

13 November 2025 | 4–5 pm
Unipark Nonntal | Room 3.208

Developing narratives about place representation

A multimodal and ontology-based approach
to place communication research

guest lecture by **Franz-Benjamin Mocnik**

Space, Place, and Representation

A three-part symposium on language, society, and the everyday

convened by Eugen Unterberger, Franz-Benjamin Mocnik,
and the DSP 'Language, Society & Digital Life'



in collaboration with EXDIGIT

Enjoying a Gorgonzola sandwich and a glass of Burgundy in Davy Byrne's, as Leopold Bloom did on 16 June 1904 in James Joyce's *Ulysses*, is a reference to Dublin on that very day, just as the film *The Sound of Music* portrays Salzburg. The lecture discusses an ontology-based approach to mapping these and many further place representations, which is despite their variety and heterogeneity. In doing so, interactive multimodal narratives are proposed as a solution to the 'representation grounding problem', which arises from

the particular epistemic role of representations. Building on this, the lecture explores what it means for such an approach to be adequate, considering the different notions of place and the respective epistemological and ontological assumptions involved.

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