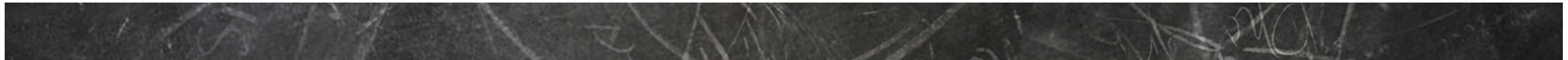
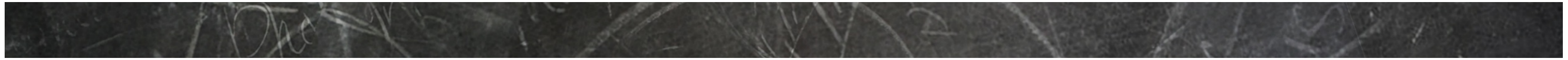


# 9ICOM Conference Programme

WEDNESDAY	THURSDAY	FRIDAY
07:45-08:30 Registration		
08:30-09:00 Welcome (O100)	08.30-09:00 Morning event on Carl Nielsen (Campus Square outside O100)	8:30-09:00 Morning event on Hans Christian Andersen (O100)
09:00-09:50 Plenary keynote speaker: <b>Theo van Leeuwen</b> (O100) (Chair: Nina Nørgaard)	09:00-09:50 Plenary keynote speaker: <b>Louise Ravelli</b> (O100) (Chair: Morten Boeriis)	09:00-09:50 Plenary keynote speaker: <b>Giorgia Aiello</b> (O100) (Chair: Theo van Leeuwen)
09:50-10:20 Break	09:50-10:10 Break	09:50-10:10 Break
10:20-11:50 Parallel sessions #1	10:10-11:40 Parallel sessions #1	10:10-11:40 Parallel sessions #1
11:50-13.00 Lunch	11:40-13.00 Lunch	11:40-12:40 Lunch
13.00-14:30 Parallel sessions #2	13.00-14.30 Parallel sessions #2	12:40-14:10 Parallel sessions #2 + Poster session
14:30-15:00 Break	14.30-15:00 Break	14:10-14.40 Break
15:00-16:00 Parallel sessions #3	15:00-16:00 Parallel sessions #3	14:40-15:30 Plenary keynote speaker: <b>Gunther Kress</b> (O100) (Chair: Sumin Zhao)
16:00-16:30 Break	16:00-16:30 Break	15:30 Conference closing (O100)
16:30-17:20 Plenary keynote speaker: <b>Anna-Malin Karlsson</b> (O100) (Chair: Thomas Hestbæk Andersen)	16:35-17:25 Plenary keynote speaker: <b>Robert Hodge</b> (O100) (Chair: Theo van Leeuwen)	
17:35-17:45 Relaunch: <i>Visual Communication</i> . Janina Wildfeuer, Louise Ravelli, Elisabetta Adami, Morten Boeriis (O100)		
(19:00-20:00 Odense city walk)	(19:30 Conference dinner – Restaurant Nordatlanten)	



