

Asimakis Tseronis

Which Semiotics for the Analysis and Evaluation of Multimodal Argumentation?

Multimodal argument reconstruction has put the emphasis on logical form and pragmatic mechanisms. By contrast, too little attention has been devoted to the inferential properties of the modes involved. The talk proposes a three-tier heuristic for studying multimodal argumentation that involves the logic and reach of the modes, their multimodal coherences (coherence) and the multimodal discourse structure – developed on plastic pollution print ads and commercials.

<p>John A. BATEMAN</p> <p>From Key Components to Dynamic Multimodal Discourse Semantics Explicating Explanation</p>	<p>Leo Goecker's framework for critical analysis for its perceived bias and lack of reliability. Critics argue that identified components may reflect analysts' preferences rather than objective analysis. Proposed solutions, such as creating propositional representations of non-verbal content, are also contentious, with visual analysts rejecting direct equivalence with verbal representations. This presentation proposes leveraging multimodality theory to develop propositional models for non-verbal materials. By deriving discourse structures from material analysis, this approach aims for more reliable identification of key components, in both material evidence and explicit interpretation hypotheses. Examples illustrate this approach's effectiveness from both multimodal and argumentation perspectives.</p>
<p>Hartmut STÖCKL</p> <p>Moving the Multimodal into the Argumentative</p> <p>Timeflight: Practical Suggestions for Argument Reconstruction</p>	

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Andrea Rocci

(Un-)Demoting: Technology Demos, Hype and the Retraction of Demonstratio Ad Oculos

elements contribute to the discourse. The elements are organized into a hierarchy of meaning, with the most important elements at the top. The hierarchy is based on the degree of relevance of the elements to the discourse. The elements are organized into a hierarchy of meaning, with the most important elements at the top. The hierarchy is based on the degree of relevance of the elements to the discourse.

<p>Jean Wagemans</p> <p>This presentation introduces the Multimodal Argument Type Identification Procedure (MATIP) to address the challenge of identifying arguments incorporating non-verbal elements like visuals. Current approaches primarily focus on verbal arguments, leaving gaps in analyzing multimodal arguments. Leveraging the Periodic Table of Arguments (PTA) framework, MATIP enables identification across verbal and non-verbal modalities through 'cross-modal mapping'. This method streamlines translating non-verbal information into verbal forms, exemplified through a sample multimodal argument analysis. MATIP offers a systematic solution for recognizing argument types in diverse modalities, bridging the gap between verbal and non-verbal elements in argumentation analysis.</p>	<p>Gabriele Kišiček</p> <p>Auditory Arguments and the Possibility of Retention</p>
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Janina WILDFEUER & Dimitris SERAFIS

Cohesion, Coherence and Inference in Multimodal Argumentation: Unveiling the Argumentativity of Multimodal Artefacts

Artist's recognition of metaphors' persuasive power remains relevant today. Figures and emotions from a source domain mapped onto a target domain, "love is a battlefield" exemplifies this, with ruthlessness and winning/losing emotions mapped onto love. Contemporary persuasive discourse, like advertising and political cartoons, often employs visual or multimodal metaphors. This paper analyzes such metaphors, focusing on visuals' role in evoking emotions (pejoratives and providing proof for central claims. Examples from advertising and political cartoons will illustrate how visuals enhance metaphorical persuasion and argumentation.

Chiara POLLAROLI	Charles FORCEVILLE
<p>The study analyzes the design process of multimodal artefacts for social media by the Swiss Federal Office for Agriculture (FOAG), focusing on interactions, proposals, and negotiations among stakeholders with different roles and opinions. These artefacts, derived from press releases, aim to inform citizens about agricultural matters. The research investigates the semantic and pragmatic roles of multimodal elements in this design process, emphasizing their use in feedback and editing. While existing studies often scrutinize final multimodal products, little attention has been given to how multimodality influences the design process and the eventual outcome of such artefacts.</p>	<p>Visual and Multimodal Metaphors as Instruments to Persuade</p>
<p>Multimodality and Argumental Rhetorical Process of Online Multimodal Rhetorical Content. A Case Study.</p>	

The study analyzes the design process of multimodal artefacts for social media by the Swiss Federal Office for Agriculture (FOAG), focusing on interactions, proposals, and negotiations among stakeholders with different roles and intentions. These artefacts, derived from press releases, aim to inform citizens about agricultural matters. The research investigates the semantic and pragmatic roles of multimodal elements in this design process, emphasizing their uses in feedback and editing. While existing studies often scrutinize final multimodal products, little attention has been given to how multimodality influences the design process and the eventual outcome of such artefacts.

