



Visuality and Multimodality

ICA Conference, Singapore, June 21-26, 2010

Chair: Marion G. Müller (*Jacobs University Bremen*)

Panelists: John A. Bateman (*Bremen University, Germany*)
Hans-Jürgen Bucher (*Trier University, Germany*)
Jana Holsanova (*Lund University, Sweden*)
Marion G. Müller (*Jacobs University Bremen, Germany*)
Kay L. O'Halloran (*National University of Singapore, Singapore*)
Luc Pauwels (*Antwerp University, Belgium*)
Ognyan Seizov (*Jacobs University Bremen, Germany*)

Presentations:

1. The Visual and the Verbal. A novel methodological approach integrating iconology, multimodality and visual context analysis
Marion G. Müller (*Jacobs University Bremen, Germany*), Ognyan Seizov (*Jacobs University Bremen, Germany*), John Bateman (*Universität Bremen, Germany*)
2. Media Principles and Multimodality
Jana Holsanova (*Lund University, Sweden*)
3. Multimodality in Video Spots - or: is there non-linearity within linearity?
Hans-Jürgen Bucher (*Universität Trier, Germany*)
4. Visual and Multimodal Analysis of Cultural Traits in Web Sites
Luc Pauwels (*University of Antwerp, Belgium*)
5. Interactive Software for Multimodal Analysis
Kay L. O'Halloran (*National University of Singapore, Singapore*)