### Wednesday – Parallel session #1

O100	O99	O97	O96	O95	O94	U82	O77
Chair: Ingerpuu-Rümmel	Chair: Elise Seip Tønnessen	Chair: Victor Lim Fei	Chair: Melissa Shamini Perry	Chair: Carmen Daniela Maier	Chair: Ken Tann	Chair: Martin Kaltenbacher	
		<b>Doran and Maton:</b> Complexity and Context-Dependence in Multimodal Texts: Semantic Density and Semantic Gravity for Images and Language	<b>Godhe, Magnusson, Hashemi:</b> Digital Competence and Multimodality in Swedish Curricula: Possibilities, Challenges and Tensions	<b>Raappana-Luiro:</b> Commercial Illustration – A Process of Adaptation of Meanings	<b>Björkvall, Westberg, Van Meerbergen, Borgström:</b> Risk, Indexicality and Affordance at the International Airport	<b>Jana Holsanova:</b> Audio Description and Multimodality: Accessing Meaning-Making in Popular Scientific Texts	PANEL: <b>Duffy, Manghi &amp; Canale:</b> Multimodality, Ethnography and Education in South America
<b>Qu Congyi Joy:</b> Gesture and the Acquisition of L2 English Tense and Aspect	<b>Jane Tanner:</b> The Value of Viewing Modalities in a Digital Story Résumé	<b>Tiina Pitkäljärvi:</b> Employing Affect as a Semiotic Resource in Multimodal Theorizing	<b>Anna Åkerfeldt:</b> Educational Technologies and Formative Assessment	<b>Vigild Poulsen, Ernst, Worm:</b> Digital Resemiotization of Financial Counselling as a Social Practice	<b>Christine Price:</b> Using Student-Selected Precedent and Guiding Themes in Landscape Architectural Meaning-Making Trajectories	<b>Larysa Makaruk and Nataliya Kashchshyn:</b> Types and Characteristics of English Non-verbal Graphic Means	PANEL (cont.):
<b>Schümchen, aus der Wieschen:</b> Moving in and out of Being “on Record” by Gaveling	<b>Yu-Feng Yang:</b> Intercultural Blending in English Digital Storytelling	<b>Suren Zolyan:</b> On Mechanisms of Sense Formation and Textualization in Social and Cultural Communication	<b>Dylan Yamada-Rice and Kevin Walker</b> Using Information Experience Design and Multimodality to make sense of experiences in physical and virtual curated spaces	<b>Vlado Sušac, Ivana Lozo:</b> Multimodal Interplay of Tropes in Tourism Advertising	<b>Elisabetta Adami:</b> Vernacular Semiotics in Public Places: The Case of Leeds Kirkgate Market	<b>Jensen, Ebbesen:</b> Multimodal Social Semiotic and Other Semiotic Approaches to Designed Material Artefacts - Similarities, Differences and Possibilities	PANEL (cont.):

### Wednesday – Parallel session #2

O100	O99	O97	O96	O95	O94	U82	O77
Chair: Arne Krause	Chair: Nora Nagy	Chair: Eva Maagerø	Chair: Ed Campbell	Chair: Staffan Selander	Chair: Signe Kjær Jensen		
<p><b>Alex Bezerra Leitão:</b></p> <p>Multimodal Narratives on Teaching Spanish as a Foreign Language to Students with Autistic Spectrum Disorder</p>	<p><b>Mia Heikkilä:</b></p> <p>Artefacts as Central to Computer Programming in Early Childhood Education Settings</p>	<p><b>Eva Insulander:</b></p> <p>Representations of Migration, Borders and Memories in Exhibitions: A Multimodal Text Analysis</p>	<p><b>Julie Byrne:</b></p> <p>Computer Based Composition: Modes and their Meaning in a Secondary School Music Classroom</p>	<p><b>Chen &amp; Wei:</b></p> <p>Brand Image Projection from Multimodal Metaphor and Metonymy - A Comparative Analysis of HUAWEI's Chinese and Overseas Video Advertisements</p>	<p><b>Martin Engebretsen:</b></p> <p>Interacting with Data Visualizations in the News Media</p>		<p>PANEL:</p> <p><b>Tseng, Van Leeuwen, Djonov, Macken-Horarik &amp; Danielsson:</b></p> <p>Intermediality and Learning: Materiality and Knowledge Representation Across Media Borders</p>
<p><b>Tao, Qu:</b></p> <p>Teaching Vocabulary to EFL Learners: A Multimodal Corpus Approach</p>	<p><b>Janine Knight:</b></p> <p>Types of Agency and Language Learners' Screen-Based Semiotic Work</p>	<p><b>Nina Nørgaard:</b></p> <p>Theorising "New" Semiotic Resources: Paper</p>	<p><b>Helene Dahlström:</b></p> <p>Multimodal Digital Story-Creation, Affordances and Students' Agency</p>	<p><b>DAI Hui:</b></p> <p>Contextualization of Compositional Modes: A Multimodal Study of Traffic Signs in China</p>	<p><b>Arlene Archer:</b></p> <p>Exploring Academic Argument in Data Visualizations</p>		<p>PANEL (cont.):</p>
<p><b>Natalia Norte Fernandez-Pacheco:</b></p> <p>The Influence of Multimodal Ensembles on EFL Students' Audio-Visual Comprehension</p>	<p><b>Fredrik Lindstrand:</b></p> <p>Signs of Multimodal Genre Awareness in Young YouTubers' Online Engagements</p>	<p><b>Joshua Han:</b></p> <p>Towards the Metafunctional Configurations of Movement and Music</p>	<p><b>Margarita Felipe Fajardo:</b></p> <p>Unconscious Representations in Students' Drawings: How Prevailing Discourses Go Unchallenged</p>	<p><b>Kate Cowan, John Potter:</b></p> <p>Playing the Archive: Multimodal Perspectives on Children's Play</p>	<p><b>Giovanni Parodi, Cristóbal Julio:</b></p> <p>When Words and Graphs Move the Eyes: How Do Experimental Eye-Tracking Data Complement with an Opinion-Based Survey?</p>		<p>PANEL (cont.):</p>



