

COURSE UNIT DESCRIPTION

Course unit title	Research field, branch, code	Faculty	Department, Institute
Multimodality in public discourse: aspects of research	Philology, Linguistics, H004	Philology	Kaunas Faculty Institute of Language, Literature and Translation Studies

Study cycle	3 rd (doctoral)
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Mode of delivery	ECTS credits	Type of the course unit	Language of instruction
Contact (lectures, workshops, tutorials)	8		
Individual or in a group			

Annotation of the course content
<p>The aim of the course is to develop the ability to analyse and evaluate the representation of multimodality in public discourse (history of the development of multimodality, problems, theoretical assumptions, empirical and research methods, research traditions and problems). To develop the ability to explain, evaluate and interpret the meanings created in the text.</p> <p>General topics:</p> <ul style="list-style-type: none"> - Development and change of the multimodality in the modern paradigm of linguistics. Multimodality research: prehistory of the paradigm, most important ideas, object of science, problems, terminology. Multimodality in the context of other linguistic and social sciences. - Theoretical and methodological issues of multimodality in public discourse. Theoretical approaches to multimodality: semiotic paradigm, multimodal texts, critical discourse analysis, sociocultural approach, cognitive linguistics approach. - A semiotic perspective on the study of multimodality: language and visual communication. - Conceptual representation of social constructs. Decoding multimodality: meaning constructed by image-Text Interaction. - Multimodal metaphor in advertisements. Brand multimodality. - Construction of multimodal metaphors. Interaction of multimodal metaphor and metonymy in TV commercials. - Multimodal metaphors in political discourse. Figurative metaphors, metaphors in political cartoons, features of visual representation of multimodal metaphors. - Multimodal metaphors and metonymies in spoken and sign language. - The role of non-verbal sounds and music in multimodal metaphors. - Conceptual metaphors of emotions in public discourse (comics, manga and cartoons). - Color, code, modality: multimodal metaphors in artistic and documentary films. - Multimodality in news portals: layout and text structure. - Multimodality research perspectives. <p>Preparation of a research-project on multimodality in public discourse.</p>
Reading
<p>Buckland, W. 2000. <i>The Cognitive Semiotics of Film</i>. Cambridge: Cambridge University Press.</p> <p>Deignan, A. 2007. Image Metaphors and Connotations in Everyday Language. <i>Annual Review of Cognitive Linguistics</i>. Vol. 5, p. 173–192.</p>

Forceville, C. and Urios Apparisi, eds., 2009. *Multimodal metaphor*, Mouton de Gruyter, Berlin / New York.

Forceville, C. 2002. The Identification of Target and Source in Pictorial Metaphors. *Journal of Pragmatics*. Vol.34. P. 1– 14.

Forceville C., Assimakis T. 2017. *Multimodal Argumentation and Rhetoric in Media Genres*, John Benjamins, Amsterdam.

Forceville, C. 2020. *Visual and Multimodal Communication: Applying the Relevance Principle*. Oxford Scholarship Online.

Forceville, Ch. 2009. When is Something a Pictorial Metaphor? Lecture 2 of Course on Pictorial and Multimodal Metaphor.) *The Semioticon Cyber*. Prieiga: <http://www.chass.utoronto.ca/epc/srb/cyber/cforcevilleout.html>.

Forceville, Ch. 2009. From Pictorial to Multimodal Metaphor. (Lecture 3 of Course on Pictorial and Multimodal Metaphor.) *The Semioticon Cyber*. Prieiga: <http://www.chass.utoronto.ca/epc/srb/cyber/cforcevilleout.html>.

Forceville, Ch. 2011. 'The Journey Metaphor and the Source-Path-Goal Schema in Agnès Autobiographical Documentaries. *Cognitive Perspectives Metaphor*. Varda's Gleaning Beyond Metaphor Theory: on Literary (ed. Monika Fludernik). London: Routledge.

Forceville, Ch., Jeulink, M. 2011. The Flesh and Blood of Embodied Understanding: The Source-Path-Goal Schema in Animation Film. *Pragmatics & Cognition*. Vol. 19, nr. 1, p. 37.

Jewitt, C. ed. 2016. *The Routledge Handbook of Multimodal Analysis*. 2-nd edition. Routledge.

Juzelėnienė, S., Šarkauskienė, S. 2011. Vaizdažodinė (multimodalinė) metafora spausdintinėje reklamoje. *Lietuvių kalba T. 5*. Prieiga: <http://www.lietuviukalba.lt/index.php/lietuviu-kalba>.

Kress, G. 2010. *Multimodality: A Social Semiotic Approach to Contemporary Communication*. Routledge

Kövecses, Z. 2002. *Metaphor: A Practical Introduction*. Oxford: Oxford University Press.

Kövecses, Z. 2005. *Metaphor in Culture: Universality and Variation*. Cambridge: Cambridge University Press.

Kövecses, Z. 2003 *Metaphor and Emotion: Language, Culture, and Body in Human Feeling*, Second edition Prieiga: https://books.google.lt/books?id=dnRku0WAn4sC&pg=PA5&lpg=PA5&dq=kovecse+emotions&source=bl&ots=FNxsZGBDDO&sig=fo7ni3zf0kGB1viuPzUSqXk4e4M&hl=lt&sa=X&ved=0ahUKEWjPv7_NgczJAhUBSBQKHAMRBdsQ6AEIQjAF#v=onepage&q=kovecse%20emotions&f=false Cambridge University Press, 223p

O'Halloran, K. L. (ed.) 2004. *Multimodal Discourse Analysis: Systemic Functional Perspectives* (Open Linguistics). Bloomsbury Academic.

