

Technologies and Multimodal Discourse

Plenary and Workshop Day - Friday, 23. October 2009

Session 1: Theo Van Leeuwen
University of Technology Sydney

Session 2: Rodney H. Jones
City University of Hong Kong

Plenary:
The Critical Analysis of Semiotic Software

Plenary:
Body Electric - Technology and Bodily Display

Workshop 1:
Automated Layout Design

Workshop 2: Using Mediated Discourse Analysis to Explore Web Based Interaction

Increasingly, softwares we use to produce texts come with built-in 'knowledges' that control what can be 'said' and how. Theo Van Leeuwen argues the need for critical attention to these new developments and outlines a number of desirables for the critical analysis of linguistic and multimodal discourse technology with examples from key semiotic softwares such as Word, PowerPoint and Excel.

Information technology has changed the ways we display our bodies and the practices for which bodily displays are utilized. Rodney H. Jones identifies and discusses new affordances of web-based technologies that render bodily display more 'discursive', 'negotiated', and 'reflective'. These new affordances not only change the ontological status of the body in social interaction, but also alter the kinds of interactions.

Venue:
Conference Centre WA224A/B, AUT University, City Campus, Wellesley St., Auckland

Workshop Registration Fees:

	Workshop 1 only	Workshop 2 only	Both Workshops	Conference Dinner
Early Bird (before 15.09.09)	NZ\$ 100.-	NZ\$ 100.-	NZ\$ 160.-	NZ\$ 80.-
Registration (after 15.09.09)	NZ\$ 120.-	NZ\$ 120.-	NZ\$ 180.-	
On-site Registration (23.10.09)	NZ\$ 150.-	NZ\$ 150.-	NZ\$ 210.-	n/a

Attendance at plenaries is free, no booking required. Workshop registration includes morning tea, afternoon tea, drinks & nibbles.

For programme details and registration, please visit www.multimodalresearch.org.

Contact/Info:

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