You are invited to the research seminar of
the new *International Multimodal Communication Centre* (IMCC), University of Oxford

in Week 3 MT 2019
Date 30 October 2019; **Venue** Dahrendorf Seminar Room, St Antony's College Oxford

Event Programme:
5 pm – 5.50 pm: Talk: ***Researching viewpoint construction in Russian media at three levels of automation: What can cognitive linguistics and corpus linguistics contribute to analysis of large multimodal datasets?***
By Dr Anna Wilson, Oxford School of Global and Area Studies
5:50 – 6.20 pm: Q&A
6:20 – 7:00 pm: discussion during a wine reception

Abstract: The topic of viewpoint construction in media is currently of interest to researchers from various disciplines - social sciences, humanities, natural and life sciences - as it can help e.g. to understand the construction and functioning of propaganda; interpretation, perception and discussion of literature and film; certain framing of historical events; relation between media, culture and history; perception and interpretation of art work; decoding verbal content in archaeology; modelling of multimodal human communication and behaviour in machine learning and robotics.
What communication and discourse strategies, techniques, mechanisms underlie viewpoint construction or framing of events and situations in a certain way? What *multimodal* strategies are used to construct viewpoint in media? How can we analyse multimodal strategies in large messy media datasets? Why do we need to use cognitive linguistics and corpus linguistics tools to be able to analyse large multimodal datasets in a successful meaningful way? What existing computational tools can help us to do just that? Dr Wilson will attempt to give some answers to these questions through presenting her research on multimodal viewpoint construction in Russian media, which uses Red Hen Lab ([www.redhenlab.org)](www.redhenlab.org) as a platform.

Bio: Dr Anna Wilson is the Head of Language Studies at Russian and East European Studies, Oxford School of Global and Area Studies, University of Oxford. Trained as a philologist and a linguist, she works in the fields of cognitive linguistics, cognitive poetics, critical discourse studies, political and media communication, especially on multimodal communication analysis and conceptual blending analysis of Russian media discourse. Her research interests range from the construction of meaning in multimodal discourse and communication, analysis of metaphor, counter-factuality, viewpoint, and parody in media discourse, to the use of cognitive linguistics methods in interdisciplinary research in the social sciences and humanities.

How to subscribe to the IMCC mail list:
Many thanks to those who could join us at the launch event for the International Multimodal Communication Centre in Week 1 and our seminar in Week 2.
You can subscribe by sending an email to imcc-subscribe@maillist.ox.ac.uk If you subscribe, you will get our invitations to weekly IMCC seminars and relevant information about IMCC activities and events. We will also send a full term card for MT 2019, HT 2020 and TT 2020 as soon as all speakers confirm. Please encourage colleagues from across the University to join!
We look forward to seeing you at future events!

What is 'multimodal' analysis? Why have a multimodal communication centre? Why now?

Multimodal analysis is the combined analysis of at least two of the following aspects of human communication: verbal, sound, and visual. It is becoming increasingly relevant to researchers and research students from a wide range of social sciences and humanities disciplines as well as mathematical, physical, and life science disciplines.

Most human communication is more than just words: it is multimodal. How are verbal input, visual input and sound input integrated to generate messages and support their understanding? What do intonation, facial expression, gesture and body language add to the message communicated? How do producers use timing, settings, camera movement, etc. to manipulate their television or cinema audiences? How do media outlets frame the same event from different angles by foregrounding certain aspects of multimodal communication? How do people use multimodal cues to direct the reading of a text in a particular way? How do people use images, emoji, and videos to communicate on social media? How do our understanding of mechanisms and underlying goals of multimodal communication inform research in linguistics, psychology, political science, international relations, sociology, media studies, journalism studies, business and economics, cultural and cognitive anthropology, history of art, archaeology, computer science, mathematics, statistics, and engineering science?

There is a need to develop analytical models and methods for multimodal communication and large multimodal communication datasets on which these models/methods can be tested, as well as the combined pipelines of tools suitable for semi-automatic and automatic indexing, annotation, and analysis of such datasets. There is a further need to develop training and build capacity in research methods suitable for multimodal communication, and a need to provide a multimodal research evidence-base for policy and other knowledge exchange (KE) activities.

The International Multimodal Communication Centre (IMCC) will meet these needs and situate the University of Oxford at the leading edge of multimodal communication research. IMCC will serve as a hub for interdisciplinary and inter-regional research, facilitate KE, develop training materials, and support teaching activities.