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TOR VERGATA
UNIVERSITÀ DEGLI STUDI DI ROMA

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AMode — International Conference *Approaches to Multimodal and Digital Environments: From theories to practices* (A-MoDE)
20 - 22 June 2019 University of Rome 'Tor Vergata'
Conference venue: Piazza della Pilotta 4, Rome

THURSDAY, 20 JUNE 2019

8.00 19.00	**Registration**
9.00 10.30	**Welcome coffee**
9.30 10.00	**Auditorium Loyola** **Opening Ceremony**
10.00 11.00	Auditorium Loyola - Chair: Maria Grazia Sindoni *Technologies, texts, translations: Meaning making in health care workplaces* **Jeff Bezemer** *and* **Gunther Kress** - Institute of Education (UCL), London, UK

	Auditorium Loyola	Room Marinetti	Room Trilussa	Room Belli	Room Ungaretti	Room Verga	Room Saba	Room Quasimodo
	PANEL: Multimodal critical discourse analysis and online corpus annotation of video websites	**PANEL**: The role of visual discourse in public health social media campaigns: Moving beyond knowledge dissemination	Multimodal human-computer/technology interaction	Intersemiotic translation	Multimodal digital discourses	Multimodality and digitality in second language learning	Multimodality and digitality in second language learning	Communities of practice in media-sharing platform
	Convenor: Anthony Baldry	**Convenor: Anna Franca Plastina**	**Chair: Michael Lithgow**	**Chair: Mariavita Cambria**	**Chair: Massimiliano Demata**	**Chair: Lucia Abbamonte**	**Chair: Giuseppe Balirano**	**Chair: Franca Poppi**
11.00 12.30	**Davide Taibi, Ivana Marenzi** Towards Open MWSWeb: Functionality planning in online video annotation and corpus search systems	**Rosita Maglie, Chiara Abbatantuono** From knowledge dissemination to taboo breaking in sexuality: A multimodal discourse analysis of a public health social media campaign	**Arianna Maiorani** Kinesemiotics: Movement-based communication as an interdisciplinary research area	**Cristina Arizzi** Hands: A preliminary corpus-based model for visual/verbal film analysis	**Diane Ponterotto** Metaphor and creativity: Multimodal links in multimedial interactions	**Antonia Dilamar Araujo, Vânia Soares Barbosa** Academic writing in English in digital environment: Reflecting on multimodal literacy	**Arne Krause** Decapsulating multimodality within translanguaging: Challenges posed by digitalization for the analysis of multilingual classroom interaction	**Aleksander Torjesen** Commercialization of intimacy. The genres and advertising strategies of YouTube influencers
	Anthony Baldry, Deirdre Kantz Diachronic studies of video presentations of the UK's National Health Service	**Daniel Hunt** A picture of health? Visual representations of diabetes in popular Facebook pages	**Sophia Diamantopoulou** Embodied meaning making in museums: A multimodal social semiotic approach to visitors' interaction in the Museum of London	**Dorra Moalla Masmoudi** Resemioticisation in Tunisian political discourse: A multimodal approach	**Sabrina Francesconi** Light as a semiotic system in dynamic multimodal texts	**Beatrice Dupuy** Developing L2 faculty's multimodal literacies: An investigation of multimodal text and lesson design in the context of a hybrid graduate-level course focused on multiliteracies	**Angela C.T. Tse** From lecture to live performance: The adoption of multimodal teaching in literature subjects through digital pedagogy and theatrical experience	**Boris Vazquez-Calvo** Teenagers as youtubers: Identity building and literacy practices online
	Francesca Coccetta Video abstracts: Dissecting the values of a nascent scientific community	**Anna Franca Plastina** Healthy pic hashtagging in Twitter: The role of infographics in #AntibioticGuardian	**Clarice Gualberto, Záira Santos Bomfante, Sônia Pimenta** Watching the sound: Sign-making in musical expressiveness of children with motor-related disabilities made through eye tracking software		**Elisa Fina** From Print to Digital: Multimodality and multimediality in Rick Steves's travel guides	**George Cremona** Multimodal video diaries as pedagogic tools within foreign language learning contexts: Insights from a comparative case study	**Lavinia Hirsu** Modes and structures of inclusion in post-digital contexts	**Gloria Yan Dou** Instagram as a semiotic ecosystem: exploring everyday browsing using a mediated discourse analytical approach
12.30 13.30	**Lunch break**							

