

CREATIVE INDUSTRIES CONFERENCE 2010

Multimodality, Practice and Mediation

multimodalresearch**centre**

Working Schedule

	Monday Dec 6 th	Tuesday Dec 7 th	Wednesday Dec 8 th
8:30-9:30	Conference Registration	Coffee and Tea	Coffee and Tea
9:30-10:00	Conference Introduction	“Redundancies and Reduplications: Multimodal Representations of the Self on Business News Networks” Sabine Tan , National University of Singapore, Singapore	“Reception as social action: the case of marketing” Paul White , Auckland University of Technology, New Zealand
10:00-10:30		“Interactions between journalists and public relations officers: A multimodal analysis” Helen Sissons , Auckland University of Technology, New Zealand	“Practice in the workplace – choosing a university as site of engagement for marketing a food brand” Dave Brown , Auckland University of Technology, New Zealand
10:30-11:00		Morning Coffee/Tea break	Morning Coffee/Tea break
11:00-11:30	Plenary: “Time, Space, and Dream Life: Human-Avatar Identity in the 2010 Workplace” Michael Heim , University of California at Irvine, USA	“Socio-cinematic resemiotisation: Blurred visions” David Hughes , Auckland University of Technology, New Zealand	“Gender- and Role-Specific Product Perception: The View of Customer and Designer on Medical Devices” Bianka Trevisan , RWTH Aachen University, Germany
11:30-12:00		“‘The truth, unfiltered by rational argument’: The multimodal construction of contemporary political satire in <i>The Colbert Report</i> ” Jarret Geenen , Auckland University of Technology,	“Hypertext: The concept of text in the age of electronic reproduction” Volker Eisenlauer , University of Augsburg, Germany

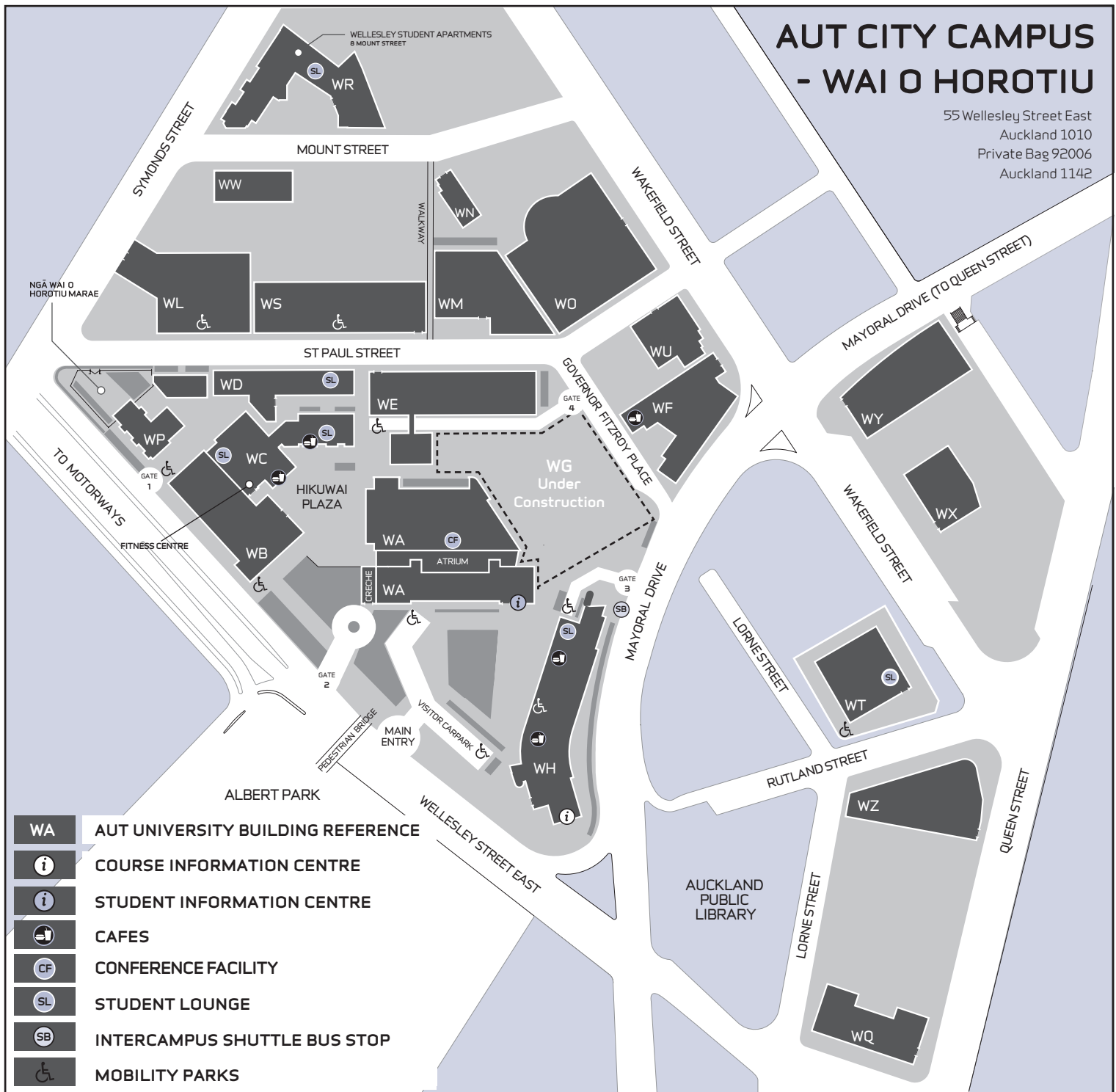
		New Zealand	
12:00-12:30	Lunch	“Cultural software and the shaping of online documentary practice” Craig Hight , University of Waikato, New Zealand	“Listening” Theo van Leeuwen , University of Technology Sydney, Australia
12:30-1:30		Lunch	Lunch
1:30-2:00	Plenary Workshop: Michael Heim , University of California at Irvine, USA	Trip to Muriwai Muriwai is a National Reserve located on the west coast of New Zealand, approximately half an hour drive from Auckland’s CBD. A bus will be departing from campus, free of charge, for all delegates who are interested in spending the afternoon enjoying New Zealand’s breathtaking coastline.	“Re-mediating the lesbian romance: From <i>Guiding Light</i> ’s ‘Otalía’ to the web drama <i>Venice</i> ” Carolyn Skelton , University of Auckland, New Zealand
2:00-2:30			“Open Source Interactive Scripting: A Case Study of the Open Allure Dialogue System” John Graves , Auckland University of Technology, New Zealand
2:30-3:00		See http://www.muriwai.com/ for more information	“let’s be endemic, like trout, sheep and possums :) : Constructing self and nation online” Philippa Smith , Auckland University of Technology, New Zealand
3:00-3:30	Afternoon Coffee/Tea		Afternoon Coffee/Tea
3:30-4:00	“PowerPoint stylistics: David Byrne’s art and Larry Lessig’s oratory power” Emilia Djonov & Theo van Leeuwen , University of Technology Sydney, Australia		“Multimodal instruction and persuasion in disclosing greenwashing discourses” Carmen Daniela Maier , Aarhus University, Denmark
4:00-4:30	“Genres and		“Aristotle, Saussure, Kress

