



Digital Humanities and Multimodality

“The relevance of multimodality theory for the future of the digital humanities”

By Prof. John A. Bateman (Bremen University)

The Digital Humanities (DH) are increasingly engaging with artefacts and performances that go well beyond much of the field's origin in written texts. However, many of the theories and practices common in the field are still based on models developed for verbal text in a rather traditional sense. In this talk I set out developments pursued over the past 10 years in the until now quite separate area of multimodality theory, particularly the applied semiotic account of multimodality introduced in Bateman/Wildfeuer/Hiippala (2017). In this framework, we rework many fundamental semiotic principles without the assumption that our primary object of concern is language, rebuilding from the ground up a general treatment of how materials (including 'digital' materials) can be made to carry meanings that signify for their communities of users. This now offers a considerably broadened foundation for many questions central to DH.

“Digital mediation in specialized communication”

By Dr. Christoph Hafner (City University of Hong Kong)

Studying specialized genres like those that are encountered in academic, professional, and corporate contexts, provides useful information to understand the communication skills required of different kinds of specialists. The widespread use of digital media has had a profound effect on such specialized genres. First, digital media bring people into relation with a more diverse range of audiences on the Internet, resulting in the emergence of more hybrid genres where specialists and non-specialists are both addressed. Second, digital media change how we interact and collaborate in the composition process. Third, they open a greater range of choices in possible media and semiotic resources, enabling multimodal, hypertextual, and interactive forms of representation, resulting in possibilities for genre innovation. In this presentation, I will draw upon the contributions to a recent special issue of English for Specific Purposes, in order to illustrate developments in terms of: 1) the way that we understand specialized communication in digital media; 2) communication practices, especially their hybrid, multimodal nature; and 3) implications for teaching specialized communication in the age of digital media.

The presentations will be followed by a fireside chat moderated by Dr. Esterina Nervino.

Speakers

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Details

🕒 10 May 2023 (Wed)

📅 16:00 - 18:00 HKT

📍 To be conducted via Zoom



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