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13.30 14.30	Auditorium Loyola - Chair: Sandra Petroni *Specialized discourse on blogs: Focus on digital (inter-)textuality* **Marina Bondi** - University of Modena and Reggio Emilia, Italy							
	Auditorium Loyola	**Room Marinetti**	**Room Trilussa**	**Room Belli**	**Room Ungaretti**	**Room Verga**	**Room Saba**	**Room Quasimodo**
	PANEL: European Multimodal and Digital Education for Language Learning (EU-MADE4LL) project	**PANEL**: Exploring communication practices through WhatsApp	Multimodal human-computer/technology interaction	Intersemiotic translation	Digital literacy and teacher training	Multimodality and digitality in second language learning	Multimodality and digitality in second language learning	Specialised discourse and digital textuality
	Convenor: Maria Grazia Sindoni	**Convenor: Alfonso Sánchez-Moya**	**Chair: Gunhild Kvåle**	**Chair: Daniela Guardamagna**	**Chair: Cristina Arizzi**	**Chair: Victor Lim Fei**	**Chair: Arlene Archer**	**Chair: Helen Caple**
14.30 16.00	Project coordinator: Maria Grazia Sindoni. Partners: Elisabetta Adami, Ilaria Moschini, Styliani Karatza, Sandra Petroni, Marc Rocca. - EU-MADE4LL project presentation. - Intellectual Output 1: Learnweb platform for EUMADE4LL. - Intellectual Output 2 - EUMADE4LL syllabus. - Intellectual Output 3 - The Common Framework of Reference for Intercultural Digital Literacy (CFRIDiL)	**Olga Cruz-Moya, Alfonso Sánchez-Moya** Humour in online conversation: A contrast study between junior and senior generations of WhatsApp group users	**Ciara Wigham, H. Müge Satar** Site of engagement, modal density, and frozen actions in language teaching via videoconferencing	**Giulia Magazzù** The adaptation of songs in the Disney live action Beauty and the Beast: A multimodal translation-based study	**Natasa Lackovic, Alin Olteanu** Digital environments and affordances for multimodal e-learning: An argument for an iconic education and inclusion of image-based reflection	**Jingjing Huang** A qualitative study of multimodality in multimodal language teaching and learning in English classes of Chinese schools	**Maria E. Franco Holanda, Yolanda Sampaio** The role of multiple semiosis in acquisition of additional language in bilingual education: Didactic material analysis	**Issra Pramoolsook, Chalita Yaemwannang** Textually appetising, visually mouth watering: Multimodal discourse analysis of international restaurant homepages
		Alfonso Sánchez-Moya, Olga Cruz-Moya A discursive examination of the use of emojis in two WhatsApp groups: A matter of age?	**Inmaculada Fortanet-Gómez, Laura Trandafir** Silence in meetings in the virtual business professional project	**Evangelos Kourdis** Senses and semiotic variety in animation films	**Edgar Bernad-Mechó** Applying the multimodal analysis of lectures in OpenCourseWare to teacher training programs in EMI settings	**Maria Zenaide Valdivino da Silva** Multimodality and English as foreign language: A teacher's practice from a Brazilian public school	**María Martínez Lirola** Using multimodal discourse analysis to teach gender at tertiary education	**Anna Zieba** Patterns of interaction in digital food photography – a social semiotic perspective
		Carmen Maíz-Arévalo Humour and self-presentation on WhatsApp profile status	**Sabine Hoffman** The negotiation of difficulties in communication during video-conferencing	**Songyan Du** A multimodal approach to Chinese subtitling of English-language films	**Melinda Dooley** Getting 'woke': Pedagogical proposals for tomorrow's multimodal digital environments	**Roula Kitsiou, Katerina Makri, Maria Papadopoulou** Multimodal awareness raising in an online second language acquisition postgraduate program	**Alice Gasparini** Multimodal dialogue in social media and second language learning: The case of Instant Messaging Platform WhatsApp	**Noelia Ruiz-Madrid, Julia Valeiras-Jurado** Teaching and learning multimodal literacy through digital tools: the case of oral presentations
16.00 16.30	**Coffee break**							