### Wednesday – Parallel session #3

O100	O99	O97	O96	O95	O94	U82	O77
Chair: Eva Svärde Åberg	Chair: Christina Olin- Scheller	Chair: Carmen Aguilera- Carnerero	Chair: Øystein Gilje	Chair: Tiya Sengupta	Chair: Aslaug Veum		
<b>Akisha Pearman:</b>  Multimodal awareness in writing centre tutor training in higher education using visual narratives	<b>Soares Barbosa, Dilamar Araújo:</b>  The Grammar of Visual Design at College: Teaching Future Teachers to Read Images	<b>Mona Blåsjö:</b>  The Smallness of Small. The Role of Small Texts and Text Elements in a Big World	<b>Heidi Kristensen, Erik Knain:</b>  Action Competence by Way of a Representation Focus	<b>Martina Dodl:</b>  From Static Texts to Personalized Dynamic Advertising: What Has Changed and How Does it Influence Our Understanding of the Notion of <i>Text</i> ?	<b>Ruth Swanwick, Elisabetta Adami:</b>  Making Meaning, Making Signs: Semiosis through the Lens of Deaf-Hearing Interaction		
<b>Melissa Shamini Perry:</b>  Multimodality and Creativity through Transmedia Storytelling in the Malaysian Higher Education Context	<b>Kirsten Linnea Kruse:</b>  Digital Collage as Play Material for Students' Composing of Multimodal Picture Books	<b>Agnieszka Lyons:</b>  Kineticons: Looking at Text-Based Mobile Communication Multimodally	<b>Sophia Diamantopoulou:</b>  Designs for Learning as Political and Social Achievements: Recognising the Use of <i>Semiotic Practices</i> in Children's Visual Representations	<b>Carmen Daniela Maier, Jan Engberg:</b>  Multimodal and Hypermodal Knowledge Management Across Audiences: An Empirical Investigation of <i>Harvard Business Review's</i> Communication and Dissemination Strategies	<b>Li-Wen CHANG:</b>  Investigating Note- Taking in Consecutive Interpreting from a Visual Communication Perspective		

