

Analysing Multimodal Documents: Course Schedule

- 1 23.10.2006 **Orientation:
Goals of the course: what are multimodal documents and why should we analyse them?**

- 2 30.10.2006 **What are the parts of a multimodal document?**

Task:

- Look for examples of interesting 'multimodal documents' and bring them along for analysis

Reading to prepare for this session:

Len Unsworth (2001) *Teaching multiliteracies across the curriculum: changing contexts of text and image in classroom practice*. Open University Press. Chapter 3: "Describing visual literacies", pp71-112.

Anthony Baldry & Paul J. Thibault (2006) *Multimodal transcription and Text Analysis*. London: Equinox. Extract: §1.2 "Cluster analysis and the transcription of static multimodal texts". pp21-34.

- 3 6.11.2006 **Genre and multimodality:
how can we apply the linguistic notion of genre usefully to the multimodal case?**

Task:

- Look for examples of interesting 'multimodal documents' that can be grouped into distinctive types, or **genres**.

Reading to prepare for this session:

John Swales (1990) *Genre analysis*. Cambridge University Press. Chapter 3: "The concept of genre", pp33-67.

Robert Waller (1999) 'Making connections: typography, layout and language'. In: *Proceedings of AAAI Fall Symposium on Using Layout for the Generation, Understanding, or Retrieval of Documents*. AAAI Press.

- 4 13.11.2006 **The historical development of multimodal genres:
What influences? what effects?**

Tasks:

- Look for examples of multimodal genres as we have defined them that have *changed over time*.
- How have they changed?
- Why have they changed?

Reading to prepare for this session:

Patrick Allen, John A. Bateman & Judy Delin (1999) 'Genre and layout in multimodal documents: towards an empirical account'. In: *Proceedings of the AAAI Fall Symposium on Using Layout for the Generation, Understanding, or Retrieval of Documents*, Richard Power & Donia Scott (eds.), pp27--34. AAAI Press ([pdf](#))

- 5 20.11.2006 **The rhetorical analysis of multimodal documents:
How to do it? Why do we need to?**

Reading to prepare for this session:

William Mann & Sandra Thompson (1988) Rhetorical Structure Theory: towards a functional theory of text organization. *Text* 8(3):243-281. ([online page scans](#))

Elisabeth André (1994) Ein Plan-basierter Ansatz zur Generierung multimedialer Präsentationen. PhD thesis. Universität des Saarlandes. Chapter 3: "Die Struktur Multimedialer Präsentationen". ([pdf file](#): 4Mb)

and/or

Elisabeth André & Thomas Rist (1993) The design of illustrated documents as a planning task. In: Mark Maybury (ed.) *Intelligent Multimedia Interfaces*. MIT Press, pp94-116.

6 27.11.2006 **The rhetorical analysis of multimodal documents: The text-image relation**

Reading to prepare for this session:

Rolland Barthes (1977) *Image - Music - Text*. London: Fontana. Chapter: "Rhetoric of the Image", pp32-51. The picture referred to in this text can be seen [here](#).

Radan Martinec & Anthony Salway (2005) A system for image-text relations in new (and old) media, *Visual Communication* 4(3):337--371 ([online](#))

7 4.12.2006 **Analysis and Critique: applying the tools**

Example of critique:

Judy Delin & John Bateman (2002)'Describing and critiquing multimodal documents'. *Document Design Journal* 3(2):140--155. ([pdf](#))

Tasks:

- Select some texts/documents for analysis
- Can they be analysed for their layout?
- Can they be analysed for their rhetorical intent?
- How well do the two match?

8 11.12.2006 **Composition and Multimodality**

Reading to prepare for this session:

Guenther Kress & Theo van Leeuwen (1996) *Reading Images: a grammar of visual design*. Chapter 6: "The meaning of composition". pp181-229.

9 18.12.2006 **New Media and Variations**

Reading to prepare for this session:

John Bateman, Judy Delin & Renate Henschel (2006) 'Mapping the multimodal genres of traditional and electronic newspapers' In: Royce, T. & W. Bowcher. (eds.) *New Directions in the Analysis of Multimodal Discourse*. New Jersey: Lawrence Erlbaum Associates. ([pdf file](#))

M. Shepherd and C. Watters (2004) The evolution of cybergenres, In: *Proceedings of the 31st Annual Hawaii International Conference on System Sciences*, Volume 2, pp97-109. Los Alamitos: IEEE Computer Society Press. ([online](#))

CHRISTMAS BREAK

10 8.1.2007 **Application Areas and Determination of Projects**

11 15.1.2007 **Multimodal classrooms**

Reading to prepare for this session:

Guenther Kress, Carey Jewitt, Jon Ogborne & Charalampos Tsatsarelis (2001) *Multimodal teaching and learning*. London: Continuum. Chapter 1: "Rhetorics of the science classroom: a multimodal approach", pp10-41.

Carey, Jewitt (2002) The move from page to screen: the multimodal reshaping of school English. *Visual Communication* 1(1): 171-195.
([online](#))

12 22.1.2007 **Multimodal meanings**

Reading to prepare for this session:

Jay Lemke (1998) 'Multiplying meaning'. In: J. Martin & R. Veel (eds.) *Reading science: critical and functional perspectives on discourses of science*. London: Routledge. Chapter 5, pp87-113.
([online version](#))

**Presentation of
analyses,
projects,
difficulties and
results**

13 29.1.2007 **Empirical validation**

Reading to prepare for this session:

Jana Holsanova, Henrik Rahm & Kenneth Holmqvist (2006) Entry points and reading paths on newspaper spreads: comparing a semiotic analysis with eye-tracking measurements. *Visual Communication* 5(1):65--93.
([online](#))

John A. Bateman, Judy L. Delin & Renate Henschel (2004) Multimodality and empiricism: preparing for a corpus-based approach to the study of multimodal meaning-making. In: Eija Ventola, Cassily Charles & Martin Kaltenbacher (eds.) *Perspectives on Multimodality*, Amsterdam: Benjamins), pp65--87.
([pdf file](#))

14 5.2.2007 **Review**