



AARHUS
UNIVERSITY
BUSINESS AND SOCIAL SCIENCES
DEPARTMENT OF BUSINESS COMMUNICATION



THE 5TH INTERNATIONAL 360° CONFERENCE

ENCOMPASSING THE MULTIMODALITY OF KNOWLEDGE
MAY 8-10, 2014

Photo: VisitAarhus, Ole Hein Pedersen

PROGRAMME

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WELCOME

Department of Business Communication
School of Business and Social Sciences, Aarhus University
is delighted to welcome you to the 5th International 360° Conference with the theme
Encompassing the Multimodality of Knowledge.

Enjoy the conference and your stay in Denmark!

The Organising Committee



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PROGRAMME

Thursday 8th of May

- 08.00: Registration/secretariat opens
- 09.00 – 09.30: Welcome address **(Room 2)**
- 09.30 – 10.30: Keynote:
Carey Jewitt: *Extending multimodality through interdisciplinary collaboration*
(Room 2)
- 10.30 – 11.00: Break
- 11.00 – 11.45: Tracks:
- » Marianne Grove Ditlevsen & Peter Kastberg:
Company videos as a vehicle for the construction of corporate identity
Chair: Carmen Heine **(Room 2)**
 - » Christiane Zehrer: *Researching Modes-at-large: Evidence from Technical and Professional Communication*
Chair: Jan Engberg **(Room 2.3)**
 - » Arne Krause: *Visual Media in Academic Teaching and Learning at German Universities: A Functional-Pragmatic Perspective*
Chair: Ilaria Moschini **(Room 2.2)**
 - » Trine Dahl & Kjersti Fløttum: *Concurring or diverging messages? Verbal and visual representations of climate change in two British newspapers reporting on the IPCC's 5th Assessment Report*
Chair: Ushma C. Jacobsen **(Room 1.1)**
- 11.45 – 12.30: Tracks:
- » Carmen Sancho Guinda: *Multimodality in Aviation-Accident Reporting*
Chair: Carmen Heine **(Room 2)**
 - » Markus Nickl: *Multimodality in Technical Communication – yesterday and tomorrow*
Chair: Jan Engberg **(Room 2.3)**
 - » Anna Stermieri: *A "magical-nay scientific ability". Investigating multimodal knowledge dissemination strategies in educational videos on photosynthesis*
Chair: Ilaria Moschini **(Room 2.2)**
 - » Carmen Daniela Maier: *Multimodal strategic communication in corporate films: from gender empowerment to expert documentation*
Chair: Ushma C. Jacobsen **(Room 1.1)**

12.30 – 14.00: Lunch (Mogens Zieler Room)

14.00 – 14.45: Tracks:

- » Elisabetta Adami: *Making knowledge of digital sign-making-through-reuse: Issues for a research agenda*
Chair: Carmen Heine (**Room 2**)
- » Michael Chad Rampe: *Towards a multimodal understanding of educational videos in higher education*
Chair: Jan Engberg (**Room 2.3**)
- » Miriam Schwarz & Kathia Serrano-Velarde: *Positioning Strategies in the Context of Evaluation: Using Multimodal Sources to Explore Social Practices*
Chair: Ilaria Moschini (**Room 2.2**)
- » Donatella Malavasi: *The Multimodal Communication of Knowledge in Corporate Social Responsibility Reports and Webpages: A Comparative Analysis*
Chair: Ushma C. Jacobsen (**Room 1.1**)

14.45 – 15.30: Tracks:

- » Linda Greve: *Multi modal analysis of metaphors for knowledge*
Chair: Carmen Heine (**Room 2**)
- » Gaëlle Ferre: *Multimodal representation and knowledge transfer in a French educational television programme*
Chair: Jan Engberg (**Room 2.3**)
- » Jesse Pirini: *Communicating knowledge: Mediation in high school tutoring*
Chair: Ilaria Moschini (**Room 2.2**)
- » Jan Engberg & Carmen Daniela Maier: *Knowledge communication and dissemination in the new multimodal environment of research genres*
Chair: Ushma C. Jacobsen (**Room 1.1**)

- 15:30 – 16:00: Break
- 16.00 – 16.45: Tracks
- » Roel Coesemans: *Multimodal (re)presentation and image-building of Belgian trade unions in offline and online news contexts*
Chair: Carmen Heine **(Room 2)**
 - » Phoenix W. Y. Lam: *A corpus-based multimodal move analysis of online group buying deals*
Chair: Jan Engberg **(Room 2.3)**
 - » Natasa Lackovic: *“Imagine this concept”: affordances of multimodal transduction for developing disciplinary concept understanding and mindfulness*
Chair: Ilaria Moschini **(Room 2.2)**
 - » John Airey & Maria Berge: *Music and physics don’t mix! What the humorous misuse of disciplinary-specific semiotic resources can tell us about disciplinary boundaries*
Chair: Ushma C. Jacobsen **(Room 1.1)**
- 17:30: Welcome Reception at the AU Museum of Antiques (Antikmuseet)

