

Programme Schedule

Wednesday 30 July 2008

	Start	End	Conf Hall 1	4.1	4.2	5.1	Exec Media Theatre
Welcome	08:45	09:00	KAY O'HALLORAN				
Plenary	09:00	10:00	Chair: Kay O'Halloran GREG CLANCEY The Asian turn toward Science and Technology Studies (STS)				
Morning Tea	10:00	10:30					
Parallel	10:30	11:15	Chair: Rodney Berry PETER WIGNELL Changing relationships between images and written text in picture books for preschool-age children	Chair: Kate T. Anderson FRANCIS ROBERT LOW To connect or not to connect: A case study analysis of metafunctional meanings of space and material	Chair: Aylanda Hidayati Dwi-Nugroho JUDITH (JUDIE) LEAH CROSS Researching the screen	Chair: Seok Hoon Quah, Denise MARION WALTON Holding the floor: Multimodal discourse and player versus player combat in World of Warcraft	Chair: Wan Ng DANIELA ALINA PLEWE Transactional arts – Interaction as transaction
Parallel	11:15	12:00	Chair: Peter Wignell RODNEY BERRY Can I have my cake and eat it too? - Problems of physical representations in tangible interfaces	Chair: Francis Robert Low KATE T. ANDERSON & STEVEN J. ZUIKER Negotiating the construction and social consequences of "legitimate" multimodal learning	Chair: Judith (Judie) Leah Cross AYLANDA HIDAYATI DWI-NUGROHO Multimodality of mathematics textbooks of Primary 1 and Secondary 1 used in Singapore	Chair: Marion Walton SEOK HOON QUAH, DENISE Negotiating solidarity on the w.w.w.: An analysis of image-text relations in adolescent weblogs	Chair: Daniela Alina Plewe WAN NG & HOWARD NICHOLAS Capturing multimodal representations and the thinking processes involved in their constructions with pocket PCs
Lunch	12:00	13:00					
Plenary	13:00	14:00	Chair: Kay O'Halloran LEV MANOVICH Understanding metamedia				
Parallel	14:00	14:45	Chair: Eveline Chan KEVIN MCGEE From embodied co-enaction to partner technologies	Chair: Mark Brierley IVY CHAN & GUO LIBO Intermodal representations in upper secondary geography textbooks in Singapore	Chair: Soe Marlar Lwin SIDNÉA NUNES FERREIRA Bridging theories: A logical-functional perspective on languages	Chair: Yiqiong Zhang XU XUNFENG, WANG YAN & GAIL FOREY The expression of "care" in hypermodality	Chair: Shien Chue TIM MERRITT Shared Browser: When the web browser becomes a shared lens
Parallel	14:45	15:30	Chair: Kevin McGee EVELINE CHAN Integrative reading of visual and verbal meanings in print and online materials	Chair: Ivy Chan MARK BRIERLEY, JONATHON ADAMS, ANDREA ORLANDINI, JOHN KOONS Multimodality in language assessment and language assessment in multimodality	Chair: Sidnéa Nunes Ferreira SOE MARLAR LWIN Capturing the narrative development during a live oral storytelling performance through a multimodal analysis of the storytelling discourse	Chair: Xu Xunfeng YIQIONG ZHANG Lost in multimodality? - A functional analysis of slides in conference presentation	Chair: Tim Merritt SHIEN CHUE & DANIEL TAN KIM CHWEE Students as bricoleurs: How students make sense with semiotic resources
Afternoon Tea	15:30	16:00					
Plenary	16:00	17:00	Chair: Kay O'Halloran KEVIN JUDD The whether of weather				
Plenary	17:00	18:00	Chair: Kay O'Halloran JOHN PHILLIPS & RYAN BISHOP Earth and fire, or elements of multimodality				

