

TIME	WEDNESDAY November 8, 2017		
9:30-10:00	Welcome/Registration/Coffee and Gipfeli		
10:00-10:15	Welcome and introduction		
10:15-11:15	Keynote speaker 1 (Room R.N. 02) Rodney H. Jones <i>From Visual to 'Envisioned' Semiotics: Multimodality Meets Mobility</i>		
	SESSION 1A (Room R.N. 02)	SESSION 2A (Room R.N. 04)	SESSION 3A (Room R.N. 08)
11:20-11:50	<i>Rachel Panckhurst, Francesca Frontini</i> 📱 Emoji in a FR SMS corpus 🤔 ❤️ 😊 🙄 🤔 🤔 😍 😊 😊 ❤️	<i>Najah El oui</i> L'image à l'épreuve de la circulation virale de l'information sur Twitter	<i>Dorottya Cserzo</i> Constructing space: virtual tours in personal videochat
11:55-12:25	<i>Will Gibson, Pingping Huang, Qianyun Yu</i> A sequential analysis of emoticons and GIFs in Mandarin mobile-chat	<i>Eva Gredel</i> Wikipedia multimodal: Metadiskursive Thematisierungen von Bildern auf den Diskussionsseiten der Online-Enzyklopädie	<i>Yukiko Nishimura</i> Exploring Ideologies of Emoji in Japan: An Analysis of Diary Blogs and Meta-Discourse
12:30-14:30	Lunch		

	SESSION 1B (Room R.N. 02)	SESSION 2B (Room R.N. 04)	SESSION 3B (Room R.N. 08)
14:30-15:00	<p><i>Michaela Oberwinkler</i></p> <p>New Ways of Visualizing Language in Japan: the case of Japanese virtual stickers (sutampu)</p>	<p><i>Edwin Tallam</i></p> <p>Young Peoples' Appropriation of Social Media Emojis: A Reception Analysis of WhatsApp Emojis Among Selected Urban and Rural Youth in Kenya</p>	<p><i>Vanessa Jaroski</i></p> <p>The visual representation of women/girls in news reports about digital communication</p>
15:05-15:35	<p><i>Ashley Dainas, Susan C. Herring</i></p> <p>Is Graphical Icon Use Gendered?</p>	<p><i>Anne MacKenzie Kustritz</i></p> <p>Televisualizing Urban Datascape: Aesthetics and Politics of Screening New Media Visualizations</p>	<p><i>Rebecca Venema</i></p> <p>Socially desirable or disciplined? A qualitative-quantitative analysis of mediated public meta-discourses about visual practices in Switzerland</p>
15:40-16:10	<p><i>Samuel Felder, Etienne Morel, Christina Siever</i></p> <p>Hahaha, lol, :-D or ☺? Regularities of e-laughter in WhatsApp communication</p>	<p><i>Dorothee Meer, Katharina Staubach</i></p> <p>(Visuelle) Glaubwürdigkeit und osmotische Werbung – Zur Bewerbung von Jugendlichen in den Hypermedien</p>	<p><i>Dominik Baumgarten</i></p> <p>'Social literature' – the visibility of literary characters on social media platforms</p>
16:15-16:45	<p><i>Nadine Chariatte</i></p> <p>Visualising Cape Town's townships on social media</p>	<p><i>Georg Albert</i></p> <p>Images or words? Emojis as a challenge to a common distinction</p>	<p><i>Angela Ferrari, Roska Stojmenova</i></p> <p>La cosiddetta virgola "passepartout" nella Computer Mediated Communication (blog, forum, newsgroup, social network)</p>

