

In this paper, I propose a multimodal argument reconstruction model (MAR), which merges speech act theory, pragma-dialectics, and multimodal communication. The model allows the analyst to translate the reasoning expressed in various modes into the meta-language of propositions. Firstly, I draw on the idea of propositions within speech act theory to adjust it to multimodal communication. Secondly, I employ multimodality research to describe how propositions are inferred from semiotic content regardless of the mode.

Maciej GRZENKOWICZ	Towards a Method of Reconstructing Multimodally Expressed Propositions in Argumentative Artifacts: Introducing MAR
--------------------	--

This talk discusses how visual and multimodal metaphors in iPhone commercials function as persuasive strategies in mass-media communication. Based on a corpus of 15 advertisements, we apply a cognitive-linguistic approach to multimodal metaphor analysis to reconstruct and interpret how source-target mappings across modes (visuals, written/spoken language, sound, music) are orchestrated to promote positive, argumentative claims for the product.

Zhangjingwen JIA	Visual & Multimodal Metaphor as Persuasive Strategies in iPhone Commercials
------------------	---

Our current model of multimodal semiotics is premised on the idea that the interpretation of multimodal communication operates by abductively generating discourse structures over blended discourse semantics controlled by any semiotic modes participating. The focus of the presentation will be to consider to what extent such structures may correlate with the rather differently motivated structures proposed within theories of argumentation. This will be explored with the help of examples from a large body of richly annotated multimodal German news reports.

John BATEMAN	Relations between Multimodal Discourse Structure and Argumentation Structure in Audiovisual News Reporting
--------------	--

In Everyday Conversation & the Media: Putting Methods to the Test.

11th & 12th of December 2025

University of Salzburg (AT)
Room 4.102
4th Floor

LAND SALZBURG

Our presentation deals with memes as multimodal arguments. We consider both static visual/textual memes and videos, emanating from the political scene in the US. We illustrate how we can apply elements of an interpretation and evaluation procedure, based on the Periodic Table of Arguments (PTA) and Comprehensive Assessment Procedure for Natural Argumentation (CAPNA), alongside an analysis of the rhetorical content and relevant meme conventions. We discuss the advantages of a comprehensive procedural system and highlight the difficulties to be overcome.

Martin HINTON	A. KOCZOROWICZ	Veronika OLKOWSKA	Procedures for Interpreting Multimodal Argumentation: A First Sketch
---------------	----------------	-------------------	--

I will illustrate an approach to the analysis and assessment of multimodal argument that is grounded in logic as a discipline. I will focus on a single advertisement. In a manner that invites comments and criticisms, I will discuss critical thinking, the epistemic goals of logic, argument evaluation, argument schemes, "proto-arguments", rhetorical considerations, aspects of arguments as logic understands them.

Leo GROARKE	Logic (Formal and Informal) Meets Multimodal Argumentation
-------------	--

Reconstruction is the process of making an argument's structure explicit in propositional terms. For visual arguments, this involves identifying pictorially conveyed propositions and translating them into conclusions and premises. But how is reconstruction typically carried out? Our presentation examines how non-academic audience approaches reconstruction. By analysing some survey responses, we explore how average viewers reconstruct visual arguments and what their approaches reveal about the practice of reconstruction.

Bitu HESHMATI	Lotte VAN POPPEL	Do People See an Argument? Expert and Lay Reconstructions of Visual Argument
---------------	------------------	--



Multimodal Argumentation in Everyday Conversation and the Media: Putting Methods to the Test	
Date	11th and 12th of December 2025
Location	Unipark Nonntal, Erzabt-Klotz-Straße 1, 4. Stock, Raum 4.102
Presentation Slots	45min = 25min (presentation) + 20min (Q&A)
Organization	Hartmut Stöckl, Jan Albert van Laar, Janina Wildfeuer, Jana Pflaeging
University of Salzburg	Department of English and American Studies

In this talk, we examine how different analytical approaches to the multimodal representation of characters can be effectively applied across media. Specifically, we will explore the use of two distinct frameworks – re-interpretation and evaluation procedure, based on the Periodic Table of Arguments (PTA) and Comprehensive Assessment Procedure for Natural Argumentation (CAPNA), alongside an analysis of the rhetorical content and relevant meme conventions. We discuss the advantages of a comprehensive procedural system and highlight the difficulties to be overcome.