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	Auditorium Loyola	Room Marinetti	Room Trilussa	Room Belli	Room Ungaretti	Room Verga	Room Saba	Room Quasimodo
	PANEL: Changing practices through digital technology	**PANEL**: Analysing multimodal digital discourse	**PANEL**: The populist uses of multimodality in social media	**PANEL**: To teach and/or to delight? Exploring the dichotomy of 'fun' and 'learning' in multimodal digital communication	**PANEL**: Mediation, remediation and transmediation in multimodal literacy: Critical reflections on reshaping discursive representations	Multimodality and digitality in second language learning	Multimodality and digitality in second language learning	Specialised discourse and digital textuality
	Convenor: Søren Vigild Poulsen	Convenor: Franca Poppi	Convenor: Massimiliano Demata	Convenor: Susanne Reichl	Convenor: Giuseppe Balirano, Antonio Fruttaldo	Chair: Belinda Crawford Camiciottoli	Chair: Diane Ponterotto	Chair: Anna Franca Plastina
16.30 18.30	**Thomas Hestbæk Andersen, Julia Rytter Dakwar** The use of the shopping cart when shopping offline and online	**Francisco O. D. Veloso** A social-semiotic analysis of 2018 Brazil Presidential Election campaign videos	**Massimiliano Demata** 'A victory for ordinary (connected) people'. Social media, multimodality and populism	**Barbara Göbl, Dayana Hristova, Suzana Jovicic** Between play and manipulation: Tackling persuasive design through a serious game for adolescents	**Giuseppe Balirano** Transmediating crime: Collocational meanings in semiotic systems	**Leiliane de Vasconcelos Silva, Maria Eduarda Sousa Santos, Vânia Soares Barbosa** Multimodal compositions: Analyzing reading activities on digital environments	**Max Praver, Christopher Haswell, Robert Cvitkovic** Measuring student engagement with an English language learning app	**Giuliana Diani** Multimodal resources for popularizing scientific knowledge among children
	Søren Vigild Poulsen Changing nursing practices through digital semiotic regimes	**Franca Poppi** Indexicality and identity construction: The story told by bloggers	**Helmut Gruber** "I say it for you!" – verbal and pictorial self-presentation strategies in H.C. Strache's rhetoric on Twitter	**Nadja Kerschhofer-Puhalo, Christian Schreger, Sarah Ritt, Werner Mayer** New literacies – new authors. Insights from a participatory research program on children's extracurricular literacy engagement	**Eleonora Esposito** New ways to remediHate: Digitally-mediated discursive practices of gender-based hostility	**Afnan Alaloula** Language learners' digital reading practices in Twitter	**Amy McIntire** Musical text: An effective instrument in teaching language and culture	**Adrian Yip** Multimodality in online sports reporting
	Gunhild Kvåle ABC-apps as semiotic technology	**Cecilia Lazzeretti** "*We hope you share your thoughts with us*". The illusion of engagement in museum blogging	**Maria Ivana Lorenzetti** Multimodality in immigration discourse in a contrastive perspective	**Miriam Mayrhofer** Spoiler Warning! – Unfolding creativity, performance and identity formation on BookTube	**Antonio Fruttaldo** The saturation of time and experiences: A multimodal analysis of *A Single Man*	**Tamilla Mammadova** The essence of mobile technology in present-day EFL/ESP classes	**Arancha Pinar** TED TALKS and the enhancement of motivation in multimodal ESP practice	
	Theo van Leeuwen, Christian Mosbæk Johannessen Art as research into semiotic technology – the case of David Hockney's digital art	**Satomi Ura** Inherent interactions among the members of a parents' association in Japan	**Franco Zappettini, Marzia Maccaferri** Digital populism and Euroscepticism in the multimodal political communication of Lega and Movimento 5 Stelle	**Susanne Reichl** "I totally didn't see it coming": Exploring young readers' metacognitive skills via Goodreads	**Margaret Rasulo** Spectacular ISIS – remediating the Jihad cause: From glossy magazines to video culture			
	Morten Boeriis Truth and lies in digital visual communication – modality cues from a technological perspective	**Alessandra Marazzi, Margherita Pelleriti, Sara Radighieri** Digital media in foreign language learning	**Marianna Lya Zummo** When politics goes on air (on my wall). Facebook live as a new political communicative tool	**Christina Schuster** "The fanon is real" or: The transgressive potential of multimodal mediations and constructions of gender in fanfiction	**Sole Alba Zollo** Mental health awareness campaigns: Remediation to fight stigma and discrimination			