Afterwards: Reception

TIME	THURSDAY November 9, 2017		
09:30-10:30	Keynote speaker 2 (Room R.N. 02) Gudrun Ledegen <i>Quand on n'a que l'écran : les deux faces de l'écran dans un chat de prévention du suicide, un contexte anonyme et formel</i>		
	SESSION 1C (Room R.N. 02)	SESSION 2C (Room R.N. 04)	SESSION 3C (Room R.N. 08)
10:35-11:05	<i>Christian Pentzold, Lena Fölsche, Cornelia Brantner</i> Imagining Big Data	<i>Tiffany Andry, François Lambotte</i> Dataviz et nouveaux médias : des règles de construction graphique remises en cause ?	<i>Konstanze Marx, Axel Schmidt</i> Making Let's Plays watchable: An interactional approach to multimodality
11:05-11:30	Break		
	SESSION 1D (Room R.N. 02)	SESSION 2D (Room R.N. 04)	SESSION 3D (Room R.N. 08)
11:30-12:00	<i>Wibke Weber, Martin Nils Engebretsen, Helen Kennedy</i> Visual practices in European newsrooms: a multimodal perspective on data visualization	<i>Katharina Lobinger, Rebecca Venema</i> "It creates some kind of closeness." A qualitative analysis of visual social-interactions in close relationships	<i>Samuel Felder</i> "YEEEEAAAAAH". How Individuals Make Use of Grapheme Repetition and Capitalization in WhatsApp Chats

12:05-12:35	<i>Daniel Pfurtscheller</i> Visualizing Public Service News on Facebook	<i>Karina Frick</i> Visual manifestation of online grief	<i>Barry Kavanagh</i> The role of emoticons, emoji and unorthodox orthography in the promotion of harmonious online social interaction
12:35-14:00	Lunch	Lunch	Lunch
14:00-15:00	Keynote speaker 3 (Room R.N. 02) Sirpa Leppänen <i>(Re)visualizing in social media: The case of doing and transgressing motherhood</i>		
	SESSION 1E (Room R.N. 02)	SESSION 2E (Room R.N. 04)	SESSION 3E (Room R.N. 08)
15:05-15:35	<i>Christiana Themistocleous</i> Meta-Discourse on dialect writing and Romanisation in new media	<i>Etienne Morel, Cécile Petitjean</i> Why using laugh tokens rather than emoticons (and vice versa)? A focus on laughing procedures as a way of managing intersubjectivity in WhatsApp conversations	<i>Celia Schneebeli</i> Interaction of emoticons and verbal modalities in CMC: the example of YouTube comments
15:40-16:10	<i>David Edward Matley</i> 'With her milk there flowed the deepest thoughts, concepts and dreams': the meta-discourse of breastfeeding images on Instagram	<i>Marcel Fladrich</i> Bewertungen in der WhatsApp-Kommunikation ☺	<i>Jana Pflaeging</i> From Image to Text, from List to Story: Diachronic Perspectives on Social Interaction through Viral Online Genres

16:15-16:45	<i>Marta Zampa, Chiara Pollaroli</i> Out of the frying pan into the fire: an attempt to redesign the “Fertility Day” campaign in Italy.	<i>Filippo Pecorari</i> Punteggiatura interattiva: i puntini di sospensione nella comunicazione mediata dal computer	
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Afterwards: conference dinner

TIME	FRIDAY November 10, 2017		
	SESSION 1F (Room R.N. 02)	SESSION 2F (Room R.N. 04)	SESSION 3F (Room R.N. 08)
09:30-10:00	<i>M Dolores Porto, Isabel Alonso Belmonte</i> Visual and multimodal persuasion in digital news	<i>Crispin Thurlow, Giorgia Aiello, Lara Portmann</i> Visual ideologies in the mediatized representation of young people and technology	<i>Carmen Maíz-Arévalo</i> Self-presentation on WhatsApp: towards a multimodal analysis of the profile picture and status
10:05-10:35	<i>Anna Tereszkievicz</i> Visualising news on Snapchat – news snaps as multisemiotic structures	<i>Ulla Autenrieth, Daniel Klug</i> „Pics, or it didn’t happen!“ – Image-centered online interactions as a strategy of reality enhancement in scripted reality TV	<i>Erika Claire Lombart</i> Implissimo
10:40-11:40	Keynote speaker 4 (Room R.N. 02) Hartmut Stöckl <i>Image-Centricity – When Visuals Take Centre Stage. Analyses and Interpretations of a Current (News) Media Practice</i>		
11:40-12:30	Conclusion, outlook, discharge		