**Thursday – Parallel session #1: 10.10 -11.40**

O100	O99	O97	O96	O95	O94	U82	O77
Chair: Akisha Pearman	Chair: Janine Knight	Chair: Ben Clarke	Chair: Kate Cowan	Chair: Sophia Diamantopoulou	Chair: Nikolaj Elf	Chair: Mona Blåsjö	
<p><b>John Airey: 10.10</b></p> <p>Using Variation and Unpacking to Help Students Decode Disciplinary-Specific Semiotic Resources</p>	<p><b>Viviane M. Heberle: 10.10</b></p> <p>Looking at Videogames, Children’s Picture Books and Museum Exhibits Multimodally: An Integrated Multiliteracies Project</p>	<p><b>Kate Maxwell and Lilli Mittner: 10.10</b></p> <p>Multimodal Evangelism, or, Is Everything Really Multimodal? Reflections on Multimodality and Gender</p>	<p><b>Yufei He: 10.10</b></p> <p>Animation and the Remediation of School Physics</p>	<p><b>Silja Nikula: 10.10</b></p> <p>Simplified Visual Language: Graphic Abstraction in Finnish Crossword Puzzles</p>	<p><b>Baeza, Manghi, Vásquez: 10.10</b></p> <p>The Resemiotization of the Notion of Educational Inclusion from the Official Voice: Multimodal Critical Analysis of the Website of the Chilean Ministry of Education</p>	<p><b>Arlene Archer, Anders Björkqvall: 10.10</b></p> <p>Discourses in and Around Upcycled Artefacts as Instantiations of Discourse</p>	
<p><b>Robert Prince: 10.40</b></p> <p>Assessment of Multimodal Academic Numeracy Practices</p>	<p><b>Vânia Soares Barbosa, Araújo: 10.40</b></p> <p>Picture Books at College: A Multimodal Reading Experience</p>	<p><b>Yaegan Doran: 10.40</b></p> <p>Seeing Knowledge Through Field: Multimodal Meaning in Science</p>	<p><b>Tobias Fredlund, Erik Knain: 10.40</b></p> <p>Analysing School Science Group Work in Terms of Multimodal Text Development and Its Interplay with the Context of Situation</p>	<p><b>Cristiana Barbosa Nunes da Silva: 10.40</b></p> <p>Playing Games with Multimodalities: The Usage of Typography in the Construction of Digital Games Characters</p>	<p><b>Preet Hiradhar: 10.40</b></p> <p>Multimodal Expressions of Identities in Websites of South Asian Diasporas</p>	<p><b>Per Holmberg: 10.40</b></p> <p>Runes in gold. Analyzing Bracteates as Multimodal Texts</p>	
<p><b>Nora Nagy: 11.10</b></p> <p>Cultivating a Multimodal Gaze: A Classroom Research Study in a Higher Education English Studies Program</p>	<p><b>Laura Triviño-Cabrera: 11.10</b></p> <p>Multimodality in the Teaching of Social Sciences in the Spanish Educational System: Current Landscape, Challenges and Proposals</p>	<p><b>Yufei He: 11.10</b></p> <p>Re-reading Hjelmslev’s Notion of Sign and Its Application in Multimodal Discourse Analysis—Focusing on Animation in the Educational Context</p>	<p><b>Granly Foss, Øidvin Burgess: 11.10</b></p> <p>Negotiating the Social and Physical Complexities of Anthropogenic Climate Change within the School Science Discourse</p>	<p><b>Ana Aymá: 11.10</b></p> <p>Truth, Image and Politics: The Visual Discourse of the "Alianza Cambiemos"</p>	<p><b>Hui Wang, Cheng-Hung Lo: 11.10</b></p> <p>Image Creation and Localization on the Corporate Homepage: A Multimodal Approach</p>	<p><b>Zhen Zhang: 11.10</b></p> <p>The Social Semiotic Recontextualization of One Scene of <i>The Danish Girl</i> - from Novel to Script to Film</p>	