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9.00 10.00	Auditorium Loyola - Chair: Ilaria Moschini
	IN-TOUCH: Digital touch communication
	Carey Jewitt - Institute of Education (UCL), London, UK

	Auditorium Loyola	Room Marinetti	Room Trilussa	Room Belli	Room Ungaretti	Room Verga	Room Saba	Room Quasimodo
	COLLOQUIUM: Multimodality 2.0: New theories, new methods, new chances	Assessment in the digital age	Multimodality and digitality in second language learning	Multimodality and digitality in educational practices	Digital literacy and teacher training	Specialised discourse, multimodality and digital textuality	Multimodal human-computer/technology interaction	Multimodal critical discourse analysis
	Convenor: John Bateman	**Chair: Diane Ponterotto**	**Chair: Ivana Marenzi**	**Chair: Anna Franca Plastina**	**Chair: Flavia Cavaliere**	**Chair: Francesca Coccetta**	**Chair: Gunhild Kvåle**	**Chair: Victor Lim Fei**
10.00 11.30	**John Bateman** Digital: Is that even a thing?	**Rick Evans, Traci Nathans-Kelly** Fostering learner agency: Creating a learner-centered approach to assessment through communication self-efficacy and ePortfolios	**Yvette M. Ngah Eyara** Digital literacy of future teachers of foreign languages in Cameroon: Case of Spanish in ENS of Yaoundé.	**Arlene Archer** Recognition of student resources in digital environments	**Janine Knight, Melinda Dooley** Exploring learner agency and digital agents in order to expand the critical digital literacy research agenda	**Isabel Corona** What's news? The multimodal discursive construction of newsworthiness on European research projects' homepages	**Gaëlle Ferré, Nolwenn Pensivy** A linguistic approach to augmentative and alternative communication: Use of a symbol-to-speech device by a nonverbal person with autism	**Göran Eriksson, Ariel Chen** "With great taste comes great responsability": A multimodal critical discourse analysis of corporate storytelling
	Janina Wildfeuer Discourse semantics and textual logic: Methodological considerations for digital multimodal analysis	**Robert Prince, Jacob Jaftha** Teaching, learning and assessment of multimodal digital academic numeracy practices	**Rita Kupetz, Carmen Becker** ARTivism in the EFL classroom: Teaching and learning multimodal digital communication through murals	**Nickolas Komninos, Piergiorgio Trevisan, Nicoletta Vasta** Critical multiliteracy skills in Secondary School students: Preliminary results	**Liudmila Shafirova, Carme Bach** From "a newbie" to a professional crafter: Digital identity and foreign language literacy development of a brony fan	**Helene Schmolz** A multimodal analysis of online news articles about migration	**Chun Liu, Nyle Davies** Rapport and multimodality in mental health intervention apps	**Mariavita Cambria** Re-enacting and re-embodying war discourse: A multimodal analysis of the WWI Galleries at the IWM
	Jana Pflaeging Visualising the theory and methodology in multimodality	**Roberta Signorino** eTwinning as a tool for the development of digital and multilingual competences and of new teaching, learning, and assessment strategies	**Martin Parsons, Mikel Garant, Larry Walker** Exploring the potential benefits of student-produced, English-language history podcasts	**Jacobus Olivier** Situated and culturally appropriate self-directed multimodal learning for education students at a South African university	**Ezis Japar Sidik** Social media, social agency and legal consequences in Indonesia: Call for multimodal pedagogy	**Carmen Sancho Guinda** Stepping down the ivory tower? Impact of multimodality in science dissemination (video presentation)	**Viktoria Yefymenko** Interactivity and multimodal cohesion in digital fairy tales	**Brooke Nelson** "Why did you put hair and make-up over my photo?": Women's creative multimodal responses as discursive activism
11.30 12.00	Coffee break							

