

# Discursive approaches to multimodal interaction

## Programme

Thursday, 11 June 2026, [AUD L \(Ingrid Simonnæs\)](#), 2<sup>nd</sup> floor

09:00-09:15	Coffee and mingling
09:15-09:30	Welcome <i>Kaisa Pietikäinen (NHH)</i>
09:30-10:15	<b>Analyzing multimodal interactive assessment in face-to-face and video-mediated conversations about food</b> <i>Stefan Diemer (Trier UAS)</i>
10:15-11:00	<b>The potential of mixing methods and triangulating data for multimodal discourse analysis</b> <i>Dorien Van De Mieroop (KU Leuven)</i>
11:00-11:15	Break
11:15-12:00	<b>How to do multimodal discourse analysis “light” to research leadership</b> <i>Stephanie Schnurr (Warwick University)</i>
12:00-13:00	Lunch at coffee bar <a href="#">Merino</a> , 1 <sup>st</sup> floor
13:00-13:45	<b>Approaching multimodal transcription through mediated discourse analysis</b> <i>Gavin Lamb (NHH)</i>
13:45-14:00	Coffee break
14:00-15:00	<b>Data session</b> <i>Evelina Lucas (NHH) &amp; guest speakers</i>
15:00-15:30	Closing roundtable discussion

## Abstracts

### **Analyzing multimodal interactive assessment in face-to-face and video-mediated conversations about food**

*Professor Stefan Diemer, Trier UAS*

The workshop will present the unified CASE transcription scheme for multimodal discourse analysis as applied to face-to-face and video-mediated data. Participants will work with the transcripts and the data to identify types and stages of interactional assessment and also consider strengths and weaknesses of unified (rather than layered) multimodal and lexical transcription as opposed to a close CA transcription. The workshop will also feature a short introduction to WebCorp LSE, a digital tool for quantitative and qualitative corpus research with our datasets.

## **The potential of mixing methods and triangulating data for multimodal discourse analysis**

*Professor Dorien Van De Mieroop, KU Leuven*

This workshop revolves mainly around the micro-discursive analysis of interactional data. In particular, I draw on multimodal conversation analysis, apply multimodal CA transcription conventions, and use the case of leadership enactments during meetings in institutional contexts. In addition to this, I also explore the potential, on the one hand, of combining such interactional analyses with data based on video-stimulated interviews, and, on the other hand, of collecting data with eye-tracking devices and critically integrating quantitative findings – gathered via these eye-trackers – into the analyses as well.

## **How to do multimodal discourse analysis “light” to research leadership**

*Professor Stephanie Schnurr, The University of Warwick*

This workshop demonstrates how to do multimodal discourse analysis (MDA) with a light touch. Rather than using very detailed multimodal transcription conventions noting minute interactional details and conducting a thorough, in-depth line by line analysis of interactional data (as is typical for many MDA approaches), MDA “light” takes a more pragmatic stance. It takes a tailor-made approach and works with the level of transcriptional detail and degree of in-depth analysis required for the specific research. Doing some hands-on analyses, in this workshop, we will illustrate and discuss the benefits (and potential pitfalls) of taking such an approach to studying leadership.

## **Approaching multimodal transcription through mediated discourse analysis**

*Associate Professor Gavin Lamb, NHH*

In this talk and workshop, I explore how mediated discourse analysis approaches multimodal transcription. Situating this approach within a history of transcription practices for representing multimodal interaction – including debates about its scale and about the accessibility of the transcripts we produce – I will explore how analysts have identified what counts as the relevant grain, temporality, and boundary of an interactional moment. We will consider some of the implications of these debates for representing multimodal discourse data, working through examples from my own ethnographic research in the contexts of tourism and conservation in Hawai‘i.