



# VISUALIZING (IN) THE NEW MEDIA

University of Neuchâtel  
8-10 November 2017

[www2.unine.ch/vinm2017](http://www2.unine.ch/vinm2017)  
[contact.vinm2017@unine.ch](mailto:contact.vinm2017@unine.ch)

## Keynote speakers:

Rodney Jones (University of Reading)  
Gudrun Ledegen (University of Rennes 2)  
Sirpa Leppänen (University of Jyväskylä)  
Hartmut Stöckl (University of Salzburg)

Call for papers



**08–10 November 2017**

University of Neuchâtel, Switzerland

In November 2017, the Universities of Neuchâtel, Zurich and Bern in Switzerland will host the first international conference to focus specifically on visual communication in/about new media. In this regard, we invite the submission of abstracts for scholarly presentations in any of four overlapping thematic areas:

**1. Social interaction**

Here, we envisage presentations that focus on the communicative uses of visual resources *in* the context of new media; for example: orthography and typography, graphematic design, the use of emojis (pictograms, emoticons, smileys), and/or the social-interactive uses of video, GIFs and non-moving images.

**2. Meta-discourse**

Here, we envisage presentations that focus on people's talk or writing *about* visual practices; for example: journalistic commentary about visual practices in new media (the use of emojis, for instance) or communicators' discussions about their own or others' visual practices in new media spaces.

**3. Visual ideologies**

Here, we envisage presentations that focus on the *visual* depiction of new media in, for example, the context of commercial advertising, print or broadcast news, cinema and television narratives and/or public policy and educational settings.

**4. Industrial design**

Here, we envisage presentations that focus on perspectives related to, for example, the visual-material design of technologies and apps, as well as the look or layout of screen interfaces, especially insofar as they concern the communicative (as opposed to technical) affordances of new media.

In selecting presentations, the ViNM conference team will privilege those adopting a multimodal approach to visual communication; in other words, studies that focus on visibility but attend to its interaction with other communicative modes – especially linguistic ones. We take a broad and critical approach to labels like “new”, “digital” and “mobile” as they are applied to communication technologies; we are nonetheless principally interested in more current, social, interactive media spaces such as micro-blogging, messaging, forums, gaming, video- and photo-sharing, and social networking.

## KEYNOTE SPEAKERS

We are delighted to announce that the following prominent scholars have agreed to make keynote presentations. Each of these people is an established expert in the broadly conceived field of “digital discourse” studies, all of whom deal with the ways digital communication functions as a multimodal phenomenon.

### **Rodney Jones**

Professor of Sociolinguistics and New Media, Reading University, England

Webpage: [www.reading.ac.uk/english-language-and-applied-linguistics/Aboutus/Staff/r-h-jones.aspx](http://www.reading.ac.uk/english-language-and-applied-linguistics/Aboutus/Staff/r-h-jones.aspx)

### **Gudrun Ledegen**

Professor of Sociolinguistics, University of Rennes 2, France

Webpage: [perso.univ-rennes2.fr/gudrun.ledegen](http://perso.univ-rennes2.fr/gudrun.ledegen)

### **Sirpa Leppänen**

Professor of Discourse Studies, University of Jyväskylä, Finland

Webpage: [www.jyu.fi/hum/laitokset/kielet/tutkimus/hankkeet/lgsd/team/leppanen](http://www.jyu.fi/hum/laitokset/kielet/tutkimus/hankkeet/lgsd/team/leppanen)

### **Hartmut Stöckl**

Professor of English and Applied Linguistics, University of Salzburg, Austria

Webpage: [stoeckl.sbg.ac.at/Stoeckl/](http://stoeckl.sbg.ac.at/Stoeckl/)

## SUBMISSION PROCESS

Titles, abstracts and basic biographical information should be submitted using our online submission system available here: <https://www.conftool.net/vinm2017/>. Abstracts should be between 300 and 500 words and clearly indicate the language of the presentation/poster. If the abstract is in a language other than English, please provide a list of five keywords in English. We ask that you also indicate which of our four thematic areas (above) your paper addresses as well as if it is a presentation or a poster. **The deadline for proposals is February 28<sup>th</sup> 2017 with an anticipated decision date of April 30<sup>th</sup> 2017.**

The principal language of the ViNM conference will be English; however, the conference team welcome presentations and posters presented in German, French, and Italian (ideally, with slides or handouts offered in English). In such an interdisciplinary field, we also invite presenters to use their preferred style of delivery, whether it's a read paper, an unscripted slideshow or some combination of the two.

## REGISTRATION

Official conference registration will begin on May 1<sup>st</sup> 2017 and end on August 15<sup>th</sup> 2017.

### **Conference registration**

Registration fee	CHF 70
Registration fee (full-time students/doctoral candidates)	CHF 40

The ViNM conference is a non-profit event, subsidized by our main SNF grant and supported by the three host universities. Participant registration fees help cover some additional operating expenses and include the welcome reception, coffee breaks and refreshments.

### **ACCOMMODATION**

The ViNM conference organizers will be able to make recommendations for reasonably priced hotels in Neuchâtel and are willing to help connect participants looking to share rooms. More information will be available in due course.

### **CONFERENCE TEAM**

This ViNM conference is part of – and supported by – the *What's up, Switzerland?* research programme funded by the Swiss National Science Foundation (SNF, Sinergia: CRSII1\_160714). For more information about this research programme and its constituent projects, please visit [www.whatsup-switzerland.ch](http://www.whatsup-switzerland.ch).

The conference is hosted by the following SNF project leaders:

**Federica Diémoz**

Professor of French Dialectology, University of Neuchâtel

**Christa Dürscheid**

Professor of German Linguistics, University of Zurich

**Crispin Thurlow**

Professor of Language and Communication, University of Bern

The conference is being organized by these SNF researchers:

**Etienne Morel**

Post-doctoral candidate, Language and Communication, University of Neuchâtel

**Christina Siever**

Post-doctoral candidate, German, University of Zurich

**Vanessa Jaroski**

Doctoral candidate, English, University of Bern

### **PUBLICATION**

The conference hosts plan to edit a volume in 2018. To this end, we will be seeking good quality, previously unpublished chapters which may or may not be based on those presented at the conference. Contributions should be of no more than 7,000 words and should conform to APA format (see <https://owl.english.purdue.edu/owl/resource/560/01/>). More information about the scope of this volume will be made available nearer to the conference; in the meantime, the anticipated deadline for submission of chapters for review will be February 28th 2018.

### **ENQUIRIES**

If you have any questions, please send an email to the conference organizers at this address: [contact.vinm2017@unine.ch](mailto:contact.vinm2017@unine.ch).