### **BREMEN MASTERCLASSES ON MULTIMODALITY**

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# Looking beneath the surface of multimodal documents – why and how?

### 03 December 2015 | 16.15-17.45 | GW2 A3570

Humanities and social sciences often draw on multimodal documents for data, examining one or more modes of communication from a variety of perspectives. Newspapers, advertisements, picture books and many other page-based multimodal documents are commonly studied from both qualitative and quantitative viewpoints. Regardless of the field and viewpoint, understanding multimodality is becoming increasingly desirable and appears to hold the promise of opening up many new paths for research. However, treading carefully is crucial when entering this new territory, as common assumptions about the visual/verbal divide are often misleading, particularly when attempting to make sense of entire documents.

In this presentation, I argue for the need to generalise about multimodal documents before engaging in a closer examination of their content and structure. Using a multimodal corpus, I show how superficially dissimilar documents can have considerable similarities in their underlying discourse structure. Finally, I discuss the investment in corpus-based investigations, which demand extensive time and resources, and their relevance to multimodal research at large.



Hämeentie 135 Tel. +358 (0)204 39 5357.

Factory tours: reservations

at-Sun 10am-4pm 📥

The Technical Museum along

Arabia Museum open: Tue-Fri 12noo

### Other interesting sights and attractions

Helsinki was originally establishe at the mouth of the Vantaanjoki River in 1550 by King Gustav Vasa of Sweden. Today this area s one of Finland's most mode centres for the arts, sciences and high technology. Contemporary architecture can be admired in the new Arabianranta residential areas along the shores of the Old Town Bay. The district also houses the distinguished University of Art and Design Helsinki, which attracts tudents from around the world. o get to the Old Town and

Pattory ours, reservators Tel. 4358 (0)2043 95 2326. Guided tours Mon-Fri (min. 10 persons) €3.50/ person, Sat €55/group + €3/person, Iittala, Findayson and Pentik factory outlets are open: Mon-Fri 10am-Bpm, Arabianranta, take Tram 6 or Bus 68, 71, 71V or 73B from the Railway ion Square in the city centre





littala Factory Outlet Arabia has been a pioneer in moo Scandinavian design, combining timeless beauty with everyday practicality. The porcelain factor has manufactured household and art ceramics in the same location for Nearby you can also find the Powe over 130 years. Station Museum, featuring original

hydroelectric pumps from the 1800s entie 163, tel. +358 (0)9 31087064 summertime Wed-Sun 11am-5pm. helsinginkaupunginmuseo.fi 🛈 🕲 6pm, Sat-Sun 10am-4pm. Entrance fees: adults €3, children (12-18) and special groups €1.50/person. www.arabianmuseo.fi

Hakaniemi District 3 Hakaniemi Market Groceries, flowers and baskets have been sold at Hakaniemi Market for over a hundred years. While shopping you can enjoy coffee a one of the outdoor cafés.

Opening hours: Mon-Sat 6.30am-3pm plus on the first Sunday of each month from 10am-4pm. Hakaniemi Market Hall Hakaniemi Market Hall is located

beside the outdoor market. Upstain you can find a variety of clothing venirs and designer products, while downstairs you can buy groceries and delicacies.

Opening hours: Mon-Fri 8am-6pm, Sat 8am-4pm



ieties of sports clubs. The Cable her permitting). The market ous variety of things Factory is also home to the popular offers an enorm to buy, as well as a friendly and café and restaurant Hima&Sali, See also page 46. relaxed atmosphere Tel. +358 (0)9 310 7 1396. Hietalaht

Kaivopuisto Park

Kaivopuisto is Helsinki's oldes

and most famous park and is

verlooked by splendid villas. The

neighbourhood also boasts many embassies, including those of the USA and Russia. The proximity of

the sea, rock cliffs and green lawn

offer many opportunities to relax and enjoy the outdoors. At the highest point of the park is the Ursa Observatory. There are several cafés

and restaurants along the shore and

Sinebrychoff Art Museum (1) The Sinebrychoff Art Museum is specialised in old European art and

includes Finland's most important

art collections include especially portraits and artefacts from the 17th and 18th centuries. The upper floor

is a wonderful reproduction of the

family home of the famous brewe The museum presents its collection special exhibitions and additional programmes. The Sinebrychoff Art Museum is part of the Finnish

National Gallery

Hietalahti District

Ruoholahti and Kaapelitehda

collection of old masters. The

on the nearby islands.

Tallberginkatu 1 C Tel. +358 (0)9 4763 8330 Opening hours (museums): Tue-Sur 11am-6pm, www.kaapelitehdas.fi Market is open Mon-Fri 6.30am-6pm, Sat 6.30am-4pm. The flea market is open Mon-Fri 10am-6pm, Sat 8am-4p There is also a Sunday flea market op May to September from 10am-4pm.

SIGHTS AND ATTRAC

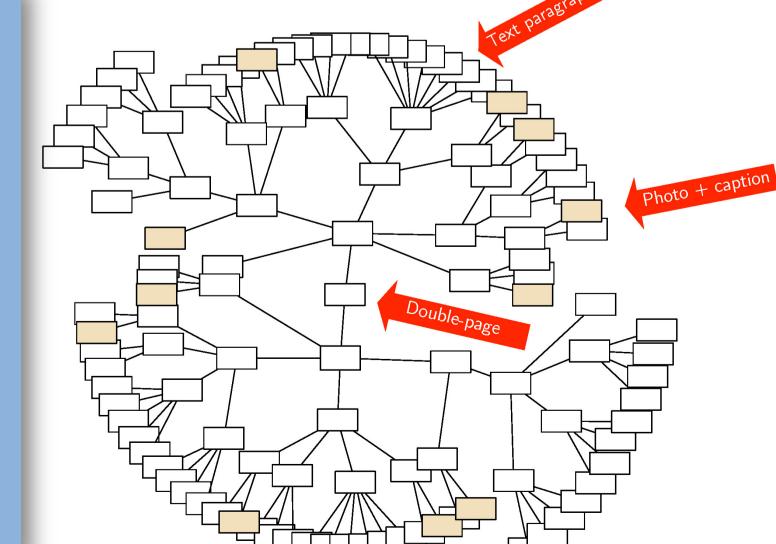
Cable Factory museums Finnish Museum of Photography Tel. +358 (0)9 6866 3622 Entrance fees: adults €6, visitors under The Hietalahti Antique and Art Hall is located alongside and sells a wide range of furniture, jewellery and other antique items. 18 free, special groups €4, groups (min. 10 persons) €5/person. www.fmp.fi &

nied by adult

ing hours: Mon-Fri 10am-5pm Sat 10am-3pm. www.hietalahdenkauppahalli.fi Theatre Museun Tel. +358 (0)207 961 670 ntrance fees: adults €5.50, ne child under 15 accompani ree, children under 15 and Kaapelitehdas (Cable Factory) 🕢 free, children under 15 and special groups €2.50. www.teatterimuseo.fi & ☺ The massive Cable Factory was used up until the 1980s to produce

telephone and electric cables. Today 'Kaapelitehdas' represents a new type of independent centre for culture and Hotel and Restaurant Museum Hotel and Restaurant masses Tel. +358 (0)9 6859 3700 Entrance fees: adults €2, children under 15 free, special groups €1/person. the arts. Over 800 artists, artisans and other cultural people work within these walls. The Cable Factory house art schools, dance theatres, two radio stations, three mus eums and eight galleries. There are also many







Bremen Institute for Transmedial Textuality Research http://www.fb10.uni-bremen.de/bitt