Friday 9th of May

- 08.30: Registration/secretariat opens
- 09.30 – 10.30: Keynote:
David Machin: *Exploring what is multimodal critical discourse analysis*
(Room 2)
- 10.30 – 11.00: Break
- 11.00 – 11.45: Tracks:
- » Tobias Fredlund, Cedric Linder & John Airey:
Exploring knowledge representation in education in terms of the enactment of idealized patterns of disciplinary relevant aspects
Chair: Elisabetta Adami **(Room 2)**
 - » Anja Synnøve Bakken: *What you cannot understand from reading: Exploring English teachers’ reasoning about multimodal literacy events*
Chair: Gaëlle Ferre **(Room 2.3)**
 - » Yannik Porsché: *Staging the Public Representation of Immigrants in Museum Exhibitions. A Multimodal Contextualisation Analysis*
Chair: Carmen Sancho Guinda **(Room 2.3)**
 - » Margrethe Petersen, Klarissa Lueg & Antoinette Fage-Butler:
Knowledge asymmetries, internationalisation and signage: The aspirations of online documents and the reality of signs
Chair: Marianne Ditlevsen **(Room 1.1)**

- 11.45 – 12.30: Tracks:
- » Tobias Fredlund, Cedric Linder & John Airey: *Reverse rankshift: towards an appreciation of the disciplinary affordances of representations*
Chair: Elisabetta Adami (**Room 2**)
 - » Sigrid Ørevik: *Changes in school genres in the EFL subject: print-based course books and educational website*
Chair: Gaëlle Ferre (**Room 2.3**)
 - » Joe Breen: *Goodbye Madiba*
Chair: Carmen Sancho Guinda (**Room 2.3**)
 - » Birthe Moustén & Gunta Locmele: *Knowledge Representation in Texts across Borders, Professions and Knowledge*
Chair: Marianne Ditlevsen (**Room 1.1**)
- 12.30 – 14.00: Lunch (Mogens Zieler Room)
- 14.00 – 14.45: Tracks:
- » Urban Eriksson, Cedric Linder, John Airey & Andreas Redfors: *Tell me what you see. Differences in what is discerned when professors and students view the same disciplinary semiotic resource*
Chair: Elisabetta Adami (**Room 2**)
 - » Andrea Precht Gandarillas: *Understanding a modeling device of communication among school and parents of children with learning disabilities'*
Chair: Gaëlle Ferre (**Room 2.3**)
 - » Ilaria Moschini: *The White House Facebook's Profile: Multi-semiotic Texture and Participatory Stance*
Chair: Carmen Sancho Guinda (**Room 2.3**)
 - » Rose Clark & Svetlana Kurtes: *Multimodal approaches to knowledge construction and representation: teaching, learning and assessment*
Chair: Marianne Ditlevsen (**Room 1.1**)
- 14.45 – 15.30: Tracks:
- » John Airey, Urban Eriksson, Tobias Fredlund & Cedric Linder: *The Concept of Disciplinary Affordance*
Chair: Elisabetta Adami (**Room 2**)
 - » Nina Janich: *Multimodal Strategies of Knowledge Dissemination in Media Genres for Children – a linguistic approach*
Chair: Gaëlle Ferre (**Room 2.3**)
 - » Niels Christian Hansen: *Mapping a Danish town: A social semiotic multimodal analysis of inhabitants' drawings of Slagelse*
Chair: Carmen Sancho Guinda (**Room 2.3**)
 - » Miguel Garcia-Yeste, Maria Kuteeva & Harko Verhagen: *Broadcasting science: regulating the level of technicality in multimodal ensembles*
Chair: Marianne Ditlevsen (**Room 1.1**)

15:30 – 16:00: Break

16:00 – 16:45: Tracks:

- » John Airey & Urban Eriksson: *A Semiotic Analysis of the Disciplinary Affordances of the Hertzprung-Russell Diagram in Astronomy*
Chair: Elisabetta Adami **(Room 2)**
- » Cristina Vertan: *Digital preservation of cultural heritage objects and multimodal knowledge*
Chair: Gaëlle Ferre **(Room 2.3)**
- » Irene Theodoropoulou: *Social semiotics of traditional Qatari architecture: An interdisciplinary approach*
Chair: Carmen Sancho Guinda **(Room 2.3)**
- » Morten Boeriis: *Spatial logic – the grammar of nonlinear argumentation in Prezi presentations*
Chair: Marianne Ditlevsen **(Room 1.1)**