## Thursday – Parallel session #2: 13.00-14.30

O100 Chair: Frank Serafini	O99 Chair: Mia Heikkilä	O97 Chair: Thilde Emilie Møller	O96 Chair: Mai Lill Suhr Lunde	O95 Chair: Martin Engebretsen	O94 Chair: Martin Siefkes	U82 Chair: Ruth Swanwick	O77
<p><b>Elise Seip Tønnessen: 13.00</b></p> <p>Multimodality in Digital Visualizations Used in Education; How Semiotic and Technological Affordances Interplay in Meaning Making</p>	<p><b>Huynh, Angela Thomas, Vinh Thi To: 13.00</b></p> <p>East Meets West? Identifying Points of Contestation When Mediating Understandings About Eastern Picturebooks with Children.</p>	<p><b>Leticia Tian Zhang, Sumin Zhao: 13.00</b></p> <p>A cultural taxonomy of online video-sharing: A contrastive analysis of YouTube and Chinese-language platforms</p>	<p><b>Dewali Chand, Kenny, Fraser: 13.00</b></p> <p>Using Multimodality in Science Learning: A Fijian Learning Space Perspective</p>	<p><b>Carmen Aguilera-Carnerero: 13.00</b></p> <p>Visual Hate Speech and Popular Culture: The Case of Islamophobic Memes</p>	<p><b>Hong Zhang: 13.00</b></p> <p>Activity Types of Semiotic Graffiti: Official and Unofficial Negotiation</p>	<p><b>Záira Bomfante dos Santos and Clarice Lage Gualberto: 13.00</b></p> <p>Multimodality in the Brazilian Context: The State of the Art</p>	<p>SYMPOSIUM: 13.00</p> <p><b>Insulander, Gilje &amp; Lindstrand</b></p> <p>Discussant: <b>Björkvall</b></p> <p>Multimodal Ethnography – Understanding Meaning Making in Practices and across Contexts</p>
<p><b>Ed Campbell: 13.30</b></p> <p>Digital Technologies in Initial Teacher Education: Shifting the Focus from ‘the Digital’ to ‘Multimodality in Contexts’</p>	<p><b>Emilia Djonov: 13.30</b></p> <p>Semiotic Artefacts in Multimodal Events: Picture Books and Other Props in Library Storytime Sessions Ngoc Tai</p>	<p><b>Xiaoping Wang: 13.30</b></p> <p>An Embodied View of Physical Signs in News Cartoons</p>	<p><b>Cedric Linder, Susanne Wikman, Anne Linder: 13.30</b></p> <p>Transduction Practices in the Learning of Stereochemistry: Towards Developing a Multimodal Theory of Emergent Learning</p>	<p><b>Christopher A. Smith: 13.30</b></p> <p>Fake News and Memes</p>	<p><b>Ken Tann, Lyn Teo: 13.30</b></p> <p>Multimodality in Social Practice: Unravelling Contextual Ambiguity of Fashion in Museums</p>	<p><b>Teng Man: 13.30</b></p> <p>Colors in Dan Mu: Emerging Meaning-Making Norms and Community Online</p>	<p>SYMPOSIUM (cont.)</p>
<p><b>Eva Svärdemo Åberg: 14.00</b></p> <p>Academic Argument within Multimodal Representations – A Study of Students’ Communication within a Blended Learning Environment in Higher Education</p>	<p><b>Kunkun Zhang: 14.00</b></p> <p>Towards a Social Semiotic Framework for Researching Literacy Practices: Integrating Multimodal Analysis and Jacobson’s Functional Linguistics</p>	<p><b>Lisbeth Thorlacius: 14.00</b></p> <p>Aesthetical Taste Discourses in Web Design</p>	<p><b>Malin Norberg: 14.00</b></p> <p>Children Making Meaning of Mathematics Textbooks - A Multimodal Study</p>	<p><b>Danielle Barbosa Lins de Almeida: 14.00</b></p> <p>“It can cry, it can speak, it can pee”: Modality Values and Playing Affordances in Contemporary Baby Dolls’ Discourse</p>	<p><b>Larysa Makaruk: 14.00</b></p> <p>Identifying Features of Multimodal Structures Used in Modern Mass Media Discourse</p>	<p><b>Martin Kaltenbacher: 14.00</b></p> <p>Krampus, Hollywood and the Semiotics of Fear</p>	<p>SYMPOSIUM (cont.)</p>

**Thursday – Parallel session #3: 15.00-16.00**

O100 Chair: Heidi Kristensen	O99 Chair: Sylvia Jaki	O97 Chair: Jana Holsanova	O96 Chair: Per Holmberg	O95 Chair: Vlado Sušac	O94 Chair: ZHAO Hong	U82 Chair: Andressa Biancardi Puttin	O77
<p><b>Daniele Franceschi: 15.00</b></p> <p>Physician-Patient Communication: An Integrated Multimodal Approach for Teaching Medical English</p>	<p><b>Maria Papadopoulou, Magda Vitsou, Eleni Gana: 15.00</b></p> <p>Multimodal Communication through Puppets in a Project with Refugee Children</p>	<p><b>P. J. Wheeler: 15.00</b></p> <p>When the Object is the Speaker: A Test Case for Multimodal Analysis</p>	<p><b>Georgios H. Potamias: 15.00</b></p> <p>Multimodal Teaching and Learning in Greek History Class as an Alternative to Traditional Educational Approaches</p>	<p><b>Giuseppe Balirano, Sole Alba Zollo: 15.00</b></p> <p>Promoting Diversity and Inclusion in Public Service Announcements: A Critical Multimodal Analysis of Public Campaigns</p>	<p><b>Shao Shan: 15.00</b></p> <p>Interpersonal and Interactive Meanings in TED Speech Videos</p>	<p><b>Aranca García Pinar: 15.00</b></p> <p>Motivation in ESP Multimodal Practice</p>	<p>PANEL: <b>Serafini, Moses &amp; Kachorsky:</b></p> <p>Understanding Young Readers' Use of Semiotic Resources to Construct Meanings with Picturebooks</p>
<p><b>Ting Jiang, Jianwei Kang: 15.30</b></p> <p>A Multimodal Study of the Textbooks for the Doctoral course of <i>English for Academic Communication</i> in Mainland China</p>	<p><b>Maagerø, Hogga Siljan, Veum: 15.30</b></p> <p>Who am I? A Multimodal Self-Presentation by Newly Arrived Young Immigrants</p>	<p><b>Rumiko Oyama: 15.30</b></p> <p>On the Relations Between Modes: How Writing System Can Affect Visual Semiosis in Multimodal Texts</p>	<p><b>Gustav Westberg &amp; Henning Årman: 15.30</b></p> <p>"We are never cold. To shiver is to show weakness" - The multisemiotics of neo-Nazi activism in Sweden.</p>	<p><b>Staffan Selander: 15.30</b></p> <p>Security and Danger – How to Foster Public Behaviour by Way of Visual Representations</p>	<p><b>Yiqiong Zhang: 15.30</b></p> <p>Scifotainment: Evolving Multimodal Engagement in Online Science News</p>	<p><b>Wang Hongli Chenying &amp; Yan Kailun: 15.30</b></p> <p>A Study on Appraisal Resources in Argumentative Essays by non-English Major</p>	<p>PANEL (cont.):</p>



