

1. Introduction

In our 2014 Research Strategy we highlighted four themes

- Promoting Multimodality and Multimodality Research
- Partnerships and Collaborations
- Research Funding and Growth Strategy
- Internationalization

Below we report on our progress during 2014 with regard to each of these themes.

2. Promoting Multimodality and Multimodality Research

Our 2014 Research Strategy listed three key objectives under this heading:

- 2.1 Developing and promoting research in the area of multimodal communication, as evidenced by CMC members' publications and conference presentations, and by positive esteem factor for these, such as reviews, awards, invitations to contribute to edited volumes, handbooks and encyclopaedia, inclusion in anthologies and so on.

Publications (published or in press)

➤ **Andersen, Thomas Hestbæk**

Tekst og betydningsgrammatik (with Alexandra Holsting) Odense, Syddansk Universitetsforlag

Social Semiotics: Key Figures, New Directions (with Morten Boeriis, Eva Maagerø and Elise Seip Tønnesen) London, Routledge.

'Interpersonal Meaning and the Clause', in T. Bartlett and G. O'Grady, eds *Routledge Handbook of Systemic Functional Linguistics*. London, Routledge

'Situationskontekst – refleksioner og operationalisering' (in book to appear from the University of Agder)

➤ **Boeriis, Morten**

(in press) Article for Norwegian SFL Anthology

Social Semiotics: Key Figures, New Directions (with Thomas Hestbæk Andersen, Eva Maagerø and Elise Seip Tønnesen), London, Routledge

➤ **Johannessen, Christian**

'A multimodal social semiotic approach to 'shape' in the forensic analysis of trademarks', in Wagner, A and Sherwin, R. eds. *Law, Culture and Visual Studies*. Dordrecht, Springer Verlag

➤ **Maagaard, Cindie**

'Employee testimonials: Animating corporate messages through employees' stories', *Discourse, context and media*

'Picturing Scripts: Visual Storytelling and Prospective Meaning-Making', in *Emerging Vectors of Narratology*, Berlin, de Gruyter

➤ **Nørgaard, Nina**

'Multimodality and Stylistics', in M. Burke, ed. *The Routledge Handbook of Stylistics*, London: Routledge

(accepted for publication) 'Notes on the Semiotics of Paper in the Novel', in *The Book Out of Bounds*, special issue of *Aktuel Forskning. Litteratur, Kultur, Medier*

➤ **Van Leeuwen, Theo**

'Bullet Points, New Writing and the Marketization of Public Discourse' (with E. Djonov), in E. Djonov and S. Zhao, eds. *Critical Multimodal Studies of Popular Discourse*, London, Routledge, pp. 232-251.

'Towards a Semiotics of Listening', in E. Djonov and S. Zhao, eds. *Critical Multimodal Studies of Popular Discourse*. London, Routledge, pp. 251-265

'Colour: code, mode, modality – the case of film and video' in C. Jewitt, ed. *The Routledge Handbook of Multimodal Analysis*. 2nd Edition. London, Routledge, pp. 397-410

'Kinetic typography: A semiotic exploration' (with E. Djonov) in E. Zantipides, ed. *Semiotics and Visual Communication – Concepts and Practices*, Cambridge, Cambridge Scholars Publications. Pp. 150-161

'Critical Discourse Analysis and Multimodality', in C. Hart and P. Cap, eds. *Contemporary Critical Discourse Studies*. London, Bloomsbury, pp. 281-297

'Genre analysis in media discourse' (with David Machin) in A. Jaworski and N. Coupland, eds. *The Discourse Reader*. 3rd Edition, London, Routledge, pp. 172-193

Presentations

➤ **Andersen, Thomas**

October 9-10 'Narbudskabet tilpasser sig platformen' paper at 10th Nordiske Systemisk-funktionelle workshop, Stockholm University

October 9-10 Workshop on terminology, 10th Nordiske Systemisk-funktionelle workshop, Stockholm University

➤ **Boeriis, Morten**

May 8-10 'Non-linear presentation with Prezi', paper at the *Encompassing the Multimodality of Knowledge* Conference, Aarhus University

May 14-15 'Mode', paper at the 'Mode methodology' seminar, University of London

May 21 'A semiotics of lighting' (with Theo van Leeuwen), invited presentation in *Recent Paradigms in Film Studies* series, Bremen University.

