

## Welcome to a two-day workshop on *Digitalization and Multimodality!*

The workshop is organized by the research group *Multimodal Communication* and the doctoral school *Multimodality and Intermediality: Humanist Research in a Digital World (MIDWorld)*. The workshop takes place on campus at Örebro university, from lunch to lunch on 12<sup>th</sup> and 13<sup>th</sup> of September.

The aim of the workshop is to further explore the main theme of MIDWorld – digitalization, multimodality and intermediality – from various perspectives. To this end, three of MIDWorld’s external scientific advisors are invited to the workshop:

- Professor John Bateman, University of Bremen, Germany.
- Professor Martin Engebretsen, University of Agder, Norway.
- Professor Gunhild Kvåle, University of Agder, Norway.

On the first day of the workshop, the invited guests will address the theme from their respective research perspectives. At the end of day one, the PhD students of MIDWorld meet and make plans for the second day of the workshop. In groups, they will prepare questions and topics for discussion during day two. The questions and topics on day two should relate to digitalization, multimodality and intermediality, with reference to some of the preparatory readings and to some of the issues discussed by the invited guests and the references. The PhD students will chair and lead the discussions on day two.

### **Preparations**

As preparation for the workshop, you are encouraged to read some of the following references (also attached), suggested by our three guests. *For the PhD students of MIDWorld, 6 references are mandatory readings, and 2 are optional.*

#### **Mandatory reading:**

Bateman, J.A. / Wildfeuer, J. / Hiippala, T. (2017) 'Multimodal navigator: how to plan your multimodal research' In: 'Multimodality: Foundations, Research and Analysis. A Problem-Oriented Introduction', Chapter 7. de Gruyter, pp. 211-232.

Bateman, J.A. (2021) 'Growing theory for practice: Empirical multimodality beyond the case study'. *Multimodal Communication* 22(1): 63--74. doi.org/10.1515/mc-2021-0006

Djonov, Emilia & van Leeuwen, Theo (2017). "The power of semiotic software: A critical multimodal perspective." In J. Flowerdew & J. & Richardson (Eds.) *The Routledge handbook of critical discourse analysis*. London/NY: Routledge, pp. 566-581.

<https://www.taylorfrancis.com/chapters/edit/10.4324/9781315739342-39/power-semiotic-software-emilia-djonov-theo-van-leeuwen>

Kvåle, Gunhild (2021). Stars, Scores and Cheers. A Social Semiotic Critique of "Fun" Learning in Commercial Educational Software for Children. In M.G. Sindoni & I. Moschini (Eds.) *Multimodal Literacies Across Digital Learning Contexts*. Routledge, pp. 57-71.

<https://www.routledge.com/Multimodal-Literacies-Across-Digital-Learning-Contexts/Sindoni-Moschini/p/book/9780367681074>

Engebretsen, M. (2023) [Communicating health advice on social media: A multimodal case study](#). In *Mediekultur: Journal of Media and Communication Research*, 39(74). <https://doi.org/10.7146/mk.v39i74.134085>

Engebretsen, M. (2020). "[From decoding a graph to processing a multimodal message: Interacting with data visualization in the news media](#)". *Nordicom Review* 41(1). <https://sciendo.com/article/10.2478/nor-2020-0004>

### **Optional reading:**

Kvåle, Gunhild, and Westberg, Gustav. (submitted unpublished paper) *The generic uniqueness of AI imagery: A critical approach to Dall-E as semiotic technology*

Bateman, J.A. (2021) 'What are digital media?'. *Discourse, Context & Media* 41(100502). [doi.org/10.1016/j.dcm.2021.100502](https://doi.org/10.1016/j.dcm.2021.100502)

### **Practicalities**

The workshop starts off with lunch at own cost at restaurant *Eat* on campus. *Eat* is located in the building called *Teknikbuset*.

On the evening of 12 September we will have dinner at own cost at restaurant *Wongs* downtown in Örebro. If you intend to participate in the dinner, [please fill in the form using this link](#) no later than the **5<sup>th</sup> of September**. In case you need to cancel your participation, contact [trixie.jaala-thuesson@oru.se](mailto:trixie.jaala-thuesson@oru.se)

## Program

Program Day one	
Venue: F139	
Time	Activity
12:00-13:00	Lunch at Eat at own cost
13:00–13:15	Introduction to the workshop: Gustav Westberg/Anders Björkvall
13:15-14:00	Gunhild Kvåle
14:15-15:00	John Bateman
15:00-15:30	Coffee / Tea
15:30-16:15	Martin Engebretsen
16:15-17:00	PhD students of MIDworld meet within groups of 3-4 to: <ul style="list-style-type: none"><li>- Identify questions and themes to discuss during day two.</li><li>- Design the seminar of day two (who chairs, asks questions, summarizes and so on)</li></ul>
18:30	Dinner at Wongs

Program day two	
Venue: F139	
Time	Activity
09:00–09:15	Introduction to day two: Gustav Westberg/PhD students
09:15–10:30	Discussion part 1
10:30-10:45	Coffee/Tea
10:45-12:00	Discussion part 2
12:00-12:30	Reports on the takeaways from the workshop and where to go from here. Appr 5 min. per PhD student
12:30	Lunch at own cost lunch

If you have any questions about the workshop, please contact [gustav.westberg@oru.se](mailto:gustav.westberg@oru.se)