - Tseronis gave a conference presentations at *Bridging the Gap between Here and There: Combining Multimodal Analysis from International Perspectives*, 10-13/9/14, Bremen, Germany (org. Janina Wildfeuer), and at the 14th *International Pragmatics Conference*, 26-31 July, Antwerp, Belgium.

Valorisation in 2014 and 2015:

- Paalman’s scholarly activities benefiting a broader audience: (1) “Tati’s Mon Oncle,” *Forum voor Architectuur & Stedenbouw a/d Eem* (Fasade), Theater De Lieve Vrouw, Amersfoort, 9/1/15 (org. Johanna van der Werf & Jan Poolen); (2) Curating of film programme *Photography in Motion*, in cooperation with City Archive Rotterdam and Nederlands Fotomuseum, at International Film Festival Rotterdam on 31/1/15; (3) Consultant for Stadsarchief Rotterdam, Collectie Bewegend Beeld (Moving Image); (4) Member of the Advisory Committee for Documentary, Dutch Cultural Media Fund.
- Forceville’s scholarly activities benefiting a broader audience: (1) “LIFE IS A JOURNEY: an animated metaphor” (<https://www.youtube.com/watch?v=MvocTKD5o5A>). Short (5’24”) animation film, made by Wietske Koelma and Iris Adriaansz, with Charles Forceville, May 2014; and presentation of this film at “De taal voorbij #16: Denken in reizen.” Instituut voor Beeldtaal, Pakhuis de Zwijger, Amsterdam, 19/5/’15. <https://dezwijger.nl/programma/denken-in-reizen> (org. Marjan de Vries); (2) The art of storytelling (part I): about characters and characterization.” (<https://www.youtube.com/watch?v=IfbwZBM9RtQ>) Short (5’08”) animation film, made by Teun Boulogne and Raymond Schmitz, with Charles Forceville, June 2015.; (4) Discussion (in Dutch) preceding film screening *Chomsky: Is The Man Who Is Tall Happy?* (Michel Gondry, USA 2013). De Balie, Amsterdam (org. Absaline Hehakya), in cooperation with KNAW (Barbara Visser), 13/11/15); (5) Invited paper “Een gemeenschappelijke (beeld)taal? Over metaforen als synthetiserend instrument.” In panel (org. *Laurent Fraters-Yeşiltepe*) conferentie “Van Ego naar Eco,” *Landelijk Architectuur Congres voor de Digitale Wereld* (17e editie 25-26 November 2015, Nieuwegein).