

Multimodal methodologies – Perspectives in conflict?

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Multimodality can today be seen as one of the most influential semiotic theories for analysing media artefacts. However, the concepts of this theory are ambiguously and heterogeneously widespread, especially with regard to approaches in Germany on the one hand and those within the international context on the other. Despite an already well-established basis in contemporary semiotics and linguistics abroad, the notion of multimodality in German linguistics and within local BA and MA programmes is still lurking in small niches apart, often also deviating from internationally standardized definitions and methodologies. The Language Science Masters programme at Bremen University has, for example, now recently pursued a new focus on multimodal linguistics which, however, stands nearly on its own in the north of Germany.

The talk wants to take this situation as a starting point of discussion by strengthening the topic in and for German humanities, especially within linguistics and communication studies. It wants to open new and required perspectives on the analysis of multimodal documents such as film, comic, hypertext, etc. and present approaches generating from contemporary linguistic methodologies and with a promising adaptability for the study of other semiotic resources than language. It will thus provide a profound basis of theoretical and methodological approaches to the analysis of multimodal discourses from a linguistic perspective and in comparison to existing, but rather traditionally oriented research in semiotics and discourse analysis in Germany.