Alexandra KUZMINA

This paper investigates the utilization of generative AI-images for extremist online tactics. It employs a theoretical framework merging Technological Determinism, Multimodal Argumentation (MA), & AI Ethics to explore how AI shapes online extremistism. Technological Determinism assesses how AI development may encourage extremist behaviors by providing new propaganda tools. Through Multimodal Argumentation, it analyzes how AI-generated images convey argumentative value within extremist communities. Ethical considerations of AI use are addressed, emphasizing accountability & societal impacts.

Thevenaz-Gais, a product of technological advancement, lacks linguistic analysis regarding speech-gesture ensembles employed by pastors. This study aims to fill this gap by scrutinizing the sermon gestures of Pastor Silas Malataia, a significant Brazilian televangelist over the last four decades. The research focuses on how gestures create references to various entities like churchgoers, viewers, biblical characters, and the divine, illustrating narratives and parables. Through analyzing gesture units, types, and modes of representation, this research seeks to comprehend the linguistic and discursive aspects of televangelism.

<p>Research on multimodal argumentation highlights the importance of diverse communication forms in constructing arguments. This inclusive approach acknowledges non-verbal communication's argumentative value, fostering broader understanding and representation. It encourages individuals to explore varied modes of expression, potentially bridging societal divides. Yet, it also warns against misinterpreting persuasive artifacts, which may lack substantive reasoning or exploit emotional manipulation. This presentation examines multimodal activism, such as climate and animal rights advocacy, delving into the challenges of discerning valid arguments from emotive appeals. It advocates for analytical tools to navigate this complexity, promoting balanced interpretations in the face of performative activism.</p>	<p>Research Out and Touch Faith - Modes of Representation in Televangelism</p>	<p>Bruna Louzada</p>
<p>The Argumentative Limits of Multimodal Activism</p>	<p>Lotte van Poppe Jan Albert van Laar</p>	<p>LOUZADA BRUNA</p>

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<p>Zhangjingwen JIA</p> <p>This study explores Huawei mobile phone commercials' strategic and multimodal use of the JOURNEY metaphor, employing Conceptual Metaphor Theory (CMT). Through visual, verbal, & auditory resources, the commercials construct the metaphorical narrative of using a Huawei phone as a journey, emphasizing progress & exploration. Visual elements play a significant role, supported by sound & music, enhancing the metaphor's communication of themes. The analysis demonstrates how advertising leverages medium-specific features to diverge from verbal metaphors, utilizing time & space compression & hyperbole.</p>	<p>The JOURNEY Metaphor in Huawei Mobile Phone Commercials</p>
<p>Maciej GRZENKOWICZ</p>	<p>How to Analyze Multimodal Argumentation in Short Videos? Merging Multimodality and Argumentation Theory</p>

