Online Symposium	
Wednesday 27 September 2023	
09:00-18:00 (BST)	
09:00-09:15	**Welcome and Opening** Jeff Bezemer, Sophia Diamantopoulou & Karen Choi
09:15-10:00	**Keynote speech** John Potter, Culture, Communication & Media, University College London

10:00-11:00	**The Impact Potential of Organizational Semiotics**
	(Chair: Louise Ravelli)
	    Louise Ravelli, The University of New South Wales
	    Theo van Leeuwen, University of Southern Denmark
	    Dennis Jancsary, Vienna University of Economics and Business

11:00-12:00	**Time and Space in Multimodal Discourse: Examining their Co-patterning and its Implications for Teaching and Learning**
	(Chair: Emilia Djonov)
	• **Are "Active Learning Classrooms" really active? A multimodal critical investigation of classroom design and performance in an Australian context**
	    Xiaoqin Wu, Southwest University
	• **Space and time in the design of children's apps for learning English: A critical multimodal analysis**
	    Rongle Tan, Macquarie University
	    Emilia Djonov, Macquarie University
	    Alice Chik, Macquarie University
	• **Discourse-semantics of time and space and their instantiation in children's audio-visual narratives**
	    Chiao-I Tseng, University of Bremen
	    Emilia Djonov, Macquarie University

12:00-13:00	**Uniquely Chinese: Multimodality in Chinese Social Media**
	(Chair: Yiqiong Zhang)
	• **A multimodal composing perspective on youth's civic participation online**
	    Lianjiang Jiang, The University of Hong Kong
	• **Recontextualisation and vernacular creativity in Chinese political Internet memes: A multimodal corpus-based analysis**
	    Zhe Liu, University of Leeds
	• **Interactions between graphicons and language in Chinese social media: A diachronic investigation**
	    Yiqiong Zhang, Indiana University Bloomington & Guangdong University of Foreign Studies
	    Susan C. Herring, Indiana University Bloomington
	    Rongle Tan, Macquarie University
	• **Face saving with a Doge face: Pragmatic functions of the Doge emoji in Chinese social media**
	    Yanmin Wu, Guangdong University of Foreign Studies
	    Yiqiong Zhang, Indiana University Bloomington & Guangdong University of Foreign Studies

13:00-14:00	**Keynote speech** Kay O'Halloran, Department of Communication and Media, University of Liverpool	
14:00-15:00	**Towards a Diverse, Equal, and Inclusive Discursive World: A Multimodal Approach to Identity Construction Across Media** (Chairs: Jenifer Ho & Esterina Nervino) **Towards diverse, equal, and inclusive marketing: a multimodal approach to luxury branding discourse in the social media** Esterina Nervino, City University of Hong Kong **A multimodal social semiotic analysis of Hong Kong's COVID-19 vaccination video public service advertisements: Unveiling the construction of inclusivity and values in Hong Kong** Karen Choi, University College London **Chinese postfeminism and wanghong Girls' multimodal identity performance in livestreaming** William Feng, The Hong Kong Polytechnic University **The multimodal construction of the 'non-native' English teacher on digital platforms** Jenifer Ho, The Hong Kong Polytechnic University	**Multimodal Interaction and Health Discourse** (Chair: Lihe Huang) **Pragmatic impairment and multimodal compensation in older adults with dementia** Yiran Che, Tongji University Lihe Huang, Tongji University **Modeling linguistic performance of older adults in living experience: Constructing multimodal corpus of gerontic discourse** Deyu Zhou, Tongji University **Dental students' constructions of older adults' identities in multimodal life stories and vlogs: A discourse analytic study incorporating membership Categorisation analysis** Ayeshah Syed, The University of Malaya **Visuals of dementia: The social interpretation of a health discourse** Pei Soo Ang, The University of Malaya
15:00-16:00	**Multimodality and Future Landscapes: Meaning Making, AI, Education, Assessment, and Ethics**	**Transmission of Memories of Three Latin American Dictatorships (Argentina, Chile**

	(Chair: David Ruttenberg) **Technology and multimodal assessment: What and where literature said and posit itself** Laily Maulida Septiana Harti, University College London **Multimodal assessment in higher education meets generative AI** Henrika Florén, University College London **Multimodal technologies for neurodiverse and sensory-laden environments** David Ruttenberg, University College London	**and Uruguay) from A Critical Multimodal Perspective** (Chair: Patricia Baeza Duffy) **Memories of the resistance of express political women: a case study on the transmission of the memory of the last Uruguayan dictatorship** Mariana Achugar, University of the Republic **The task of mother and grandmother of Plaza de Mayo in a story for children from a multimodal perspective** Julia Zullo, University of Buenos Aires **Theatre, musical and visual creations as multimodal spaces for memories of the Chilean dictatorship between 1973 and 1990** Patricia Baeza Duffy, The Pontifical Catholic University of Chile
16:00-17:00	**Contemporary Multimodal Teaching and Learning Practices in Diverse Educational Contexts: Targeting Digital Text Competences** (Chair: Eva Wennås Brante) **Teachers' design for and in learning developing assessment practices for digital multimodal meaning-making** Sylvana Sofkova Hashemi, University of Gothenburg Petra Magnusson, Kristianstad University Anna Åkerfeldt, Stockholm University **Designing and teaching reading of multimodal digital texts in**	**Multimodal Critical Studies from Latin America: Current Trends in Media, Politics and Education** (Chair: Laura Flores) **Eyes in the street: Multimodal discursive practices as a political denouncement** Gisell Melo-Letelier Carolina Badillo, The University of Wollongong Laura Flores Dominique Manghi, ICOM-10 president of the organising committee Liliana Vasquez-Rocca, The Andrés Bello National University Gerardo Gody-Echiburu, The Pontifical Catholic University of Valparaiso

	secondary school classroom practices Lisa Molin, University of Gothenburg Anna-Lena Godhe, Jönköping University and Malmö University • **The construction of interactive and multimodal reading in school — a performative, collaborative and dynamic reading** Linnéa Stenliden, Linköping University Ulrika Christina Bodén, Linköping University	• **Semiotic landscapes in multilingual educational contexts: A case study** Carolina Pérez-Arredondo, O'Higgins University Enrique Droguett-Ramírez, O'Higgins University • **Exploring the semiotic potential of multimodal alternative scholarship** Mariana Mussetta, The National University of Villa María • **Towards critically understanding and producing multimodal discourse in the EAL context** Cristina Maria Boccia, The National University of Cuyo
17:00-18:00	**Keynote speech** Susan C. Herring, Department of Information and Library Science, Indiana University Bloomington	

Disclaimer: To accommodate presenters coming from different time zones, please be aware that there are no breaks between sessions. Participants, kindly self-manage your own breaks.