Forceville, Charles (forthc. 2021) "Multimodality" (= chapter 26). In: Xu Wen & John R. Taylor (eds), *The Routledge Handbook of Cognitive Linguistics* (pp. 676-687) <https://www.routledge.com/The-Routledge-Handbook-of-Cognitive-Linguistics/Xu-Taylor/p/book/9781138490710>

Lecturer	Degree	Main works published in the research field during the last five years
Saulutė Juzelėnienė	Doctor of the Humanities	Šarkauskienė, Skirmantė, Juzelėnienė, Saulutė, & Baranauskienė, Rita. (2021). Problem based approach: multimodal metaphor in video clips. <i>EDULEARN21 Proceedings: 13th International Conference on Education and New Learning Technologies, Online Conference, 5-6 July, 2021, 5583–5591</i> .
		Juzelėnienė, S., Šarkauskienė, S., Baranauskienė, R. 2020. "Life is celebration" metaphor in teaching multimodality. <i>EDULEARN 20 [electronic Resource]</i> . Book Series: <i>EDULEARN Proceedings</i> , p. 236-243.
		Juzelėnienė, S., Baranauskienė, R. 2019. Eliminating the linguistic barrier. <i>INTED 19 [electronic Resource]</i> . Book Series: <i>INTED Proceedings</i> , p. 1891-1900.
		Juzelėnienė, S., Šarkauskienė, S., Baranauskienė, R. 2018. Metaphors of emotions as language learning strategy. <i>EDULEARN 18 [electronic Resource]</i> . Book Series: <i>EDULEARN Proceedings</i> , p. 1854-1860.
		Juzelėnienė, S., Šarkauskienė, S., Baranauskienė, R. 2017. Social advertisements as a tool for language teaching and learning. <i>EDULEARN 17 [electronic Resource]</i> . Book Series: <i>EDULEARN Proceedings</i> , p. 9275-9278.
		Juzelėnienė, S., Alešiūnaitė, L., Brunevičiūtė, R., Raščiauskaitė, L. 2017. The Role of extracurricular activities in teaching Lithuanian as foreign language. <i>EDULEARN17</i> . Book Series: <i>EDULEARN Proceedings</i> , p. 8184-8187.
		Juzelėnienė, S., Baranauskienė, R. 2016. Louder than

		<p>words: Games based language teaching challenges for bilinguals. EDULEARN16. Book Series: EDULEARN Proceedings, p. 2251-2258.</p> <p>Juzelėnienė, S., Kudirka, R., Lazauskaitė, L. 2016. Filmų pavadinimų vertimas: Vertimo būdai ir problematika. <i>Respectus Philologicus</i>, (30), p. 111-121.</p>
Rita Baranauskienė	Doctor of the Humanities	<p>Baranauskienė, Rita, Mickienė, Ilona, & Juzelėnienė, Saulutė (2021). Multimodality in logotypes as game based language teaching and learning. <i>Edulearn21: 13th International Conference on Education and New Learning Technologies</i>, 5-6 July, 2021: Conference Proceedings, 4760–4766. https://doi.org/10.21125/edulearn.2021.0988</p> <p>Baranauskienė, R., Mickienė, I., Juzelėnienė, S. 2020. Urbanonyms as the semiotic signs of language teaching and learning. <i>EDULEARN 20 [electronic Resource]</i>. Book Series: EDULEARN Proceedings, p. 229-235.</p> <p>Baranauskienė, R., Mickienė, I. 2019. Toponyms from Appellative Personal Names in the Southern Highlands Region. <i>Respectus Philologicus</i>, 36(36(41)), 60-72.</p> <p>Baranauskienė, R., Juzelėnienė, S., Mourettou, G. 2019. FATI project: From alienation to inclusion. <i>INTED 19 [electronic Resource]</i>. Book Series: INTED Proceedings, p. 1881-1890.</p> <p>Baranauskienė, R., Mickienė, I. 2019. Pietų Aukštaitijos regiono toponimai, kilę iš asmenų pavadinimų. <i>Respectus philologicus</i>, 36 (41), p. 60-72.</p> <p>Baranauskienė, R., Mickienė, I., Juzelėnienė, S. 2018. Nicknames as a fun game for foreign language learning. <i>EDULEARN 18 [electronic Resource]</i>. Book Series: EDULEARN Proceedings, p. 1861-1866.</p> <p>Baranauskienė, R., Mickienė, I. 2018. Konstantino Sirvydo Punktų sakymų kritinis leidimas: praeitis, dabartis ir ateities perspektyvos. <i>Respectus Philologicus</i>, (33(38)), 186-195.</p> <p>Baranauskienė, R., Mickienė, I. 2018. Veliuonos apylinkių gyventojų pravardės: Metaforizacijos aspektas. <i>Res humanitariae</i>. 2018, t. 24, p. 47-60.</p> <p>Baranauskienė, R., Mickienė, I. 2018. Structure of Lithuanian nicknames. <i>Onomastica Uralica</i>, 13, 317-326.</p> <p>Baranauskienė, R., Mickienė, I. 2016. Veliuonos apylinkių pravardžių semantikos ypatumai: pirminės pravardės. <i>Respectus Philologicus</i>, (29(34)), 155-176.</p>

Approved by decision of Doctoral Committee (date, record No) January 13, 2023. Protocol No. (7.17 E) 15600-KT-16.

Chair of Committee Prof. Dr Meilutė Ramonienė