**A Multimodal linguistic approach to cognitive and digital analysis of films and videos**

By Chiao-I Tseng

In this seminar, I will present the mixed-method approach that we developed for analyzing cognition and discourse strategies film and digital media. I will focus on how we apply the approach to address issues in the two particular research domains – (1) viewer’s narrative interpretation process, (2) narrative strategies of audiovisual news reports.

The first part of the presentation deals with combining multimodal discourse framework and empirical tests to unravel viewers’ narrative comprehension path. I will show how formalizable coding schemes we develop support empirical methods such as eye-tracking experiments and comprehension tests. The second part of my talk presents our ongoing multimodal corpus analysis on narrative strategies in audiovisual news reports. It is part of the results in a cross-faculty research project *FakeNarratives* (<https://fakenarratives.github.io>) I will present the current results of a large-scale study of Covid news reports and how the results uncover problematic news narrative patterns. The large-scale analysis is conducted through combining multimodal discourse analysis and automatic detection of narrative features through computational tools. This presentation will conclude with possible extensions of the mixed method approach for future research.

Bio Note:

Dr. Chiao-I Tseng is Senior Lecturer in Communication at the Department of Applied Information and Technology, Division Cognition and Communication, University of Gothenburg.

Chiao-I Tseng obtained a BA in Linguistics and Translation Studies (University of Bath, UK), an MA in Language and Communication Research (University of Cardiff, U.K.) and a PhD in Applied Linguistics (University of Bremen, Germany). She has been PI and member of several interdisciplinary research projects combining multimodal discourse analysis, empirical methods such as cognitive experiments, digital humanities, computational tools.

Her research interests rest on developing and applying empirical multimodal linguistic approach to communication and educational, social-cultural issues in films and videos, social media, comics and graphic media. Website: [www.chiaoitseng.de](http://www.chiaoitseng.de)