



Conference Program

8-10 November 2017

University of Neuchâtel, Espace Louis-Agassiz 1

WEDNESDAY NOVEMBER 8

09h30-10h00 **Welcome – Registration – Coffee and Croissant**

10h00-10h15 **Welcome and Introduction**

10h15-11h15

Rodney H. Jones - University of Reading

Keynote speaker – Room R.N.02

From visual to “envisioned” Semiotics: Multimodality Meets Mobility

11h20-11h50 **Session 1A – Room R.N.02**
 Chair Karina Frick

Session 2A – Room R.N.04
 Chair Federica Diémoz

Session 3A – Room R.N.08
 Chair Barry Kavanagh

Rachel Panckhurst
Francesca Frontini

📱 *Emoji in a FR SMS corpus*



Najah El oui

L'image à l'épreuve de la circulation virale de l'information sur Twitter

Dorottya Cserzo

Constructing space: virtual tours in personal videochat

11h55-12h25

Will Gibson
Pingping Huang
Qianyun Yu

A sequential analysis of emoticons and GIFs in Mandarin mobile-chat

Eva Gredel

Wikipedia multimodal: Metadiskursive Thematisierungen von Bildern auf den Diskussionsseiten der Online-Enzyklopädie

Yukiko Nishimura

Exploring Ideologies of Emoji in Japan: An Analysis of Diary Blogs and Meta-Discourse

12h30-14h30 **Lunch**

14h30-15h00 **Session 1B – Room R.N.02**
Chair Christa Dürscheid

Session 2B – Room R.N.04
Chair David Edward Matley

Session 3B – Room R.N.08
Chair Jana Pflaeging

Michaela Oberwinkler

*New Ways of Visualizing
Language in Japan: the case of
Japanese virtual stickers
(sutampū)*

Edwin Tallam

*Young Peoples' Appropriation
of Social Media Emojis: A
Reception Analysis of
WhatsApp Emojis Among
Selected Urban and Rural
Youth in Kenya*

Vanessa Jaroski

*The visual representation of
women/girls in news reports
about digital communication*

15h05-15h35

**Anne MacKenzie
Kustritz**

*Televisualizing Urban
Datascapes: Aesthetics and
Politics of Screening New Media
Visualizations*

**Ashley Dainas
Susan C. Herring**

*Is Graphical Icon Use
Gendered?*

15h45-16h10

**Etienne Morel
Samuel Felder
Christina Siever**

*Hahaha, lol, :-D or 😊?
Regularities of e-laughter in
WhatsApp communication*

**Dorothee Meer
Katharina Staubach**

*(Visuelle) Glaubwürdigkeit und
osmotische Werbung – Zur
Bewerbung von Jugendlichen in
den Hypermedien*

**Dominik
Baumgarten**

*'Social literature' – the visibility
of literary characters on social
media platforms*

16h15-16h45

Nadine Chariatte

*Visualising Cape Town's
townships on social media*

Georg Albert

*Images or words? Emojis as a
challenge to a common distinction*

**Angela Ferrari
Roska Stojmenova**

*La cosiddetta virgola "passepartout"
nella Computer Mediated
Communication (blog, forum,
newsgroup, social network)*

17h00 Afterwards Reception

THURSDAY NOVEMBER 9

09h00-09h30 **Coffee and Croissant**

09h30-10h30 **Hartmut Stöckl - University of Salzburg**
Keynote speaker – Room R.N.02
Image-centricity – When Visuals Take Centre Stage. Analyses and interpretations of a current (News) Media Practice

10h35-11h05 **Session 1C – Room R.N.02**
Chair Vanessa Jaroski

Christian Pentzold
Lena Fölsche
Cornelia Brantner

Imagining Big Data

Session 2C – Room R.N.04
Chair Crispin Thurlow

Tiffany Andry,
François Lambotte

Dataviz and new media: why to query design principles today

Session 3C – Room R.N.08
Chair Yukiko Nishimura

Konstanze Marx
Axel Schmidt

Making Let's Plays watchable: An interactional approach to multimodality

11h05-11h30 **Break**

11h30-12h00 **Session 1D – Room R.N.02**
Chair Vanessa Jaroski

Wibke Weber
Martin Nils
Engebretsen
Helen Kennedy

Visual practices in European newsrooms: a multimodal perspective on data visualization