Thursday 31 July 2008

	Start	End	Conf Hall 1	4.1	4.2	5.1	Exec Media Theatre	
Plenary	09:00	10:00	Chair: Kay O'Halloran MICHAEL O'TOOLE Art vs CGI: Integrity and technology in 'South Park'					
Morning Tea	10:00	10:30						
Parallel	10:30	11:15	Chair: Caroline M L Ho CARMEN MAIER Knowledge communication in green corporate marketing: A multimodal analysis of the Ecomagination videos	Chair: Zane Goebel VOLKER EISENLAUER The evolution of personal publishing: A diachronic focus on multimodality in the textual construction of "the self"	Chair: Minako O'Hagan MARTIN THOMAS Generating and analyzing multimodal representations of static multimodal artefacts	Chair: Sabine Bartsch CHIAOI TSENG Constructing filmic themes and motifs from elements: A semiotic descriptive framework	Chair: Peter Wignell SYMPOSIUM From essential medium to interactive technology: Exploring multimodality and transcription -GUDRUN FROMMHERZ:	
Parallel	11:15	12:00	Chair: Carmen Maier CAROLINE M L HO & AMILYN M H ONG Unpacking evaluation in a virtual world: The case of pre-tertiary students in Second Life	Chair: Volker Eisenlauer ZANE GOEBEL Enregistering identity in Indonesian television serials: A multimodal analysis	Chair: Martin Thomas MINAKO O'HAGAN From translating text to translating pleasure: An approach to video games localization focusing on multimodality	Chair: Chiao Tseng SABINE BARTSCH Modality choice and integration in domain-specific multimodal discourse	Art of decay and eternity: Entropy of media and time-scopes in Aipan rituals -DAVE BROWN: The Anzacs fight for supermarket sales: How visual and textual modality affect product choice -PAUL WHITE: One message, four mediational	
Lunch	12:00	13:00						means: Attention multiplies when technologies converge -PAUL BRAFIELD: Brainstorm: Habitus and the database in digital design -SIGRID NORRIS: Some thoughts on multimodal transcription
Parallel	13:00	13:45	Chair: Sun Sun Lim MICHELLE LAZAR Multimodality of war metaphors in advertising	Chair: Ivan Berazhny TUOMO HIIPPALA The effects of digitalization on the genre of tourist brochure	Chair: Francisco Osvanilson Dourado Veloso EVELINE CHAN Multimodal representations of New Life Science concepts in senior biology classrooms	Chair: Liu Yu OLE C. BRUDVIK Multimodal responses to teaching and learning science		
Parallel	13:45	14:30	Chair: Michelle Lazar SUN SUN LIM & ELMIE NEKMAT The implications of multimodal representation for media literacy	Chair: Tuomo Hiippala IVAN BERAZHNY Pages for passengers: Printed photography with product placement	Chair: Eveline Chan FRANCISCO OSVANILSON DOURADO VELOSO "...the random death of innocents": A multimodal analysis of comic books			
Plenary	14:30	15:30	Chair: Kay O'Halloran CAREY JEWITT Changing knowledge, practices and social relations in the digitized pedagogic space of the UK subject English classroom					
Afternoon Tea	15:30	16:00						
Plenary	16:00	17:00	Chair: Kay O'Halloran JOHN BATEMAN Semiotic modes: What are they, how can we find them, and what good will it do us?					
Plenary	17:00	18:00	Chair: Kay O'Halloran EIJA VENTOLA From drawing our homes to styling them – Semiotization processes of space at work					

Friday 1 August 2008

	Start	End	Conf Hall 1	4.1	4.2	5.1	Exec Media Theatre
Plenary	09:00	10:00	Chair: Kay O'Halloran JEFFREY SHAW Multimodal media art				
Morning Tea	10:00	10:30					
Parallel	10:30	11:15	Chair: Joseph Park IAN GORDON When old properties enter new media: Superman, intellectual property, fans, and the media.	Chair: Yang Yanning SUZANNE CHOO Changing practices of classroom assessment: from print to multimodal texts	Chair: Sorelle Henricus BRADLEY SMITH 'Mode translation' and intonational systems in English	Chair: Hanita Hassan SABINE TAN Modelling engagement in a web-based advertising campaign	
Parallel	11:15	12:00	Chair: Ian Gordon JOSEPH PARK Ideological functions of subtitles in multimodal media texts: Impact captioning on Korean television	Chair: Suzanne Choo YANG YANNING The relationship between a visual art and its cultural background - A comparative analysis of 'Early Spring' and 'The Haywain'	Chair: Bradley Smith SORELLE HENRICUS Total reality: Observations on technologies of representation	Chair: Sabine Tan HANITA HASSAN Visit Malaysia year: Text-image relations in promoting exciting holidays	
Lunch	12:00	13:00					
Plenary	13:00	14:00	Chair: Kay O'Halloran LONCE WYSE The sounding object and musical meaning				
Parallel	14:00	14:45	Chair: David Higgitt ISMAIL TALIB Translinguistic issues in the multimodal cinematic lexicon	Chair: Andrea Orlandini AZLINDA AMASHA, IVY CHAN & GUO LIBO The demands of visual analysis in the assessment of social studies in Singapore	Chair: Noelle Catherine Wee VICTOR LIM FEI The construction of a teacher in Making Lessons Come Alive: A multimodal discourse analysis of film text	Chair: Thomas Lim LIU YU Inter-semiotic texture: Image and language	
Parallel	14:45	15:30	Chair: Ismail Talib DAVID HIGGITT Promoting geospatial literacy with participatory geographical information systems	Chair: Azlinda Amasha ANDREA ORLANDINI Seeing the world and ourselves through positive discourse analysis in interactive digital media	Chair: Victor Lim Fei NOELLE CATHERINE WEE A systemic functional approach to multimodal discourse analysis: Constructing intersemiotic meaning in SARS newspaper edvertisements	Chair: Liu Yu THOMAS LIM Towards a socio-semantic grammar for critical multimodal discourse analysis	
Afternoon Tea	15:30	16:00					
Plenary	16:00	17:00	Chair: Kay O'Halloran RADAN MARTINEC Image-text relations: Existing and nascent uses				
Plenary	17:00	18:00	Chair: Kay O'Halloran THEO VAN LEEUWEN The semiotics of decoration				