**Friday – Parallel session #1: 10.10-11.40**

<b>O100</b> Chair: Malin Norberg	<b>O99</b> Chair: Jingjing Huang	<b>O97</b> Chair: Viviane M. Heberle	<b>O96</b> Chair: Alexandra Holsting	<b>O95</b> Chair: Gustav Westberg	<b>O94</b> Chair: Emilia Djonov	<b>U82</b> Chair: Elisabetta Adami	<b>O77</b>
<p><b>John Airey, Zachary Simpson: 10.10</b></p> <p>Multimodal Science and Engineering Teaching: Perspectives from 8ICOM</p>	<p><b>Puttin, Bomfante dos Santos:</b></p> <p>The English Language Teaching Mediated by the Textbook from Multimodality Approach in the Brazilian Context</p>	<p><b>Emanuela Marchetti:</b></p> <p>If it Looks Like a Duck. Names as Shared Signifiers for Discussing “Cuteness” in Healthcare Robotics</p>	<p><b>Jin WANG:</b></p> <p>Visualizing English as a Symbol: A Multimodal Discourse Analysis of the Early Education Program Flyers in China</p>	<p><b>Dimitrios Chaidas:</b></p> <p>Narratology in the Analysis of Multimodal Legitimation: An Introduction</p>	<p><b>Sunčana Tuksar, Juraj Dobrila:</b></p> <p>Towards Multimodality: Transmedial Nature of Film</p>	<p><b>ZHAO Hong:</b></p> <p>A Comparative Multimodal Discourse Analysis of Sino-US Front Page News Reports</p>	
<p><b>Kate le Roux, Bruce Kloot: 10.40</b></p> <p>A Social Semiotic Perspective on Multimodal Language Practices for Teaching Coriolis Acceleration in Engineering Dynamics</p>	<p><b>Vanessa Tiburtino: 10.40</b></p> <p>Multiliteracies and Multimodality: A Focus on Additional Language Teaching</p>	<p><b>Christiane Zehrer: 10.40</b></p> <p>Aligning Human and Machine Perspectives on Multimodality: Epistemological Questions in an Age of Artificial Intelligence</p>	<p><b>Bjørnar Ødegårdstuen: 10.40</b></p> <p>Wall-Texts and Signs of Learning</p>	<p><b>Sylvia Jaki, Tom De Smedt: 10.40</b></p> <p>Offense and Defense in German Populist Rhetoric: A Multimodal Case Study of AfD (Alternative für Deutschland)</p>	<p><b>Signe Kjær Jensen: 10.40</b></p> <p>Multimodal Depth in Film: A Proposal for a Multimodal <i>and</i> Sound-Oriented Approach to Intersemiotic Analysis</p>	<p><b>Ben Clarke: 10.40</b></p> <p>Interpersonal Representations of Syrian Refugees in Images from the UK National Print Press: A Short-Term Diachronic Perspective</p>	
<p><b>Zach Simpson: 11.10</b></p> <p>Interim Representation as a Pedagogic Strategy in Civil Engineering Education</p>	<p><b>Ingerpuu-Rümmel: 11.10</b></p> <p>Teachers and Learners Constructing Meaning for New Words in the Foreign Language Classroom</p>	<p><b>Victor Lim Fei: 11.10</b></p> <p>Developing Multimodal Literacy in Students – A Pedagogical Approach</p>	<p><b>Zhifeng Kang, Dan Jiao: 11.10</b></p> <p>All-Encompassing Theory and “MM+EM” Interpreting Teaching</p>	<p><b>Tiyasha Sengupta: 11.10</b></p> <p>Heroes and Saviours: The Bengali Hero in Children’s Comics during the Bangladeshi Struggle for Liberation, 1971</p>	<p><b>KONG Youqi: 11.10</b></p> <p>A Multimodal Discourse Analysis of Unreliable Narrative in Detective Films</p>	<p><b>Hongqiang Zhu: 11.10</b></p> <p>Interplay Between the Verbal and the Visual Realization of Stance Markers in the Discourse of Broadcast News Reports</p>	

