

BREMEN MASTERCLASSES ON MULTIMODALITY

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MULTIMODAL (INTER)ACTION ANALYSIS

DI, 30.06.2015 | 16.15-17.45 | GW2 A3570

Introduction to Theory

This presentation provides an overview of the theoretical backbone of Multimodal (Inter)action Analysis (Norris 2002-2014). First, building upon the work of Merleau-Ponty, it is illustrated how Multimodal (Inter)action Analysis differs philosophically from Social Semiotic approaches to multimodality and other approaches to Interaction. Second, building upon the work of Bateson, Vygotsky, Wertsch, and Scollon, the difference in definition of the term mode between Multimodal (Inter)action Analysis and Social Semiotic approaches is illuminated. Third, the presentation explicates how Multimodal (Inter)action Analysis conceives of all modes in (inter)action to build one system of communication. Finally, the presentation shows the relevance of Multimodal (Inter)action Analysis for Linguistics.

DI, 07.07.2015 | 12.15-15.45 | FB 10 CIP-Labor

Transcription Workshop

In this workshop, the attendees are introduced to the flexible multimodal transcription system used in Multimodal (Inter)action Analysis. Transcription in Multimodal (Inter)action Analysis differs from transcription in Discourse Analysis in important ways: Rather than being the production of a text, transcription here is part of the *analysis* of real-time video recorded interaction. Through hands-on transcription of an excerpt, the attendees have the opportunity to go through the first steps of a Multimodal (Inter)action Analysis.

DI, 14.07.2015 | 16.15-17.45 | GW2 A3570

Methodological Tools & Empirical Analysis

This presentation offers a closer look at the methodological tools and how they are used in Multimodal (Inter)action Analysis. First the units of analysis, the lower-level, higher-level, and frozen action are delineated and explicated in video excerpts and transcribed examples. Then, the notions of attention levels, modal density, and modal configurations are explained in detail, followed by video excerpts and transcribed examples. The presentation then moves on to the notions of practice and Discourse and illustrates how Multimodal (Inter)action Analysis sheds light on how micro, intermediate and macro processes constitute each other in complex ways in interaction.