**第二届韩礼德—韩茹凯国际讲坛暨第三届广外多元识读论坛**

**主旨发言摘要**

**Analyzing the multimodal expression of thoughts and feelings in social media posts**

**Helen Caple, University of New South Wales, Sydney**

Instagram is an image-centric social media application, launched in October 2010, with the explicit aim of allowing members to share their smart phone photos over the Internet. Like with other social media applications, members use this platform to share their thoughts and feelings about any topic, and these thoughts and feelings may be expressed both visually and verbally. In this presentation, I analyze the visual and verbal resources that members employed as they posted content to Instagram around the time of the 2016 Australian federal election. I focus in particular on a small set of 92 Instagram posts that all used the hashtag #dogsatpollingstations.

I explore different approaches to the analysis of these posts and discuss the advantages and disadvantages of examining words and images separately and then together as a ‘modal ensemble’ (Kress 2010: 162). To do this, I use a combination of different methods and analytical frameworks: I use corpus linguistic methods (examining word frequency and concordances)to uncover the topics of these posts, and van Leeuwen’s (2008) social actor networks for verbal and visual representations to examine how the representations of social actors are constructed in these posts. Analysis of the visuals also makes use of multimodal discourse analysis (van Leeuwen 2008; Kress & van Leeuwen 2006; Caple 2013). As such, this combination of multiple methods is an example of CAMDA, corpus-assisted multimodal discourse analysis (Bednarek & Caple 2014: 151; Bednarek & Caple 2017).

The results demonstrate the multisemiotic ways in which social media users express their thoughts and feelings about certain topics (Caple 2018). This talk will be of interest to anyone researching image-centric social media and how words and images combine to make meaning.

**References**

Bednarek, M. and Caple, H. (2014), ‘Why do news values matter? Towards a new methodological framework for analyzing news discourse in Critical Discourse Analysis and beyond’, *Discourse & Society*, 25(2): 135-158.

Bednarek, M. and H. Caple. (2017). Introducing a new topology for (multimodal) discourse analysis.In J.S. Knox & P. Chappel (Eds.),*Proceedings from the 2017International Systemic Functional Linguistics Congress*, Wollongong, Australia.

Caple, H. (2013) *Photojournalism. A Social Semiotic Approach*. Basingstoke/New York: Palgrave Macmillan.

Caple, H. (2018) ‘Lucy says today she is a Labordoodle’: How the Dog-of-Instagram reveal voter preferences.*Social Semiotics*.Ahead-of-print. DOI:10.1080/10350330.2018.1443582.

Caple, H. (forthcoming) Image-centric practices on Instagram: Subtle shifts in footing. In H. Stöckl, H. Caple & J. Pflaeging (Eds.), *Shifts towards Image-centricity in Contemporary Multimodal Practices: Insights from Social Semiotic Approaches*. London/New York: Routledge.

Kress, G. (2010)*Multimodality: A Social Semiotic Approach to Contemporary Communication*. London/New York: Routledge.

Kress, G. and van Leeuwen T. J. (2006)*Reading Images The Grammar of Visual Design*, 2nd ed. London: Routledge.

vanLeeuwen, T. J. (2008)*Discourse and Practice - New Tools for Critical Discourse Analysis*. New York: Oxford University Press.

**Semiotic software through the lens of systemic functional multimodal theory**

**Emilia Djonov, Macquarie University**

Semiotic software tools (e.g., Microsoft Office applications and social media platforms like WeChat) have become essential, and even mandatory, for making meaning in a steadily widening range of social practices. This is why discourse analysts need to study not only texts and interactions that rely on software, but also semiotic software technologies themselves, and pay attention to the semiotic resources (e.g. colour, typography, animation) and choices software makes available, which among them are prioritised, how and why.