Session 2D – Room R.N.04
Chair Crispin Thurlow

Katharina Lobinger
Rebecca Venema

*"It creates some kind of closeness."
A qualitative analysis of visual social-interactions in close relationships*

Session 3D – Room R.N.08
Chair Yukiko Nishimura

Samuel Felder

"YEEEEAAAAAH". How Individuals Make Use of Grapheme Repetition and Capitalization in WhatsApp Chats

12h05-12h35

Daniel Pfurtscheller

Visualizing Public Service News on Facebook

Karina Frick

Visual manifestation of online grief

Barry Kavanagh

The role of emoticons, emoji and unorthodox orthography in the promotion of harmonious online social interaction

12h35-14h00 **Lunch**

14h00-15h00

Sirpa Leppänen - University of Jyväskylä
Keynote speaker – Room R.N.02
(Re)visualizing in social media: The case of doing and transgressing motherhood

15h05-15h35

Session 1E – Room R.N.02
Chair Dominik Baumgarten

Session 2E – Room R.N.04
Chair Christina Siever

Session 3E – Room R.N.08
Chair Rachel Panckhurst

**Christiana
Themistocleous**

*Meta-Discourse on dialect writing
and Romanisation in new media*

**Cécile Petitjean
Etienne Morel**

*Why using laugh tokens rather
than emoticons (and vice versa)?
A focus on laughing procedures as
a way of managing
intersubjectivity in WhatsApp*

Celia Schneebeli

*Interaction of emoticons and verbal
modalities in CMC: the example
of YouTube comments*

15h40-16h10

David Edward Matley

*'With her milk there flowed the
deepest thoughts, concepts and
dreams': the meta-discourse of
breastfeeding images on Instagram*

Marcel Fladrich

*Bewertungen in der WhatsApp-
Kommunikation 🤔*

Jana Pflaeging

*From Image to Text, from List to
Story: Diachronic Perspectives on
Social Interaction through Viral
Online Genres*

16h15-16h45

**Marta Zampa
Chiara Pollaroli**

*Out of the frying pan into the fire:
an attempt to redesign the
"Fertility Day" campaign in
Italy.*

Filippo Pecorari

*Punteggiatura interattiva:
i puntini di sospensione nella
comunicazione mediata dal
computer*

19h00

Conference Dinner

Maison des Halles - Rue du Trésor 4, 2000 Neuchâtel

FRIDAY NOVEMBER 10

09h00-09h30 **Coffee and Croissant**

09h30-10h00 **Session 1F – Room R.N.02**
Chair Ashley Dainas

Session 2F – Room R.N.04
Chair Nadine Chariatte

Session 3F – Room R.N.08
Chair Etienne Morel

M Dolores Porto
Isabel Alonso
Belmonte

Visual and multimodal persuasion in digital news

Ulla Autenrieth
Daniel Klug

*„Pics, or it didn't happen!“ –
Image-centered online interactions
as a strategy of reality
enhancement in scripted reality
TV*

Carmen Maíz-Arévalo

*Self-presentation on WhatsApp:
towards a multimodal analysis of
the profile picture and status*

10h05-10h35

Anna Tereszkievicz

*Visualising news on Snapchat –
news snaps as multisemiotic
structures*

Erika Claire Lombart

*Implissimo – Une étude
sémiologique, sociolinguistique et
pragmatique de l'épidiscours des
utilisateurs de Doctissimo sur les
émoticônes.*

10h40-11h40

Crispin Thurlow
Giorgia Aiello
Lara Portmann

Room R.N.02

Visual ideologies in the mediatized representation of young people and technology

11h40-12h15 **Conclusion, outlook, discharge**