June 11-13 Paper presentation in Hong Kong

December 1-3 Talk and supervision at CMC PhD Masterclass.

➤ **Hansen, Niels Christian**

April, 4 'Byens diskurser i tegninger og tale, Agder University (presentation for 'Multikul-gruppen')

May, 8-10 'Mapping a Danish town: A social semiotic multimodal analysis of inhabitants' drawings of Slagelse'. Presentation at the *Encompassing the Multimodality of Knowledge* Conference, Aarhus University

➤ **Johannessen, Christian**

September 10-12 "First order, second order, and the case of graphic articulation", pre-conference workshop at the CILC2 conference in Jyväskylä, Finland

November 19-21 '(ir)Regularity' (with Theo van Leeuwen) plenary lecture at the *Making Traces* symposium, SDU, Odense

➤ **Maagaard, Cindie**

October 9-10 'Beyond Vectors and Visual Verbs: Challenges for the Social Semiotic Analysis of Visual Narrative', Nordic Association for SFL Conference, University of Stockholm (keynote speech)

➤ **Nørgaard, Nina**

October 8 'Multimodal stylistics – what, why and how?', Université Lyon III, France

October 8 'The stylistic analysis of images and other graphic devices in multimodal novels'. Université Lyon III, France

October 9 'The semiotic potential of layout in the novel – a neglected resource in stylistics', Université Lyon III, France

October 10 'Always judge a book by its cover – a multimodal stylistics of book covers', Université Lyon III, France

October 10 'The materiality of the novel – what does it mean?' Université Lyon III, France

➤ **Poulsen, Søren**

August 16 'Semiotic resources of Instagram', World Congress of Semiotics, New Bulgarian University, Sofia (conference presentation)

August 30 'Multimodal webdesign', guest lecture, Department of Design and Communication, SDU, Kolding

➤ **Van Leeuwen, Theo**

March 17 'Text, Context, Social Practice' University of Stockholm (invited seminar)

April 7 'Multimodality and Culture: The case of construction toys', *Toys as Communication in a Digitized World* symposium, SDU, Odense

May 10 'Recontextualization, Cognition and Modality', *Encompassing the Multimodality of Knowledge* Conference, Aarhus University (plenary lecture)

May 14 'The Future of Writing', 'Brainfood' Fagligtage lecture, SDU, Odense

May 21 'The semiotics of film lighting' (with Morten Boeriis), Bremen University (invited paper in *Recent Paradigms of Film Studies* seminar series)

June 4 'Looking Good – Towards an Aesthetics of Discourse', University of Lancaster (invited guest lecture)

June 10 'Movement and meaning: the rise of animation' *Multimodality and the Moving Image* symposium, The Knowledge Lab, University of London.

June 15 'The Architecture of Vocal Style' *Sociolinguistics and the Talking Media* roundtable (invited paper)

July 4 'Multimodality in Organizational Communication and Discourse', European Group for Organizational Studies (EGOS) Conference, Erasmus University, Rotterdam

August 20 'Multimodal Discourse', Aalborg University (invited lecture and workshop for PhD masterclass)

September 2 'Multimodal Legitimation', CADAAD, Budapest (plenary lecture)

September 3 'Sonic logos', CADAAD, Budapest (presentation in *Critical Analysis of Musical Discourse* symposium)

September 8 'Developments in CDA' CDA 20+, University of Amsterdam (plenary lecture, jointly with Norman Fairclough, Teun van Dijk, Gunther Kress and Ruth Wodak)

September 28 'Multimodality and Animation', ASFLA Conference, University of New South Wales, Sydney (full day workshop)

September 29 'Multimodal Legitimation', ASFLA Conference, University of New South Wales, Sydney (plenary lecture)

October 9 'Vox humana – Instrumental Representations of the Human Voice' *Topics in the Aesthetics of Music and Sound* seminar series, SDU, Odense

November 3 'Social semiotics and Rhetoric', Agder University (invited seminar)

November 21 '(ir)regularity' (with Christian Mosbæk Johannessen) *Making Traces* symposium, SDU Odense (plenary lecture)

December 3 'Multimodal Social Actor Analysis, CMC PhD Masterclass, SDU, Odense.