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	COLLOQUIUM: Multimodality 2.0: New theories, new methods, new chances	PANEL: Empowering digital literacies in EFL contexts – Multimodal and international perspectives	Multimodal digital discourses	Multimodality and digitality in educational practices	Digital literacy and teacher training	Specialised discourse, multimodality and digital textuality	Online discourse analysis: Text-Image relation	Multimodal critical discourse analysis
	Convenor: John Bateman	Convenor: Volker Eisenlauer	Chair: Søren Vigild Poulsen	Chair: Giuseppe Balirano	Chair: Mariavita Cambria	Chair: Lucia Abbamonte	Chair: Gaëlle Ferré	Chair: Massimiliano Demata
	Carman Ng Morphing hybridity: Exploring alternate reality games	**Volker Eisenlauer** Critical digital literacies in multimodal language learning environments	**Delia Chiaro** Seriously funny: When the message becomes the meaning in digital spaces	**Sunčana Tuksar** Film semiotics and multimodal representations in EL teaching	**Marie Nordmark** Legitimation in teacher education: A need to shift focus from assessment to teaching	**Zósimo López Pena** Tourism websites multimodal analysis: The case of institutional tourism websites related to Santiago de Compostela	**Agnese Sampietro** Intersemiotic relations between emoji and the written text on Whatsapp	**Belinda Crawford Camiciottoli** Balancing ideological stance in an OpenCourseWare lecture: A multimodal case study
	Hartmut Stöckl A rhetorical take of multimodal communication: The case of social advertising	**Styliani Karatza** Developing primary school students' multimodal literacy in digital environments	**Cristina Calò** The "social" infinitive: An innovative type of independent infinitive in Spanish micro-blogging	**Jin Dong** Multimodal analysis of using video game *Minecraft* to study BA-construction in Chinese	**Vânia soares Barbosa, Antonia Dilamar Araújo** *The Grammar of Visual Design* as a tool to read images: A reading experience with pre-service teachers	**Valeria Franceschi** "In fair Verona, where we lay our scene": A multimodal analysis of the tourist gaze on Verona	**Ralph Ewerth, Christian Otto** Computing cross-modal relations between text and image representations	**Martina Caschera** The new animated face of Xi Jinping's media strategy. Propaganda cartoons in China
12.00 13.30		**Nora Nagy** Multimodality, task and digital resources: Elements of course and task design in teacher education	**Aliaksandr Barkovich** Multimodal identity in the information modeling of computer-mediated discourse	**Zsófia Somogyi-Rohonczy** What could we learn by a video artwork? – Multimodal educational experiences in the Ludwig Museum Budapest	**Michael Lithgow** Subject literacies and algorithmic biopower: Pedagogy of the datafied r423	**Davide Palmisano** Cultural orientations and tourism discourse: A multimodal analysis of agriturismi and masserie's websites for German speaking tourists	**Helene Caple** How can an analysis of text-image relations on Instagram show us how communities of users are formed?	**Theresa Catalano, Andreas Musolff** The war on migrants: Militarization of the U.S. Border Patrol as seen through recruitment videos
		Bessie Mitsikopoulou Visual cohesion in digital materials for the teaching of English as a foreign language						
13.30 14.30	Lunch break							

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14.30 15.30	Auditorium Loyola - Chair: Elisabetta Adami *What can multimodality tell us about healthy and ethical food?* **David Machin** - Örebro University, Sweden

