

The *Faculty of Linguistics and Literary Science* at the University of Bremen, Germany, has a rich and impactful track record in pushing the boundaries of the study of mediated multimodality. Through internal, national, and international cooperative project work, we engage in both theory-building and empirical research on multimodal documents of numerous kinds. Our efforts rely on a variety of real-world examples and encompass the following research foci:

- Corpus-based analysis of film genre
- Multimodal discourse analyses
- Multimodal cohesion analyses
- Relations between comics & film
- Document design & critique
- Narratology and visual narration
- Film and materiality
- Political communication & persuasion in the digital age
- Multimodal genre mapping in online communication
- Multimodality and style

To cover this range of topics, we rely on transdisciplinary collaborations between Systemic Functional Linguistics, Formal Discourse Semantics and Communication Science, Cognitive Psychology, Philosophy, and Visual Studies.

## COMICS AND THE MOVING IMAGE

## VISUO-AUDITORY NARRATIVITY

## POLITICAL COMMUNICATION

## STATIC AND DYNAMIC MULTIMODAL ARTEFACTS

To what extent does media evolution have impact on film genre evolution? **Chiao-I Tseng's** recent multimodal research focuses on combining automatic image processing and high-level discourse analysis, relating digital communication and dynamic media to film viewer's narrative understanding and genre expectation.

Political communication in the digital age offers fertile ground for multimodal discourse analysis. **Ognyan Seizov** studies the image-text relationships at work in documents of political persuasion. His current focus is the rhetoric of user-generated multimodal content.

Over the past few years, **John Bateman** and **Janina Wildfeuer** have been examining levels of discourse description for (audio-)visual multimodal artefacts, particularly narrative film and comics. Within a general model of multimodal discourse analysis based on formal and functional approaches to discourse semantics, we have developed accounts for several areas of multimodal discourse, providing fine-grained descriptions of the deployment of (audio-)visual technical features in these artefacts from the perspective of their multimodal discourse construction. In our more recent work, we have returned to consider particularly the consequences of the very different material substrate of (audio-)visual texts in contrast to that of language. The aim is to find out which resources form significant elements within the meaning-making process by examining how these resources integrate and operate together.

The Faculty's curriculum offers a number of Bachelor's and Master's courses introducing the fundamentals of multimodal linguistics. These are followed by advanced seminars on specific topics and by individual as well as group-oriented research projects in multimodality. Our courses cover:

## Winter 2015/2016:

- Introduction to Multimodal Analysis
- Introduction to Text and Discourse Analysis
- Multimodal Methodologies
- Multimodality across Media

## Summer 2016

- Communication Design
- Online Discourses & Social Media
- Multimodal Analyses of TV Series
- Key Issues in Multimodal Research

A growing number of our students choose to write their dissertations in the field of multimodal discourse analysis focusing on empirical examples from print and online media as well as film and comics.

## CONTACT

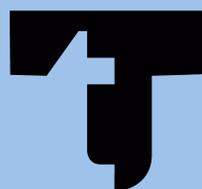
Prof. John A. Bateman [bateman@uni-bremen.de](mailto:bateman@uni-bremen.de)

Dr. Ognyan Seizov [seizov@uni-bremen.de](mailto:seizov@uni-bremen.de)

Dr. Chiao-i Tseng [chiao@uni-bremen.de](mailto:chiao@uni-bremen.de)

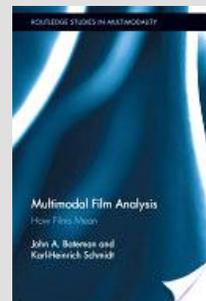
Dr. Janina Wildfeuer [wildfeuer@uni-bremen.de](mailto:wildfeuer@uni-bremen.de)

Bremen Institute for Transmedial Textuality Research:  
<http://www.fb10.uni-bremen.de/bitt>

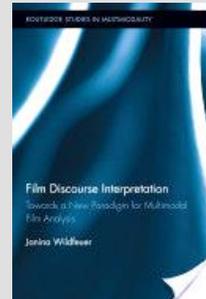


## RECENT PUBLICATIONS

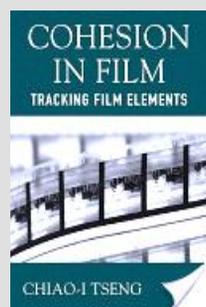
Bateman, J. / Schmidt, K.-H. (2012): Multimodal Film Analysis. How Films Mean. London, New York: Routledge.



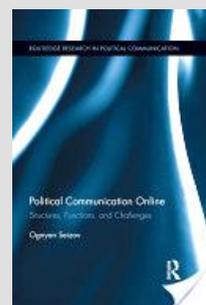
Wildfeuer, J. (2014): Film Discourse Interpretation. Towards a New Paradigm for Multimodal Film Analysis. London, New York: Routledge.



Tseng, C. (2014): Cohesion in Film. Tracking Film Elements. Basingstoke: Palgrave MacMillan.



Seizov, O. (2014): Political Communication Online. Structures, Functions, and Challenges. London, New York: Routledge.



Bateman, J. (2014): Text and Image. A Critical Introduction to the Visual/Verbal Divide. London, New York: Routledge.