Marta MARCORA	Nafiseh OROUJI	Janina WILDFEUER	Analysing Social Actors and Actions in Argumentative Discourse
---------------	----------------	------------------	--

Over the past decade, sound has been increasingly recognized as an important, and at times even crucial, component of multimodal argumentation. An auditory argument can be defined as "any argument that employs elements of sound to express or support its inference" (Kisicki & Hinton, 2024). This paper offers an overview of auditory arguments, tracing the process from their identification to the proposal of analytical models and, ultimately, to the development of possible tools for their evaluation.

Gabrijela KISICEK	Keynote	Auditory Arguments: From Identification to Evaluation
-------------------	---------	---

This presentation will take an initial step towards the analysis and evaluation of multimodal arguments by extracting explicatures and implicatures from static postings in public controversies. The method of analysis will integrate insights from Peircean semiotics into explicature theory in an attempt to track the commitments that can be derived from the multimodal artefact. Furthermore, the degree of salience of implicatures and explicatures situated along a continuum and its implications for the commitments in dialogue will be explored.

Bernardo RILLA	Eda I. SUKAN	Multimodal Arguments in Public Controversies: A Semiotic Approach
----------------	--------------	---

Start & End	Lunch Breaks	Coffee Breaks	Dinner
Thursday 09:15 → 17:00 Friday 10:00 → 17:30	Thursday 11:45 → 13:00 Friday 11:40 → 13:00	Thursday 14:35 → 15:15 Friday 14:35 → 15:15	Thursday 19:00 Casa Antonio Friday 18:00 Castellani

01	Gabrijela KISICEK	Thursday 09:15 → 10:00	Sound	Multimodal Argumentation
02	Charles FORCEVILLE Zhangjingwen JIA	Thursday 10:05 → 10:50	Multimodal Metaphor	
03	Bernardo RILLA Eda I. SUKAN	Thursday 11:00 → 11:45	Semiotics	Pragmatics
04	Jan A. VAN LAAR Steve OSWALD	Thursday 13:00 → 13:45	Cognitive Pragmatics	Dialectics
05	Martin HINTON, Aleksandra MAJDZIŃSKA-KOCZOROWICZ, Weronika OLKOWSKA	Thursday 13:50 → 14:35	Argument Interpretation	Evaluation
06	Maciej GRZENKOWICZ	Thursday 15:15 → 16:00	Pragma-Dialectics	Speech Act Theory
07	Marta MARCORA, Nafiseh OROUJI, Janina WILDFEUER	Thursday 16:05 → 16:50	Argumentation	Character Representation
08	Assimakis TSERONIS	Friday 10:00 → 10:45	Modal Logic	Discourse Semantics
09	John BATEMAN	Friday 10:55 → 11:40	Discourse Structure	Argument Structure
10	Leo GROARKE	Friday 13:00 → 13:45	Informal Logic	
11	Jean WAGEMANS	Friday 13:50 → 14:35	Multimodal Argument Types	
12	Bitu HESHMATI Lotte VAN POPPEL	Friday 15:15 → 16:00	Argument Reconstruction	Comprehension
13	Rebekah WEGENER Hartmut STÖCKL	Friday 16:05 → 16:50	Argument Reception	Comprehension

The recently developed Multimodal Argument Type Identification Procedure (MATIP) takes a parametric approach to analysing multimodal argumentation. One of the key features of this method is that the argument can be classified independently of the mode(s) in which their elements are expressed. To facilitate a discussion of the advantages and challenges of the MATIP, this talk will apply the method to two examples: the Neuschwanstein example (Groarke) and the Dragonfly example (Stöckl).