	<p>Multimedia Learning: some theoretical and methodological reflections on pedagogical application”</p> <p>Angela Dionisio, Universidade Federal de Pernambuco, Brazil & Leila Vasconcelos, Faculdade Pernambucana de Saúde, Brazil</p>		<p>on speech and writing: language as paradigm for the semiotic”</p> <p>Ed McDonald, University of Auckland, New Zealand</p>
4:30-5:00	<p>“Researching <i>Technology-use Mediation</i> in Global Virtual Teams: The Role of a <i>Metastructure</i>”</p> <p>Tony Clear, Auckland University of Technology, New Zealand</p>		TBA
5:00-7:00	Counter Cafe Reception		Farewell Reception Case Room WF711
700		Conference Dinner	

***All conference proceedings will take place on the 7th floor of WF Building, City Campus (see map)**

AUT CITY CAMPUS - WAI O HOROTIU

55 Wellesley Street East
Auckland 1010
Private Bag 92006
Auckland 1142



SCHOOLS AND DIVISIONS

APPLIED SCIENCES - Level 3, WS Building
ART AND DESIGN - Level 3, WE Building
BUSINESS - Level 1, WF Building
COMMUNICATION STUDIES - Level 16, WT Building
COMPUTING AND MATHEMATICAL SCIENCES - Level 1, WT Building
ENGINEERING - Level 3, WS Building
HOSPITALITY AND TOURISM - Level 3, WH Building
INSTITUTE OF PUBLIC POLICY - Level 2, WZ Building
LANGUAGES - Level 8, WT Building
SOCIAL SCIENCES - Level 14, WT Building
TE ARA POUTAMA - Level 3, WB Building

SERVICES AND FACILITIES

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STUDENT SERVICES RECEPTION - Level 1, WB Building
LIBRARY - Level 4, WA Building
EARLY CHILDHOOD CENTRE - Level 2, WA Building
INTERNATIONAL STUDENT CENTRE - Cnr St Paul Street & Wakefield Street
AuSM - Level 2, WC Building
HEALTH, COUNSELLING AND WELLBEING - WB219, Level 2, WB Building
PRINTSPRINT Customer Service Branch - Level 3, WA Building
UNIVERSITY BOOKSHOP - WC122, WC Building

STUDENT INFORMATION CENTRE

Level 2, WA Building,
Phone: 09 921 9779
Email: studentinfo@aut.ac.nz
Web: www.autuni.ac.nz

COURSE INFORMATION CENTRE

Level 1, WH Building
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Email: courseinfo@aut.ac.nz
Web: www.autuni.ac.nz

JOIN A CAMPUS TOUR

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