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
11h20-11h50  Session 2A – Room R.N.04
              Chair Federica Diémoz
11h20-11h50  Session 3A – Room R.N.08
              Chair Barry Kavanagh

Rachel Panckhurst
Francesca Frontini
🌟 Emoji in a FR SMS corpus
😎😍😘👏👏👏😊

Najah El ouni
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 Diskussionssseiten der Online-Enzyklopädie

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

12h30-14h30  Lunch
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<tr>
<th>Time</th>
<th>Session 1B – Room R.N.02</th>
<th>Session 2B – Room R.N.04</th>
<th>Session 3B – Room R.N.08</th>
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<tbody>
<tr>
<td>14h30-15h00</td>
<td>Chair Christa Dürscheid</td>
<td>Chair David Edward Matley</td>
<td>Chair Jana Pflaeging</td>
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<td>Michaela Oberwinkler</td>
<td>Edwin Tallam</td>
<td>Vanessa Jaroski</td>
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<td></td>
<td>New Ways of Visualizing Language in Japan: the case of Japanese virtual stickers (sutampu)</td>
<td>Young Peoples’ Appropriation of Social Media Emojis: A Reception Analysis of WhatsApp Emojis Among Selected Urban and Rural Youth in Kenya</td>
<td>The visual representation of women/girls in news reports about digital communication</td>
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<td>15h05-15h35</td>
<td>Anne MacKenzie Kustritz</td>
<td>Ashley Dainas Susan C. Herring</td>
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<td>Telesvisualizing Urban Datasets: Aesthetics and Politics of Screening New Media Visualizations</td>
<td>Is Graphical Icon Use Gendered?</td>
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<td>15h45-16h10</td>
<td>Etienne Morel Samuel Felder Christina Siever</td>
<td>Dorothee Meer Katharina Staubach</td>
<td>Dominik Baumgarten</td>
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<td></td>
<td>Hahaha, lol, :-) or ??</td>
<td>(Visuelle) Glaubwürdigkeit und osmotische Werbung – Zur Bewerbung von Jugendlichen in den Hypermedien</td>
<td>'Social literature’ – the visibility of literary characters on social media platforms</td>
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<td>16h15-16h45</td>
<td>Nadine Chariatte</td>
<td>Georg Albert</td>
<td>Angela Ferrari Roska Stojmenova</td>
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<td>Visualising Cape Town’s townships on social media</td>
<td>Images or words? Emojis as a challenge to a common distinction</td>
<td>La cosiddetta virgola &quot;passepartout&quot; nella Computer Mediated Communication (blog, forum, newsgroup, social network)</td>
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<td>17h00</td>
<td>Afterwards Reception</td>
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**THURSDAY NOVEMBER 9**

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<tr>
<th>Time</th>
<th>Session 1C – Room R.N.02</th>
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<th>Session 3C – Room R.N.08</th>
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<tr>
<td>09h00-09h30</td>
<td>Hartmut Stöckl - University of Salzburg&lt;br&gt;Keynote speaker – Room R.N.02&lt;br&gt;Image-centricity – When Visuals Take Centre Stage. Analyses and interpretations of a current (News) Media Practice</td>
<td>Coffee and Croissant</td>
<td>Chair Vanessa Jaroski</td>
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<td>09h30-10h30</td>
<td>Christian Pentzold&lt;br&gt;Lena Fösche&lt;br&gt;Cornelia Brantner&lt;br&gt;Imagining Big Data</td>
<td>Tiffany Andry, François Lambotte&lt;br&gt;Data viz and new media: why to query design principles today</td>
<td>Konstanze Marx&lt;br&gt;Axel Schmidt&lt;br&gt;Making Let’s Plays watchable: An interactional approach to multimodality</td>
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<td>10h35-11h05</td>
<td>Session 1C – Room R.N.02&lt;br&gt;Chair Vanessa Jaroski</td>
<td>Session 2C – Room R.N.04&lt;br&gt;Chair Crispin Thurlow</td>
<td>Session 3C – Room R.N.08&lt;br&gt;Chair Yukiko Nishimura</td>
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<td>11h05-11h30</td>
<td>Break</td>
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<td>11h30-12h00</td>
<td>Session 1D – Room R.N.02&lt;br&gt;Chair Vanessa Jaroski</td>
<td>Session 2D – Room R.N.04&lt;br&gt;Chair Crispin Thurlow</td>
<td>Session 3D – Room R.N.08&lt;br&gt;Chair Yukiko Nishimura</td>
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<td>12h05-12h35</td>
<td>Wibke Weber&lt;br&gt;Martin Nils&lt;br&gt;Engebretsen&lt;br&gt;Helen Kennedy&lt;br&gt;Visual practices in European newsrooms: a multimodal perspective on data visualization</td>
<td>Katharina Lobinger&lt;br&gt;Rebecca Venema&lt;br&gt;“It creates some kind of closeness.” A qualitative analysis of visual social-interactions in close relationships</td>
<td>Samuel Felder&lt;br&gt;“YEEEEAAAGH!” How Individuals Make Use of Grapheme Repetition and Capitalization in WhatsApp Chats</td>
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<td>12h35-14h00</td>
<td>Daniel Pfurtscheller&lt;br&gt;Visualizing Public Service News on Facebook</td>
<td>Karina Frick&lt;br&gt;Visual manifestation of online grief</td>
<td>Barry Kavanagh&lt;br&gt;The role of emotions, emojis and unorthodox orthography in the promotion of harmonious online social interaction</td>
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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

15h40-16h10  Christiana Themistocleous  
*Meta-Discourse on dialect writing and Romanization 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 Schneebeeli  
*Interaction of emoticons and verbal modalities in CMC: the example of YouTube comments*

16h15-16h45  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*

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

          M Dolores Porto  
          Isabel Alonso  
          Belmonte
          Visual and multimodal persuasion in digital news

          Ulla Autenrieth  
          Daniel Klug
          „Piss, 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 Tereszkiewicz

          Visualising news on Snapchat – news snaps as semiotic structures

10h40-11h40  Crispin Thurlow  
              Giorgia Aiello  
              Lara Portmann
              Room R.N.02
          Visual ideologies in the mediated representation of young people and technology

11h40-12h15  Conclusion, outlook, discharge