In this presentation, I will review a growing number of studies that have been instrumental in building a social semiotic model for analysing software and the social practices it recontextualises. Specifically, I will examine:

* how core concepts in systemic functional theory such as ‘system’, ‘text’, ‘context’, ‘instantiation’ and ‘markedness’ have informed and been reconceptualised in the development of the model (Djonov & Van Leeuwen, 2012, 2018; Van Leeuwen & Djonov, 2013);
* the challenges involved in adapting the model, most fully developed for analysing the design and use of software for creating multimodal artefacts such as PowerPoint (Zhao, Djonov, & Van Leeuwen, 2014), to the analysis of social media tools such as ResearchGate, a social networking site for researchers (Djonov & Van Leeuwen, 2016); and
* how these studies of semiotic software have expanded our understanding of semiotic resources such as tactile texture (Djonov & Van Leeuwen, 2011), layout (Djonov & Van Leeuwen, 2013) and kinetic typography(Van Leeuwen & Djonov, 2015), on the one hand, and semiotic practices such as writing (Djonov & Van Leeuwen, 2014) and art as research (Van Leeuwen, Djonov, & O'Halloran, 2013), and the representation of knowledge in disciplines such as cultural studies (Zhao & Van Leeuwen, 2014) and linguistics (Kvåle, 2016), on the other.

**References**

Djonov, E., & Van Leeuwen, T. (2011). The semiotics of texture: from tactile to visual. *Visual Communication, 10*(4), 541-564. doi: 10.1177/1470357211415786

Djonov, E., & Van Leeuwen, T. (2012). Normativity and software: A multimodal social semiotic approach. In S. Norris (Ed.), *Multimodality and Practice: Investigating Theory-in-Practice-through-Method* (pp. 119-137). New York: Routledge.

Djonov, E., & Van Leeuwen, T. (2013). Between the grid and composition: Layout in PowerPoint's design and use. *Semiotica, 2013*(197), 1-34. doi: 10.1515/sem-2013-0078

Djonov, E., & Van Leeuwen, T. (2014). Bullet points, new writing, and the marketization of public discourse: A critical multimodal perspective. In E. Djonov & S. Zhao (Eds.), *Critical multimodal studies of popular discourse* (pp. 232-250). London & New York, NY: Routledge: Routledge.

Djonov, E., & Van Leeuwen, T. (2016). *Analysing semiotic software: A social semiotic approach to studying software’s role in guiding, expanding and distributing meaning-making*. Keynote presentation at the Social Media as Semiotic Technology Symposium, University of Southern Denmark, Odense, 22-23 September 2016.

Djonov, E., & Van Leeuwen, T. (2018). The power of semiotic software: A critical multimodal perspective. In J. Flowerdew & J. Richardson (Eds.), *The Routledge handbook of critical discourse analysis.* (pp. 566-581). London/New York: Routledge.

Kvåle, G. (2016). Software as ideology: A multimodal critical discourse analysis of Microsoft Word and SmartArt. *Journal of Language and Politics (Special Issue: Multimodality, Politics and Ideology), 15*(3), 259-273. doi: 10.1075/jlp.15.3.02kva

Van Leeuwen, T., & Djonov, E. (2013). Multimodality and software. In C. Chapelle (Ed.), *Encyclopedia of Applied Linguistics*. Oxford: Wiley-Blackwell (Area Editor: Sigrid Norris).

Van Leeuwen, T., & Djonov, E. (2015). Notes towards a semiotics of kinetic typography. *Social Semiotics, 25*(2), 244-253. doi: 10.1080/10350330.2015.1010324

Van Leeuwen, T., Djonov, E., & O'Halloran, K. L. (2013). “David Byrne really does love PowerPoint”: art as research on semiotics and semiotic technology. *Social Semiotics, 23*(3), 409-423. doi: 10.1080/10350330.2012.738998

Zhao, S., Djonov, E., & Van Leeuwen, T. (2014). Semiotic technology and practice: a multimodal social semiotic approach to PowerPoint. *Text & Talk, 34*(3), 349-375. doi: 10.1515/text-2014-0005

Zhao, S., & Van Leeuwen, T. (2014). Understanding semiotic technology in university classrooms: a social semiotic approach to PowerPoint-assisted cultural studies lectures. *Classroom Discourse, 5*(1), 71-90. doi: 10.1080/19463014.2013.859848