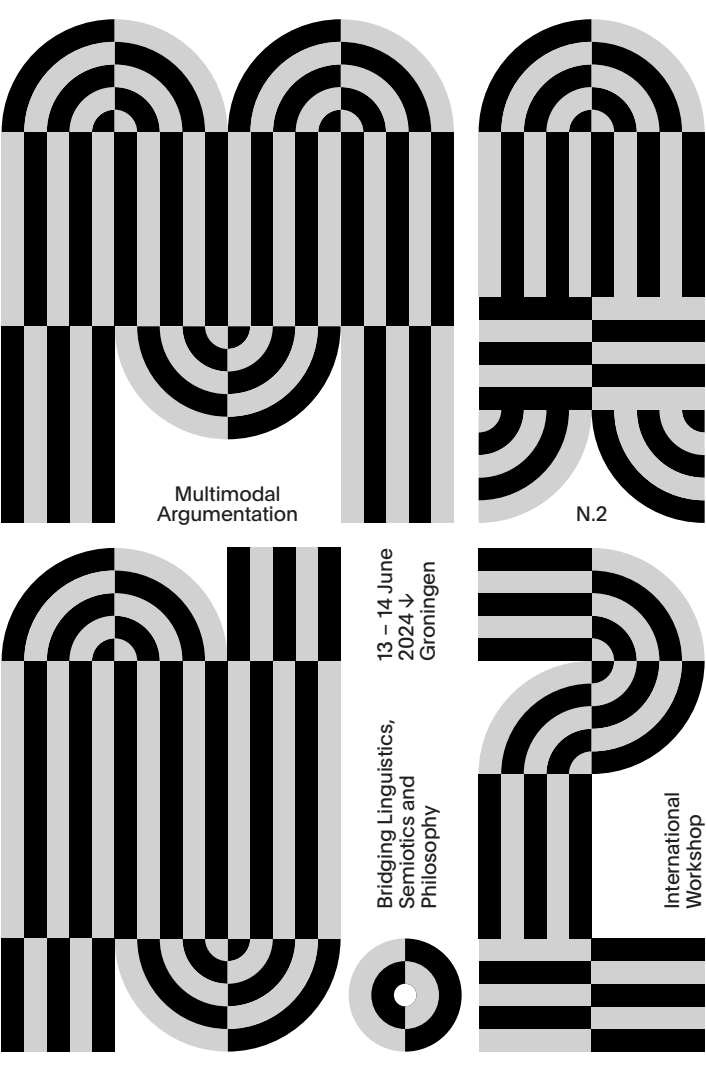
TikTok and other video applications pose a particular challenge to argumentation theorists: the unprecedented semiotic richness of posts requires a particularly fine-grained tool for analysis. I propose merging two quite distinct disciplines, argumentation theory and linguistics-based multimodality, to address this issue. A multi-level, multimodal annotation scheme for short videos is presented first. Then a semiotic approach to argumentation based on the notion of Searle's speech act is adjusted for multimodal purposes. Finally, these two approaches are combined in the analysis of TikTok fact-checking videos.

John A. BATEMAN	Thursday	09:15 – 09:45	Theoretical Issues	Argument Reconstruction	01
Assimakis TSERONIS	Thursday	10:00 – 10:30	Theoretical Issues	Argument Reconstruction	02
Hartmut STÖCKL	Thursday	10:45 – 11:15	Methodological Suggestions	Argument Reconstruction	03
Jean WAGEMANS	Thursday	11:30 – 12:00	Methodological Suggestions	Argument Reconstruction	04
Gabriela KIŠIČEK	Thursday	14:00 – 14:30	Case Study		05
Andrea ROCCI	Thursday	14:45 – 15:15	Case Study		06
Chiara POLLAROLI	Thursday	16:00 – 16:30	Methodological Suggestions		07
Poster Session	Thursday	16:45 – 17:30			08
WILDFEUER & SERAFIS	Friday	10:15 – 10:45	Methodological Suggestions		09
Charles FORCEVILLE	Friday	11:00 – 11:30	Methodological Suggestions	Argument Reconstruction	10
VAN POPPEL & VAN LAAR	Friday	11:45 – 12:15	Case Study		11
Outlook & Publication Plans	Friday	14:00 – 15:15			12

<p>Jaime SALVADOR-GRANDE</p>	<p>Rethinking Visual Irony Through Echoic Attribution</p>
<p>Visual & multimodal irony, despite receiving less scholarly focus than verbal irony, are significant areas of study. Current analyses draw on echoic and pretenses theories of verbal irony. While Scott suggests visual irony arises from conceptual incongruities, Currie argues many instances are depictions of ironic situations rather than communicative irony. This poster proposes integrating Currie's distinction into Wilson & Sperber's echoic theory. It suggests visuals convey communicative irony when the creator's intended meaning is discernible, enhancing interpretative scope by incorporating the concept of attribution.</p>	
<p>Bita HESHMATI</p>	<p>The Speech Act Theoretic Approach to Recognizing Visual Arguments: Propositionality and Intention</p>

Recognizing a visual argument in a particular context involves the crucial question whether the image(s) serve an argumentative function. I attempt to answer this question by employing Speech Act Theory (Searle 1980, van Eemeren and Grootendorst 1994). Following this model, I conceptualize images as (indirect) speech acts that can perform acts of asserting, claiming, etc. non-verbally. Similarly to the felicity conditions, I formulate recognizability conditions, including a propositionality condition and an intentionality condition. These conditions jointly require that the arguer uses images to convey propositions which can be identified and accepted by the viewer.