December 4 'Looking Good: The Return of Aesthetics' SDU, Odense (Inaugural lecture)

December 10 'Looking Good: The Return of Aesthetics', Cardiff University (invited seminar presentation)

Other

➤ **Andersen, Thomas**

Chair of the Nordic Association for SFL and Social Semiotics

Participation in MILC (meeting at Gl. Avernæs)

Participation in CMC/SoPraCon Velux application

➤ **Boeriis, Morten**

Committee member for new PhD student (Danica Jovanovic)

Chair of assessment committee for PhD thesis of Søren Vigild Poulsen

Development and teaching of new course in semiotics of photography

Developing CMC home page for encyclopaedia

➤ **Hansen, Niels Christian**

Organization of CMC PhD course *Masterclass in Multimodal Analysis Methods* with guest lecturers John Bateman and Charles Forceville

Reviewing for *Visual Communication*

➤ **Johannessen, Christian**

Organization of *Making Traces* symposium

'Universiteternes Logoland', Popular presentation at *Infonetværkskonferencen* 2014

➤ **Maagaard, Cindie**

Organization of symposium on multimodal storytelling at SDU, with Ruth Page (University of Leicester), to be held in April 2015

New member of advisory board of *Globe: A Journal of Language, Culture and Communication*

➤ **Nørgaard, Nina**

New member of the advisory board of *International Journal of Literary Linguistics*

Reviewing for academic journals and publications

➤ **Poulsen, Soren**

Organization of symposium on diagrams, to be held May 2015

Reviewing for *Visual Communication*

Website design for CMC

➤ **Van Leeuwen, Theo**

Editor, *Visual Communication*

Reviewing for journals and research councils

Appointed Honorary Professor at the Centre for Educational Semiotics, Australian Catholic University, Sydney

2.2 Developing a vibrant research culture around the theme of multimodality through regular meetings and exchange with academics from other Universities, and through arranging talks, conferences and other events

➤ **Working with other Universities**

Theo van Leeuwen has worked with the Vienna Business University and Copenhagen Business School to develop plans for joint research in multimodal communication in organizations, and with the University of Technology, Sydney, to develop joint research in the use of mobile technology in the classroom. The latter has led to a grant from the Australian Research Council, of which 385,000 DK will come to Odense to fund research assistance for the multimodal part of the project. He is also a participant in an application for funding research on news values and multimodality, with Helen Caple and Monika Bednarek, of the University of New South Wales.

➤ **Talks, conferences and other events arranged**

Twelve CMC seminars were organized. Thomas Andersen, Carl Bache, Morten Boeriis, Christian Johannessen, Cindie Maagaard, Nina Nørgaard, Alexandra Holting, Søren Poulsen, Niels Christian Hansen and Theo van Leeuwen all presented. Most seminars centered on theoretical issues in social semiotic multimodality theory. It is intended that the outcomes will be published on the CMC website and as a book publication. Three of the seminars were presented by guest speakers, Carmen Maier (Aarhus University), Helen Caple (University of New South Wales), and Gunther Kress (University of London).

A two-day CMC Conference was organized in Svendborg to plan CMC activities and discuss the development of a distinct Odense approach to the social semiotic study of multimodal communication

Two symposia were organized, *Toys as Communication in a Digitized World*, with invited presenters Professor Staffan Selander, Stockholm University, and Professor David Machin, Örebro University, and with participants from four universities, and *Making Traces*, with, as keynote speakers, Brody Neuenschwander, author and calligraphic artist, Andreas Stötzner, author and typographer, Professor Timothy Ingold, University of Aberdeen, Professor Paul Thibault, Agder University, Professor Marieke Longcamp, University of Aix-Marseille, and, jointly, Theo van Leeuwen and Christian Mosbæk Johannessen, SDU, and with participants from a range of countries.