## Friday – Parallel session #2: 12.40-14.10

O100	O99	O97	O96	O95	U82	Campus square
Chair: Robert Prince	Chair: Vânia Soares Barbosa	Chair: Thomas Hest. Andersen	Chair: Dylan Yamada-Rice	Chair: Sole Alba Zollo	Chair: Sophia Diamontopoulou	
<p><b>Moa Eriksson, Urban Eriksson, Cedric Linder: 12.40</b></p> <p>Multimodal Situated Configurations in a Physics Interactive Learning Environment Dealing with Circular Motion</p>	<p><b>QU Congyi Joy: 12.40</b></p> <p>Teaching EFL Secondary School Students to Critically Read Literary Classics: A Discourse Analysis of “The Merchant of Venice”</p>	<p><b>Nathaly Gonzalez-Acevedo: 12.40</b></p> <p>Analyzing Videos of Dynamic Preschoolers. Complexities and Challenges from a Social Semiotic Multimodal Perspective.</p>	<p><b>Øystein Gilje: 12.40</b></p> <p>Multimodality, Software Studies and Contributory Modes – A Critical Discussion</p>	<p><b>Anette Hagen: 12.40</b></p> <p>Rhythm and Dialogue as Parts of Multimodal Cohesion and the Interplay Between the Modes in Picture Book Apps</p>	<p><b>Frank Serafini and Stephanie Reid: 12.40</b></p> <p>Multimodal Content Analysis</p>	Poster Session
<p><b>Elias Euler, Elmer Rådahl, Bor Gregorcic: 13.10</b></p> <p>Spontaneous Use of Dance in an Astronomy Activity</p>	<p><b>Arne Krause: 13.10</b></p> <p>Dialogic Reading as a Tool for Fostering Language – An Example of Applied Multimodality</p>	<p><b>Thilde Emilie Møller: 13.10</b></p> <p>Embodied Collaboration in a Film Production Practice with iPads</p>	<p><b>Blaine E. Smith, Carita Kiili, Miika Marttunen: 13.10</b></p> <p>Multimodality and Persuasion: A Mixed Methods Study of How Students Interpret Multiple Modes in a Digital Video</p>	<p><b>Wang Jing: 13.10</b></p> <p>A Discourse-Based Approach to Analyze Image-Text Relations in Children’s Picture Books</p>	<p><b>Martin Siefkes: 13.10</b></p> <p>The exhibition ‘Gestures – in the past, present, and future’</p>	Poster Session
<p><b>Suhr Lunde, Mathiassen, Fredlund, Knain: 13.40</b></p> <p>Student Teachers’ Perspective of Representations in Science Teaching and Learning</p>	<p><b>Elf, Gilje, Olin-Scheller, Slotte: 13.40</b></p> <p>Multimodality in L1 Steering Documents and Classroom Practice: Nordic Status and Research Implications</p>	<p><b>Nora Nagy: 13.40</b></p> <p>‘How Do You Illustrate the Atmosphere of a Story?’ A Multimodal Social Semiotic Approach to Making Illustrated Books for Language Learners</p>	<p><b>Godhe, Magnusson, Hashemi: 13.40</b></p> <p>Teaching and Assessment of Digital, Multimodal Texts – Exploring the Possibilities to Support Educational Practices</p>		<p><b>Jingjing Huang: 13.40</b></p> <p>A Qualitative Study of Multimodality in Multimodal Language Teaching and Learning in English Classes of Chinese Schools</p>	Poster Session