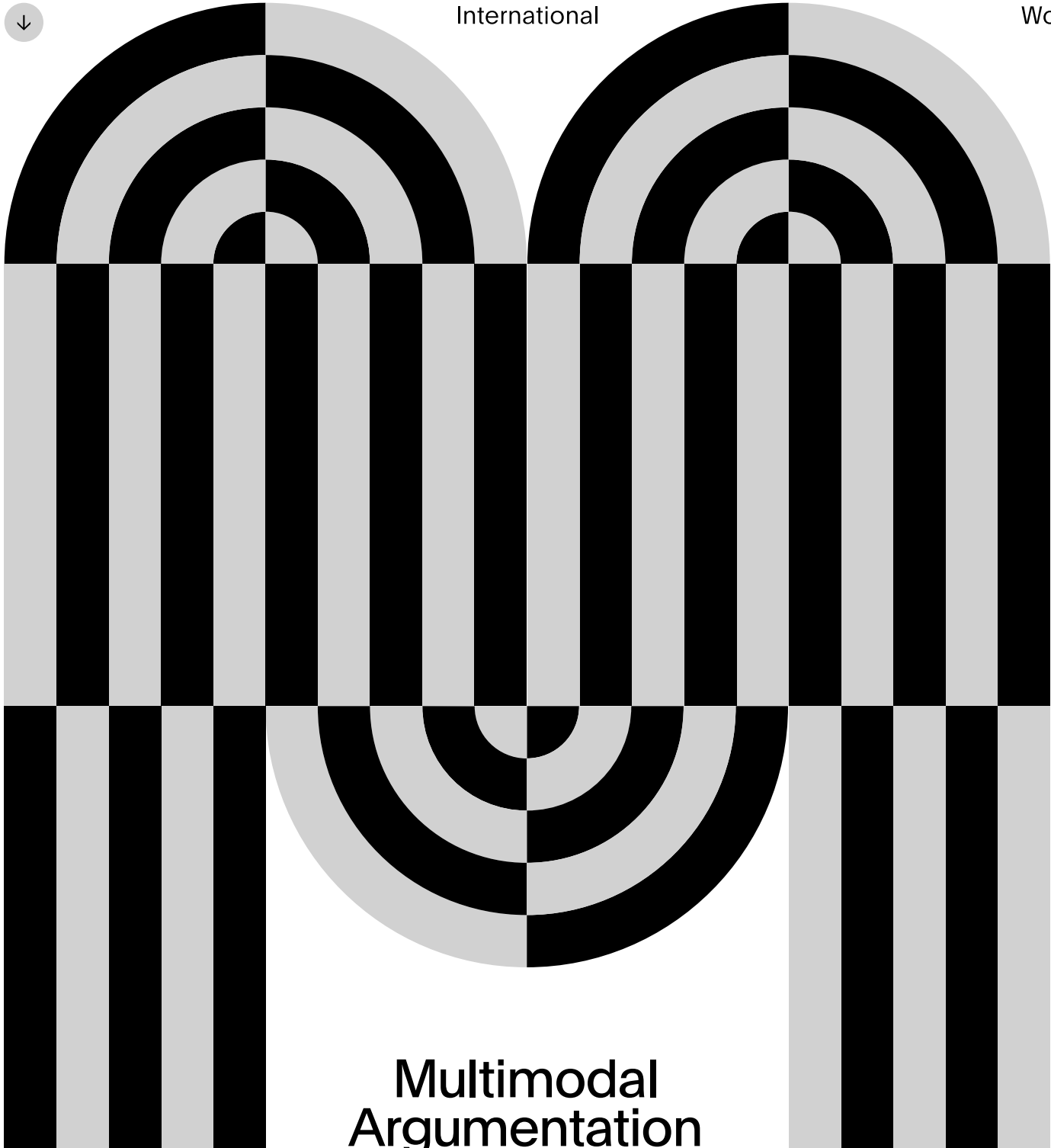
<h1>Multimodal Argumentation</h1>	
<p>Bridging Linguistics, Semiotics, and Philosophy</p>	
	