CMC also arranged for the 8th International Conference on Multimodality to be held in Odense in 2018.

2.3 Disseminating knowledge of multimodal communication to a range of relevant audiences through seminars, short courses and websites

➤ **Seminars and short courses**

A PhD Masterclass on multimodal analysis was organized with John Bateman, Bremen University, Charles Forceville, Free University of Amsterdam, and Theo van Leeuwen, SDU, as lecturers, and with 22 PhD students from eight different countries participating, including Brazil, Sri Lanka and South Africa.

➤ **Website**

A website was launched and a plan developed for an online 'keyword' encyclopaedia. The first 10 entries were commissioned and are in preparation.

➤ **Media**

The outcomes of the *Making Traces* symposium attracted media interest, as a result of the news that Finnish primary schools would no longer teach handwriting.

Christian Johannessen presented a popular presentation at *Infonetværkskonferencen* 2014 and telephone interviews about Heavy Metal logos with Videnskab.dk and Radio24syv.

3. **Partnerships and Collaborations**

Our 2014 Research Strategy listed two key objectives under this heading:

Creating partnerships with relevant industries, universities and individuals, as evidenced by invitations, consultation and collaboration on projects, and seeking ways of working with other Centres of the Department of Language and Communication and other Departments or Centres in the University

➤ **Current partnerships with other Universities and with industry**

Honorary professorships in Lancaster University and the Australian Catholic University and Emeritus status at the University of Technology, Sydney (Theo van Leeuwen)

Developing plans for joint research with Vienna Business University and Copenhagen Business School (Theo van Leeuwen and Thomas Hestbæk Andersen)

Developing plans for a research project on art in hospitals, co-sponsored by Philips (Theo van Leeuwen and Benjamin Watson, independent consultant)

➤ **Joint ventures with Research Centres and other Departments in the University**

The Making Traces symposium was jointly organized with CHI.

CMC has participated in the MILC meeting in G. Avernæs, which explored common ground and possible collaborations between CMC, CHI and SoPraCon. A joint research project between CMC and SoPraCon was subsequently designed and submitted to Velux. It did not progress beyond the second stage, but the project will be submitted again in 2015.

The forthcoming Symposium on Multimodal Storytelling is organized by Cindie Maagaard in conjunction with Associate Professor Karen Hvidtfelt Madsen from the research centre Cultural Analysis of Health, Reproduction, Gender and the Body, from the Department for the Study of Culture, SDU.

4. Research Funding and Growth Strategy

The key objective here is to vigorously pursue funding for research in multimodal communication and expanding of the membership of the Centre

➤ **Research funding applications**

A joint research project between SoPraCon and CMC was submitted but did not succeed beyond the second stage. It will be submitted again in 2015

A joint research project with the University of Technology, Sydney was successful. Part of the research will be located in Odense, and receive 350,000 DK

A grant of 30,000 DK was received from Carlsberg for the *Making Traces* symposium

➤ **Phd and Postdoc applications**

A Mobilex application was submitted with Ken Tann, but did not succeed.

Marie Curie applications were submitted for Gunhild Kvåle and Ken Tann. The outcomes of these applications have not yet been announced

Hans Henrik Grabe has been exploring options for an industry PhD

5. Internationalization

Here the key objective is to achieve an international reputation for Odense's approach to multimodality.

➤ **International visitors**

CMC hosted Associate Professor Xianzhong He's 6-months study leave from the University of Jinan and received a number of other requests from multimodality scholars who wish to spend time in Odense. Three scholars - from Pakistan, Nigeria and Iran - will spend a period of study leave at CMC in 2015.

During 2014 a number of highly distinguished scholars in the field of multimodality have visited. As indicated above, they included Gunther Kress, John Bateman, Charles Forceville David Machin, and Paul Thibault.

The international interest for our symposia and for our PhD masterclass has already been indicated above.

6. 2015-2017 Research Strategy

In June 2014 the CMC held a two-day planning meeting in Svendborg. This has resulted in a document outlining the CMC 2015-2017 Strategy.