

## Professor Kay O'Halloran



### **Plenary Title: Multimodality and Beyond**

I provide an overview of the recent theoretical, methodological and analytical trends in multimodal research, specifically focusing on how different approaches (e.g. critical discourse analysis, conversation analysis, social semiotics, systemic functional linguistics, and interaction analysis) (Bateman, Wildfeuer, & Hiippala, 2017; Jewitt, 2014; Jewitt, Bezemer, & O'Halloran, 2016; O'Halloran, 2011) have addressed the complex problems arising from studying the integration of language with other resources, such as images, gesture, movement, space and so forth. I explore how the different approaches have addressed the evident need to account for (a) resources other than language and (b) the meaning which arises as choices combine in texts, interactions and events. In doing so, I explain how these investigations have shed light on the nature of language itself in terms of its functions and underlying organization. Indeed, it is possible to see how various forms of language use (e.g. scientific writing) have evolved in tandem with other semiotic resources (e.g. symbolism and visual forms of presentation). These insights have significant implications for understanding how language is used for specific purposes – i.e. not as an individual resource, but rather as part of an integrated whole. Lastly, I explore how various digital approaches have been developed to handle the multi-dimensional complexity of multimodal analysis, in particular for the analysis of dynamic media such as videos. This discussion includes the development of mixed methods approaches, purpose-built software, automated techniques and the latest trends in big data approaches to multimodal analysis (O'Halloran, Tan, & E, 2017; O'Halloran, Wignell, & Tan, 2020 in press).

### **Workshop title: Multimodal Approaches to Language, Image and Video Analysis**

A multimodal approach to language/image and video analysis is introduced in this workshop. Participants will be provided with a theoretical overview of multimodal approaches to language, image and video analysis. In addition, participants will use purpose-built software applications Multimodal Analysis Image<sup>1</sup> and Multimodal Analysis Video<sup>2</sup> to analyse text/image and video files (e.g. O'Halloran, Tan, & E, 2017). The software applications have facilities to organize and code the analysis of language, image and other resources according to different systems of meaning using (a) overlays for text/image analysis; and (b) time-stamped annotations for video analysis. In the case of videos, the time-stamped annotations can be viewed as an interactive visualization where combinations of multimodal choices are displayed over time. In this way, it is possible to investigate how multimodal resources combine to create meaning at different phases and to identify key patterns. Participants will have the opportunity to practice multimodal

analysis using the software applications and to discuss the implications of a multimodal approach for teaching and learning language.

1. <http://multimodal-analysis.com/products/multimodal-analysis-image/index.html>
2. <http://multimodal-analysis.com/products/multimodal-analysis-video/index.html>

**Bio of the speaker:**

Professor Kay O'Halloran is Chair Professor and Head of Department of Communication and Media in the School of the Arts at the University of Liverpool. She is an internationally recognized leading researcher in the field of multimodal analysis, involving the study of the interaction of language with other resources in texts, interactions and events. A key focus of her work is the development of digital tools and techniques to handle the complexity of multimodal analysis. She is currently developing mixed methods approaches that combine multimodal analysis, data mining and visualisation for the analysis of large datasets of multimodal texts.