	Auditorium Loyola	Room Marinetti	Room Trilussa	Room Belli	Room Saba	Room Quasimodo	
	PANEL: New frontiers for research on learning and multimodality in the digital age	**PANEL**: LearnWeb: Communities and digital environments for multimodal and multimedia interactions	Constructing digital identities	Multimodal digital texts in classroom	Multimodal discourse in museums and digital artworks	Specialised discourse, multimodality and digital textuality	
	Convenor: Victor Lim Fei	Convenor: Ivana Marenzi	Chair: Flavia Cavaliere	Chair: Belinda Crawford Camiciottoli	Chair: Arianna Maiorani	Chair: Gaëlle Ferré	
15.30 17.00	**Emilia Djonov, Chiao-I Tseng, Victor Lim Fei** Transmedia storytelling: A model for empirical investigations of its potential to foster learning	**Maria Bortoluzzi, Ivana Marenzi, Elisa Bertoldi** Recontextualizing language teaching and learning: The YELL/TELL and CELL digital environments	**Daniela Cesiri** 'All about me': Constructing digital identities in a corpus of UK food blogs	**Annette Turney** Explaining science: Meaning-making in student-generated digital media	**Judith Turnbull, Chiara Prosperi Porta** Use of multimodality in museum websites	**Sara Corrizzato** Popularizing Country-of-Origin effect through digital storytelling: An analysis of Italian agri-food products' websites promotional discourse	
	Yiqiong Zhanga, Kay O'Halloran Empowering the point: Pains and gains of an ESL writer's traversing between print-based writing and multimodal composing	**Francesca Bianchi** LearnWeb: An interactive multimedia environment for translators' and interpreters' training	**Soraya Mehrabi** Digital identities in contemporary Iran	**Helene Dahlström** Students design of multimodal digital stories	**Jennifer Blunden** What happened to the artist? Representation and positioning in art museum websites	**Antonella Napolitano** Enroll now! A multimodal analysis of the promotional discourse of UK and USA online academic courses on edX	
	Jennifer Yeo, Chew Lee Teo Multimodal analysis of students' meaning-making in science and its implication to learning analytics systems	**Elisa Bertoldi, Maria Bortoluzzi, Ivana Marenzi** *Let's tell a tale* : Storytelling in English L2 for children	**Marija Semjonova, Irina Novikova** Practices of digital self-portrayal in Latvian online social networks	**Louise Olivier** Multimodal co-creation in an academic literacy module	**Nicki Runge** From black box to white cube and back again: Resemiotization of online and offline text-based art	**George Damaskinidis** The dark side of love: Transforming love songs in scary cover books	
	Robert Santiago de Roock, Mark Charles Baildon Intentionality in mediational means: Platform literacy and the multimodal interpellation of the idealized user	**Maria Cinque** Using digital environment for teacher training. Multimodality for special educational needs					
18.15 20.00	**Social event:** A guided tour among the major Roman theatres						
20.00	**Conference Dinner:** *Restaurant 'Al Pompiere'* - Via di Santa Maria de' Calderari, 38 (situated on the *piano nobile* of Palazzo Cenci)						

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	SATURDAY, 22 JUNE 2019						
9.00 10.00	Auditorium Loyola - Chair: Maria Grazia Sindoni *The right to look* **Rodney Jones** - University of Reading, UK						
9.30 12.30	**Coffee station**						
	Auditorium Loyola	**Room Marinetti**	**Room Trilussa**	**Room Belli**	**Room Saba**	**Room Quasimodo**	**Room Montale**
	PANEL: New advances in the multimodal study of webcam-mediated second language teaching	**PANEL**: Approaching new multimodal literacies	Multimodal digital discourses	Multimodal human-computer/technology interaction	Specialised discourse, multimodality and digital textuality	Online discourse analysis	**WORKSHOP**: "In the soup". Hands-on Lab: Digital multimodality applied to the pedagogy of the workplace
	Convenor: Nicolas Guichon	**Convenor: Flavia Cavaliere**	**Chair: Ivana Marenzi**	**Chair: Michael Lithgow**	**Chair: Mariavita Cambria**	**Chair: Arianna Maiorani**	**Marc Rocca & Sam Taylor**
10.00 11.30	**H. Müge Satar, Ciara R. Wigham** How do language teachers give task instructions in webcam-mediated lessons?	**Lucia Abbamonte** The media-savvy narratives of Greenpeace	**Silvia Verdiani** Conglomerates of language and image in political network communication	**Jesse Pirini** Seeing and being seen: Exploring how people use their orientation to the camera during video interaction	**Hoang Van Nguyen** The discourses of risk in multimodal texts: A systemic functional analysis of Vietnamese video advertisements for helmet awareness	**Jan Alyne Prado** How multimodal awareness helps to make sense of a news event through Instagram memes. An empirical account to the end of Cuba participation on More Doctors Program	E U M A D E 4 L L w o r k s h o p
	Marco Cappellini Affordances and discursive positionings in a French-Chinese teletandem	**Flavia Cavaliere** 'Connecting the world of science' - Facebook for scientists	**Leticia Tian Zhang, Daniel Cassany** Language play through multimodality: Color, position, symbols and shape in danmu-mediated communication	**Yulia Khan** Ethnic, Sakhalin-Korean identity in everyday (inter)actions	**Sean P. Smith** Historicizing the semiotics of privilege: Instagram's affordances in constructing the aesthetics of tourist consumption	**Mohamed Saki, Radia Hannachi** A comparative multimodal analysis of social mobilisation on Twitter: A case study of #metoo, #balancetonporc, #masaketch/	
	Cecilia Li A gaze analysis of meaning negotiation episodes in webcam-mediated interactions	**Eleonora Federici** Translating discourses about 'Italianness' in websites	**Addie China** Beyoncé's meaning is intersemiotic: Visual, linguistic, and hypertextual multimodality in Twitter, Tumblr, & Pinterest	**Piangchon Rasdusdee** Constructing 'legitimacy' and 'recognition': Online multimodal case study of female cleric communities in Thailand		**Maria Cristina Aiezza** #ReadyToChange: A multimodal discourse analysis of the EU digital campaign to reduce single-use plastics	
	Ciara R. Wigham, Nicolas Guichon Temporal sequencing in webcam-mediated language teaching	**Marina Niceforo** Digital discourse, real environment: Communicating the marine litter issue on the EC's institutional web pages					

