

MULTIMODAL DISCOURSE ANALYSIS

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COURSE DESCRIPTION

With many of its theoretical roots in linguistics, multimodality as a research field has developed rapidly and in different directions during the last 30 years. This course focusses on the discourse analytical sub-field of multimodality, and pays specific attention to material and spatial aspects of multimodal discourses. It also addresses an ongoing debate regarding “grand theories” in multimodality research.

The course consists of five 1,5 h seminars – themes and readings (approximately 400 pages) are listed below. We will also conduct a minor field study at Svalbard Airport (scheduled for Thursday of our week together):

https://en.wikipedia.org/wiki/Svalbard_Airport,_Longyear.

Preparations: Please read all the literature *before* each seminar and think of points and/or questions that you may want bring up. Bring a mobile phone with a functioning camera as well as pen and paper (or notetaking app) for the field study.

1. Tuesday. MULTIMODAL DISCOURSE ANALYSIS: KEY ASSUMPTIONS AND CONCEPTS

Readings

- Björkqvall, A. (2017). Multimodal Discourse Analysis. In K. Boréus & G. Bergström (Eds.), *Analyzing Text and Discourse : Eight Approaches for the Social Sciences* (pp. 174-207). London & Thousand Oaks, Ca: Sage.
- Jewitt, C. (Ed.) (2014). *The Routledge Handbook of Multimodal Analysis* (2nd ed.). Abingdon, United Kingdom: Routledge.
- Pp. 1-43 (Jewitt): Introduction + An introduction to multimodality + Different approaches to multimodality;
pp. 60-75 (Kress): What is mode?.

2. Wednesday. THE MATERIALITY AND AFFORDANCES OF MULTIMODAL DISCOURSES

Readings

- Archer, A. & Björkqvall, A. (2018). The 'semiotics of value' in upcycling. In: S. Zhao, E. Djonov, A. Björkqvall & M. Boeriis (Eds.), *Advancing Multimodal and Critical Discourse Studies: Interdisciplinary Research Inspired by Theo van Leeuwen's Social Semiotics* (pp. 165-180). New York: Routledge.
- Björkqvall, A. (2018). Critical genre analysis of management texts in the public sector: Towards a theoretical and methodological framework. In: D. Wojahn, C. Seiler Brylla & G. Westberg (Eds.), *Kritiska Text- och Diskursstudier* (pp. 57-79). Huddinge, Sweden: Södertörns högskola. Full text [here](#).
- Gibson, J. (1977). The theory of affordances. In: R. Shaw & J. Brandsford (Eds.), *Perceiving, Acting, and Knowing: Toward and Ecological Psychology* (pp. 62-82). Hillsdale, NJ: Erlbaum.
- Machin, D. (2016). The need for a social and affordance-driven multimodal critical discourse studies. *Discourse & Society* 27(3), 322-334.

3. Thursday. SPATIAL DISCOURSE ANALYSIS: INTRODUCTION TO (MINOR) FIELD STUDY

Readings

- Björkqvall, A., van Meerbergen, S. & Westberg, G. (draft paper). Feeling well while surveilled: The spatial semiotics of affect and rhythm at the international airport. (Provided by Anders.)
- Fuller, G. (2002). The arrow – directional semiotics: Wayfinding in transit. *Social Semiotics*, 12(3), 231-243.
- Harley, R. R. (2007). Terminal immersion. *Visual Communication*, 6(2), 180-201.
- Jaworski, A., & Thurlow, C. (2013). The (de-)centring spaces of airports: Framing mobility and multilingualism. In S. Pietikainen & H. Kelly-Holmes (Eds.), *Multilingualism and the Periphery* (pp. 154-198). Oxford: Oxford University Press.
- Ravelli, L. J., & McMurtrie, R. J. (2015). *Multimodality in the Built Environment: Spatial Discourse Analysis*. London & New York: Routledge. Chapter 1-4 (pp. 1-96).

4. Friday. MULTIMODAL DISCOURSE ANALYSIS AS A DYNAMIC RESEARCH FIELD? A CURRENT DEBATE AS A CASE IN POINT

Readings

Ledin, P., & Machin, D. (2018). Doing critical discourse studies with multimodality: From metafunctions to materiality. *Critical Discourse Studies*, online.

Responses:

Bateman, J. A. (2018). Towards critical multimodal discourse analysis: a response to Ledin and Machin. *Critical Discourse Studies*, online.

Caple, H. (2019). Doing critical discourse studies with multimodality: A reply. *Critical Discourse Studies*, online.

O'Halloran, K., Wignell, P., & Tan, S. (2018). 'Doing critical discourse studies with multimodality: From metafunctions to materiality' by Per Ledin and David Machin. *Critical Discourse Studies*, , online.

5. Saturday. CONCLUDING SEMINAR: STUDENT PRESENTATIONS OF FIELD STUDY