



Communication in the pandemic and the future of social interaction: Towards a collective semiotic methodology

Speaker: Dr. Elisabetta Adami

Time: 19:00–20:30, 11062020 (UTC+8)

Venue: Zoom online meeting

Please email panmemic@126.com for meeting ID and PW



Abstract

These pandemic times are changing the ways in which we communicate and interact with others – and this is affecting everybody (similarly and differently) worldwide. This talk will present a research project that I have recently set up with colleagues working in multimodality worldwide. The project has two main aims. Firstly it aims to understand how the coronavirus pandemic has affected communication and interaction, and how this will impact our future social lives. Secondly, and functional to pursuing the first aim, it intends to open a new methodology of research in semiotics akin to citizen science and participatory methods used in other disciplines. Drawing on both academic and non-academic distributed knowledge to do research has never been attempted in semiotics, while phenomena so wide, impacting and diversified like the one we are experiencing cannot be handled and grasped adequately if pursued only through traditional methods of semiotic research. In this talk I will sketch the dimensions of change in our communicative and interactional landscape that provide the rationale for this new research methodology.

Speaker

Elisabetta Adami is Associate Professor in Multimodal Communication at the School of Languages, Cultures and Societies, University of Leeds, UK. Her research specialises in social semiotic multimodal analysis. She is currently working on developing theories and methods for the analysis of intercultural sign-making in place, in face-to-face interaction and online, with a special focus on issues of mediation and translation. Recent publications include journal articles, edited special issues and volumes on sign-making practices in place (on urban visual landscapes), in digital environments (on web design and interactivity, on YouTube video-interaction, on the affordances of mobile devices, and on sign-making in social media) and in face-to-face interaction (in intercultural contexts and in deaf-hearing interactions). She is the editor of *Visual Communication* and leads *Multimodality@Leeds*.

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