Time	13th – 14th of June 2024 Thursday: 9:00 – 17:30 Friday: 10:00 – 15:15
Venue	Munting Building, Grote Kruisstraat/Nieuwe Kijk in't Jatstraat, 9712 TS Groningen
Presentation Slots	20-30 minutes of presentation (+10 minutes of discussion)
Lunch Breaks	Thursday: 12:15 – 14:00 Friday: 12:15 – 14:00
Speakers Dinner	Thursday Evening Time: To be announced
Organisation	Jan Albert van Laar, (Philosophy) Lotte van Poppel, Dimitris Serafis, Janina Wildfeuer (Arts)
Registration & Directions	Online at: https://bit.ly/MARGE2
Layout & Typeset	Franz Tilman Frommann Contact: Instagram → @franzttilman



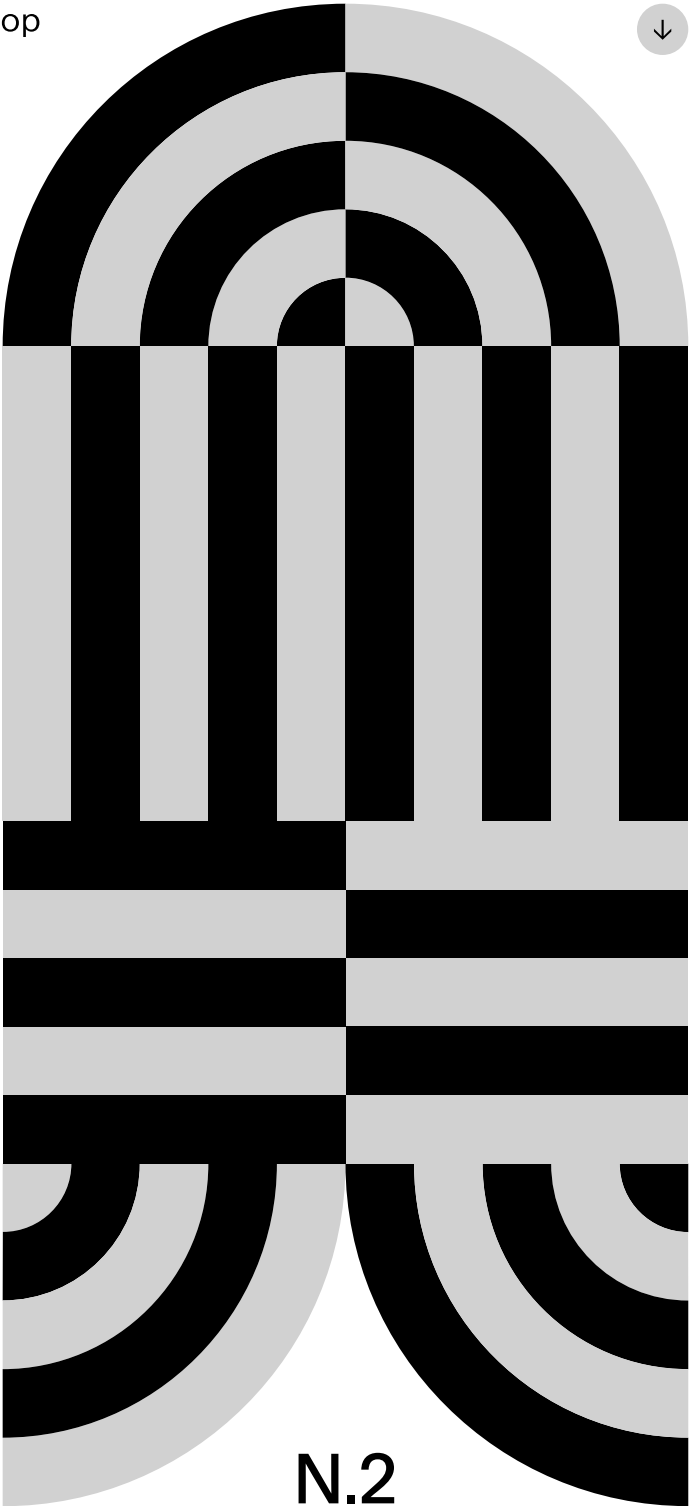


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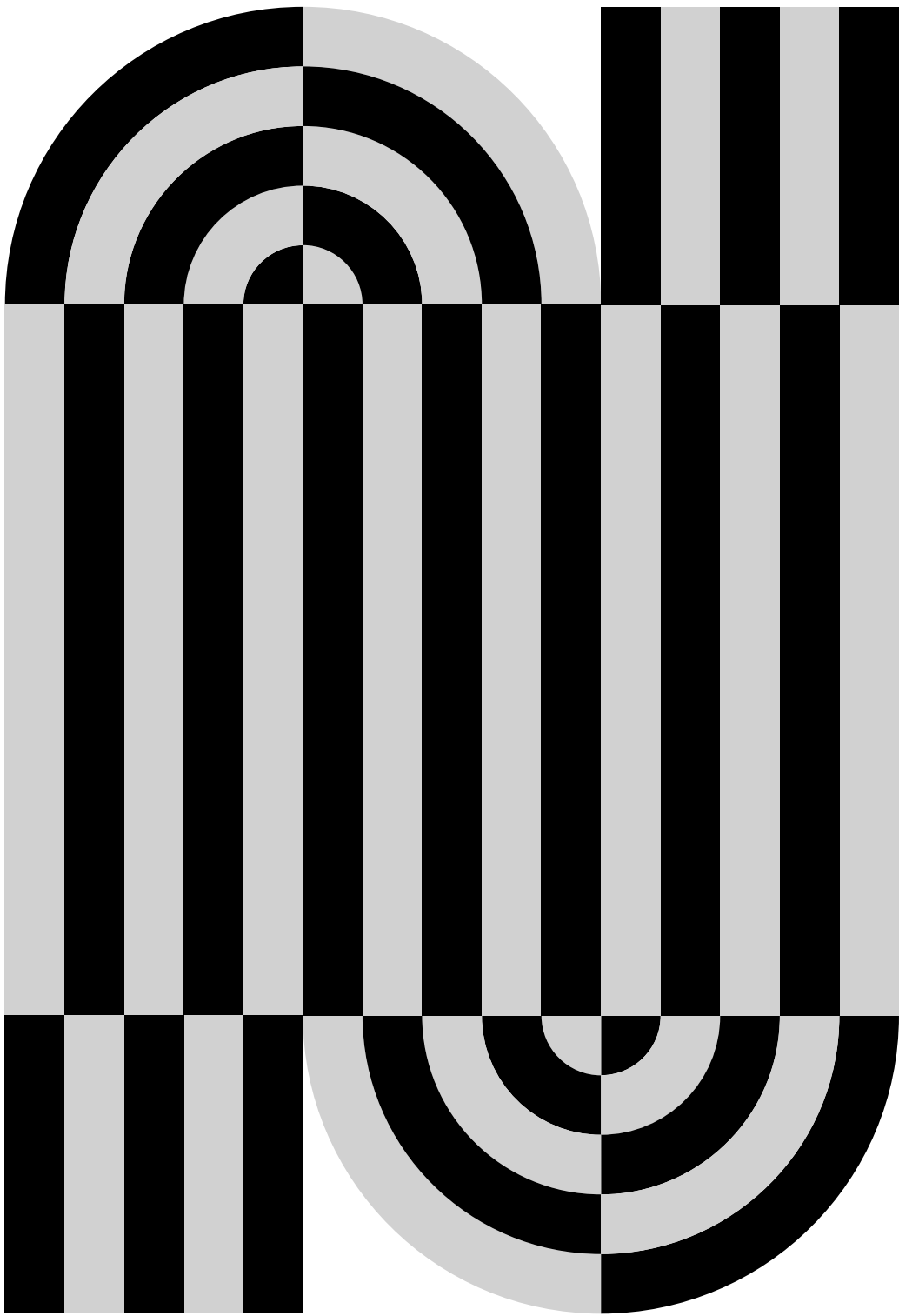
Workshop



Multimodal
Argumentation



N.2



Bridging Linguistics
Semiotics and
Philosophy

13 – 14 Jun.

2024 ↓

Groningen