19:00: Conference Dinner (Mogens Zieler Room)

Saturday 10th of May

09.30 – 10.30: Keynote:
Theo Van Leeuwen: *Recontextualization, cognition and modality*
(Room 2)

10.30 – 11.00: Break

11.00 – 11.45: Tracks:

- » Nancy Guo & Janina Wildfeuer: *The multimodal construction of knowledge in comics: exploring the narrative representation of inset panels in comic books*
Chair: Carmen Daniela Maier **(Room 2)**
- » Gunhild Kvåle: *Constructing Knowledge as Digital Stories*
Chair: Peter Kastberg **(Room 2.3)**
- » Yuliya Detinko: *Construction of political otherness through multimodal texts*
Chair: Antoinette Fage-Butler **(Room 2.2)**
- » Maik Stührenberg: *Processing multimodal documents*
(Room 1.1)

- 11.45 – 12.30: Tracks:
- » Annalisa Sezzi: *Different Multimodalities and Different Knowledges: Translating Historical Information Books for Children*
Chair: Carmen Daniela Maier **(Room 2)**
 - » Martin Engebretsen: *Digital storytelling as multimodal communication*
Chair: Peter Kastberg **(Room 2.3)**
 - » Julia Zhukova Klausen: *Diagnosing Transnationality: Multimodal discourse analysis of the problematisation of transnational living in computer-mediated interaction*
Chair: Antoinette Fage-Butler **(Room 2.2)**
 - » Mehmet Kara: *To Love or to Own: Relationship Between Human & Nature in Sayyed Hussein Nasr*
(Room 1.1)
- 12.30 – 14.00: Lunch (Mogens Zieler Room)
- 14.00 – 14.45: Tracks:
- » Kate Maxwell: *Multimodality and the Medieval Manuscript*
Chair: Peter Kastberg **(Room 2.3)**
 - » Nurul Huda Hassan: *Legitimation in the PAP's 2011 election manifesto*
Chair: Antoinette Fage-Butler **(Room 2.2)**
- 14.45 – 15.30: End of conference/Closing session

GENERAL INFORMATION

Welcome desk

Please register and collect your conference folder on the 8th of May at the welcome desk of the secretariat located in the Faculty Club (2nd floor, building 1421) (see map of venue).

The secretariat is open Thursday and Friday. If you need help with anything, please contact one of the assistants.

Welcome reception

On Thursday the 8th of May, there is a welcome reception at the AU Museum of Antiques at 17.30. Please note that it is necessary to register for the reception at our webshop. Once you have registered, a reception voucher will be included in your conference folder. NB: Only registered persons can participate!

Conference dinner

The conference dinner will be held in the Mogens Zieler Room on Friday the 9th of May at 19.00. Please note that it is necessary to register for the conference dinner at our webshop if you wish to participate. Once you have registered, a dinner voucher will be included in your conference folder. NB: Only registered persons can participate!

Coffee, tea and lunch

Lunch (buffet with beverages) will be served in the Mogens Zieler Room. Morning and afternoon coffee, tea and refreshments will be served outside the meeting rooms.

Wireless network

To connect to the wireless network at the conference venue, you can use the following information:

Log on to AUWLAN:

- » Username: 3602014
- » Password: 3602014

Audio visual equipment

All presenters should use only venue facilities. All session rooms are equipped with a laptop computer running MS Office PowerPoint 2010 (operated in Windows 7) equipped with compact disc reader (cd & dvd) and USB drive, a smart pointer and a beamer. If you prepare your presentation on an Apple computer, make sure to open it on a pc before going to the conference.

Presentation guidelines

We encourage presenters to prepare presentations that allow time for Q&As. Each presenter will have 30 minutes for his/her talk, followed by a 10-minute Q&A session. Another 5 minutes is allocated for transfer to other session rooms. Please bring your PowerPoint presentation on a USB memory stick or cd. Please make sure to load the presentation to the pc in the relevant session room well in advance of your presentation. An assistant will be available to assist you with the loading, if you need help, and check that your presentation runs correctly.

Programme changes

Last-minute changes to the programme due to cancellations etc. will be posted on the door of the relevant session room and on a board in the secretariat.

Name badges

All participants will receive a name badge which must be worn during all sessions.

ATM/Cash machine

If you are in need of cash (Danish kroner), there is an ATM in building 1422, next to building 1421.

Map of venue