**Multimodality: The Move to Big Data Analytics**

**Kay O’Halloran, Curtin University, Australia**

Multimodality is the study of socio-cultural communication through which ideas are circulated, translated and explained using language, images and other semiotic resources. An underlying principle is multimodal recontextualisation where multimodal choices are conditioned by earlier sets of multimodal configurations (e.g. van Leeuwen 2008; O’Halloran et al. 2017). In order to study multimodal recontextualising practices, this talk presents a mixed methods approach that integrates qualitative methods of multimodal discourse analysis with quantitative methods of data mining and information visualisation to map the relations between multimodal discourse, context and culture (O’Halloran et al. 2016). The multimodal approach to big data analytics is illustrated by means of a study which aims to analyse how violent extremist groups (in this case, Islamic State) use language and images to legitimise their views, incite violence and influence recruits in online propaganda materials, and how the images from these materials are re-used in different media platforms in ways that support and resist violent extremism. The results reveal that Islamic State adapt their propaganda materials in accordance with their own agenda, activities, and practices (e.g. through visual icons and article types), and that images from their propaganda materials reused in ways which support and resist terrorism across a wide variety of media platforms (Tan et al.2018; Wignell et al. 2018 in press). The automated analysis of text, images and text-image relations provides a focal point of this discussion.

**References:**

O’Halloran, K. L., Tan, S., Pham, D.-S., Bateman, J., & Vande Moere, A. (2016). A Digital Mixed Methods Research Design: Integrating Multimodal Analysis with Data Mining and Information Visualization for Big Data Analytics. *Journal of Mixed Methods Research,* 12(1): 11-30.DOI: 10.1177/1558689816651015.

O'Halloran, K. L., Tan, S., Wignell, P., & Lange, R. (2017). Multimodal Recontextualisations of Images in Violent Extremist Discourse. In S. Zhao, E. Djonov, A. Björkvall & M. Boeriis (Eds.), *Advancing Multimodal and Critical Discourse Studies: Interdisciplinary Research Inspired by Theo Van Leeuwen’s Social Semiotics* (pp. 181-202). New York & London: Routledge.

Tan, S., O’Halloran, K. L., Wignell, P., Chai, K. & Lange, R. (2018). A Multimodal Mixed Methods Approach for Examining Recontextualisation Patterns of Violent Extremist Images in Online Media. *Discourse, Context and Media.* 21: 18-35. https://doi.org/10.1016/j.dcm.2017.11.004.

van Leeuwen, T. (2008). *Discourse and Practice: New Tools for Critical Discourse Analysis*. Oxford: Oxford Univerity Press.

Wignell, P., O’Halloran, K. L., and Tan, S. (2018 in press). Image and Text Relations in ISIS Materials and the New Relations Established through Recontextualisation In Online Media. *Discourse & Communication.* 12(5)

**Working with WeChat: Analysing social media discourse in a multimodal, multilingual and transnational context**

**Zhao Sumin, University of Southern Denmark**

As one of the most popular social media platforms in the world, WeChat attracts 963 millions active users each month as of 2017 (Statistica, 2017) and is the key digital communication channel for the highly mobile,both internally and internationally, Chinese population (e.g. Yu, Huang & Liu, 2017; Zhou &Gui, 2017). Yet, there has beenlittle research into the rich language and discourse practices on WeChat, in contrast to the growing body of linguistic literature onother major social media platforms such as Facebook (e.g. Georgalou, 2017; Tagg, Seargeant, &Brown, 2017)and Twitter (e.g. Page, 2012; 2014; Zappavigna, 2011, 2018). In this talk, I explore the theoretical and methodological challenges for analysing WeChat, drawing on two interrelated research projects I have worked on in the past three years. Specifically, I illustrate how three different perspectives — text, discourse and practice—impact on how we collect, analyse, and interpret WeChat data. In the first perspective, I look at how selfies can be analysed as a visual *text* and how this analysis helps us understand one of the key featuresof social media discourse—‘selfication’ (Zhao & Zappavigna, 2017, forthcoming, a, b, Zappavigna & Zhao, 2017, forthcoming). The second perspective deals with transnational *discourse* flows on WeChat. I will show how discourses of motherhood are being translated, transferred and negotiated in WeChat forums by a transnational community of Chinese mothers. The final part of the talk exploresemerging WeChat-based multilingual and multimodal literacy practicesof migrant children of Chinese origin and heritage (Zhao & Flewitt, in pre).