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	Auditorium Loyola	Room Marinetti	Room Trilussa	Room Belli	Room Saba	Room Quasimodo	Room Montale
	PANEL: Multimodal strategies in hegemonic and emergent digital discourses	**PANEL**: Approaching new multimodal literacies	Multimodal digital discourses	Children's digital literacy	Multimodality and digitality in educational practices	Online interaction and gaming	**WORKSHOP**: "In the soup". Hands-on Lab: Digital multimodality applied to the pedagogy of the workplace
	Convenor: Isabel Alonso-Belmonte, Manuela Romano Mozo	**Convenor: Flavia Cavaliere**	**Chair: Søren Vigild Poulsen**	**Chair: Francesca Coccetta**	**Chair: Diane Ponterotto**	**Chair: Massimiliano Demata**	**Marc Rocca & Sam Taylor**
11.30 13.00	**M. Dolores Porto** Emotion as a discursive engaging strategy in digital stories	**Silvia Osman** Summative Intelligence Concept (SiC) and Mindsight within the framework of multimodal approaches to communication	**Caroline Vincent, Joséphine Rémon, Samira Ibnelkaïd, Jean-François Grassin** Tackling multimodal digital data through a multidimensional and hybrid research set-up	**Peta Petersen** Children's expressions of participation in Preschool using digital tablets	**Natasa Laćkovic** From Info to Inquiry Graphics: Multimodal learning designs with digital images (video presentation)	**Pietro Luigi Iaia** Introduction of the 'cooping' model for the cognitive-functional investigation of gamers' online intercultural conversations	E U M A D E 4 L L w o r k s h o p
	Silvia Molina Multimodal persuasive communication in engineering corporative websites	**Cristina Pennarola** "Can you judge a book by its cover?": A multimodal analysis of the Bible front covers and home pages	**Alin Olteanu** A joint approach to environmental and digital literacies	**Pauline Jones** Preparing for curriculum disciplines: Preservice primary teachers and digital literacy	**Vivian Lee** Using multimodality in translation: The use of SNS in the classroom	**Jason Hawreliak** Modal irony: Examining dissonant modes in digital games	
	Isabel Alonso-Belmonte Framing effects in multimodal online news: a case study	**Douglas Ponton** Rapping the sheds: Aspects of multimodality within the Men's Shed Movement	**Matteo Di Cristofaro** Analysing and mapping the language of a place: The AFOr archive	**Kostas Voros** Teaching and learning digital media literacy in Primary School: Storyboarding as multimodal literacy	**Nathaly Gonzalez-Acevedo, Melinda Dooley** Very young learners exploring the affordances of digital drawings on iPads		
	Manuela Romano Mozo Creative multimodal strategies in recent Spanish protest movements	**Małgorzata Sokół** "I'm not gonna judge you for what you eat": Interdiscursive identity construction in YouTube tutorials promoting veganism					
13.00 14.00	**Lunch break**						
14.00 15.00	Auditorium Loyola - Chair: Sandra Petroni *Function and identity in multimodal communication* **Theo van Leeuwen** - University of Technology, Sydney, Australia / University of Southern Denmark, Odense, Denmark						
15.00 15.30	**Auditorium Loyola** **Closing Ceremony**						