



Multimodal Communication in the Contemporary Museum: Metafunctional Principles for Cross-modal Analysis

Professor Louise Ravelli
(University of New South Wales, Sydney)

Studies of communication have very often been equated with studies of language, and in museums, this too has been the case, with the study of labels and their comprehensibility for visitors being a prime focus. But more recently, studies of communication have come to include multimodal communication, in terms of both the communicative potential of specific modes, such as the visual, and in terms of the co-presence of multiple modes working together in a specific communicative instance. This broad view of communication is essential to a full understanding of the communicative nature of museums: museums do not just convey knowledge, they construe (create) it, through a wide range of resources, including what is selected and placed on display, and by whom; the nature of the displays and language used, the activities that the museum hosts, and even the very building in which a museum is housed. This presentation will introduce Spatial Discourse Analysis (Ravelli and McMurtrie, 2016) as a way of examining the built and virtual environments as part of the communicative potential of museums, demonstrating how the 'same' exhibition means differently according to the environment of its presentation. This will be examined in terms of a social semiotic view of communication, building on Halliday's studies of language (1978, 2014) and Kress and van Leeuwen's studies of images (2021).

The event will be chaired by Prof. XU Xiaoyu, Assistant Professor, Department of English. Don't miss the exclusive opportunity for a 1-hour consultation with Prof. Louise Ravelli. (Limited slots available for colleagues and students to book: slot1: 14:00-14:15, slot2: 14:15-14:30, slot3: 14:30- 14:45, slot4: 14:45-14:00 HKT) To book your slot, please contact Prof. XU Xiaoyu at xiaoyuxu@cityu.edu.hk.

Speaker

Prof. Louise Ravelli

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Louise Ravelli is Professor of Communication in the School of the Arts and Media at the University of New South Wales, Sydney and Joint Chief Editor of the journal, *Visual Communication*. She has a long-standing interest in multimodal communication, across language, image and the built environment, using social semiotics and multimodal discourse analysis. Books include *Organizational Semiotics: Multimodal Perspectives on Organization Studies* (Routledge, 2023, with Theo van Leeuwen, Markus Hoellerer and Dennis Jancsary); *Multimodality in the Built Environment: Spatial Discourse Analysis* (Routledge, 2016, with Robert McMurtrie), and *Museum Texts: Communication Frameworks* (Routledge, 2006).

Details

📅 8 NOV 2023 (Wed.)

🕒 13:00 - 14:00 HKT

📍 To be conducted via Zoom



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