**References**

## Statistica, (2017) Number of monthly active WeChat users from 2nd quarter 2010 to 2nd quarter 2017 (in millions) retrieved at <https://www.statista.com/statistics/255778/number-of-active-wechat-messenger-accounts/>

Tagg, C., Seargeant, P., & Brown, A. A. (2017). *Taking Offence on Social Media: Conviviality and Communication on Facebook*. Berlin Springer.

Georgalou, M. (2017). *Discourse and Identity on Facebook*. London and New York: Bloomsbury Academic

Yu, Q., Huang, P., & Liu, L. (2017). From “connected presence” to “panoptic presence”: Reframing the parent–child relationship on mobile instant messaging uses in the Chinese translocal context. *Mobile Media & Communication, 5*(2), 123-138.doi:doi:10.1177/2050157916688348

Zappavigna, M. (2012). *Discourse of Twitter and social media: How we use language to create affiliation on the web*. London: Bloomsbury Academic   
Zappavigna, M. (2018). *Searchable Talk: Hashtags and Social Media Metadiscourse*. London: Bloomsbury Academic.

Zappavigna, M. & Zhao, S. (forthcoming).Selfies and recontextualisation. In E. J. Welch & M. Miles (Eds.), *Photography and its Publics*. London: Bloomsbury

Zappavigna, M. & Zhao, S. (2017). Self-representation in mummy blogs: the selfie as an emerging visual genre. *Discourse, Context & Media:* 12(4): 239-247

Zhao, S. & Zappavigna, M. (2017). Beyond the self: Intersubjectivity and the social semiotic interpretation of the selfie. *New Media & Society*, 1461444817706074. (online first)

Zhao, S. & Zappavigna, M. (forthcominga). The interplay of technologies and genre: the case of the Selfie. *Social Semiotics.*

Zhao, S. & Zappavigna, M. (forthcomingb). Digital Scrapbooks, everyday aesthetics & the curatorial self: Social photography in female visual blogging. In F. Forsgren& E.S. Tønnessen (Eds.), *Multimodality and Aesthetics*. London, New York: Routledge.

Zhao, S. & Flewitt, R. (in pre). Multimodal translanguaging on WeChat: A social semiotic perspective on migrant children’s heritage language learning. *Language and Education.*

Zhou B., Gui S. (2017) WeChat and Distant Family Intergenerational Communication in China: A Study of Online Content Sharing on WeChat. In: Xue K., Yu M. (eds) New Media and Chinese Society. Communication, Culture and Change in Asia, vol 5. Springer, Singapore

**WORKSHOP:**

**Analytical Tools and Methods for Discursive News Values Analysis (DNVA)**

**Helen Caple, University of New South Wales, Sydney**

This workshop introduces a new framework for analyzing the construction of newsworthiness in contemporary digital news reporting. This framework is called DNVA, or discursive news values analysis (Bednarek & Caple 2017). I will begin by briefly explaining what DNVA is, how it has been applied so far, and importantly, why do it? Then, we will look more closely at the analytical tools for conducting both verbal and visual DNVA, exploring key methodological issues when sampling data from contemporary digital news contexts. The main part of the workshop will focus on a case study investigating the construal of visual DNVA in reporting about China National Day in the Chinese news media. Time will be given over to participants to analyze a series of images using the visual DNVA framework, and to discuss the findings from this analysis. There should be time at the end of the workshop to discuss potential adaptation of this framework for cross-cultural DNVA research. In preparation for the workshop, participants can read more about DNVA at the companion website: <https://www.newsvaluesanalysis.com/>

**References**

Bednarek, M. & Caple, H. (2017) *The Discourse of News Values: How News Organizations Create Newsworthiness.* New York: Oxford University Press.