Jean WAGEMANS	MATIP: Two Example Analyses	Analysing Multimodal Arguments with the
---------------	-----------------------------	---

The presentation reports selected results from a small pilot reception study on current multimodal travel ads. Taking eye-tracking measures and asking questions about ad message, argument, role of image and about the persuasiveness and likeability of the ads, we sought insights into the online comprehension of multimodal arguments. The results indicate that reconstructing contextually coherent commercial arguments is far from simple and creates uncertainties. It requires constant engagement with the visuals and their semantic relations to the ad copy.

Rebekah WEGENER	Hartmut STÖCKL	"I Don't Know the Argument" What Can Reception Studies Tell us about Multimodal Argument Comprehension?
-----------------	----------------	---

Assimakis TSERONIS	Revisiting the Division of Labour between Image and Text: The Logics of Modes in the Interpretation and Analysis of Multimodal Argumentation
--------------------	--

To assume a simple division of labour (image as reasons – text as claim) overlooks how mode interplay creates argumentative meaning. In this presentation, I examine the discourse semantics of semiotic modes and their combination logics to show how they afford multiple inferential processes which can guide the interpretation and analysis of multimodal argumentation. I illustrate how these inferential processes inform the different steps of the identification, interpretation, reconstruction, and evaluation of multimodal argumentation communicated in a variety of canvases and media.

01	Gabrijela KISICEK	Thursday 09:15 → 10:00	Sound	Multimodal Argumentation
02	Charles FORCEVILLE Zhangjingwen JIA	Thursday 10:05 → 10:50	Multimodal Metaphor	
03	Bernardo RILLA Eda I. SUKAN	Thursday 11:00 → 11:45	Semiotics	Pragmatics
04	Jan A. VAN LAAR Steve OSWALD	Thursday 13:00 → 13:45	Cognitive Pragmatics	Dialectics
05	Martin HINTON, Aleksandra MAJDZIŃSKA-KOCZOROWICZ, Weronika OLKOWSKA	Thursday 13:50 → 14:35	Argument Interpretation	Evaluation
06	Maciej GRZENKOWICZ	Thursday 15:15 → 16:00	Pragma-Dialectics	Speech Act Theory
07	Marta MARCORA, Nafiseh OROUJI, Janina WILDFEUER	Thursday 16:05 → 16:50	Argumentation	Character Representation
08	Assimakis TSERONIS	Friday 10:00 → 10:45	Modal Logic	Discourse Semantics
09	John BATEMAN	Friday 10:55 → 11:40	Discourse Structure	Argument Structure
10	Leo GROARKE	Friday 13:00 → 13:45	Informal Logic	
11	Jean WAGEMANS	Friday 13:50 → 14:35	Multimodal Argument Types	
12	Bitu HESHMATI Lotte VAN POPPEL	Friday 15:15 → 16:00	Argument Reconstruction	Comprehension
13	Rebekah WEGENER Hartmut STÖCKL	Friday 16:05 → 16:50	Argument Reception	Comprehension

Multimodal
Argumentation

INTERNATIONAL NR
WORKSHOP (03)

in Everyday
Conversation
& the Media:
Putting
Methods to
the Test

M M

WITH CONTRIBUTIONS
& PRESENTATIONS FROM:

- JOHN
BATEMAN
- CHARLES
FORCEVILLE
- LEO
GROARKE
- MACIEJ
GRZENKOWICZ
- BITA
HESHMATI
- MARTIN
HINTON
- ZHANGJINGWEN
JIA
- GABRIJELA
KISICEK
- ALEKSANDRA
MAJDZIŃSKA-KOCZOROWICZ
- MARTA
MARCORA
- WERONIKA
OLKOWSKA
- STEVE
OSWALD
- BERNARDO
RILLA
- HARTMUT
STÖCKL
- EDA I.
SUKAN
- ASSIMAKIS
TSERONIS
- JAN A.
VAN LAAR
- LOTTE
VAN POPPEL
- JEAN
WAGEMANS
- REBEKAH
WEGENER
- JANINA
WILDFEUER

THURSDAY 09:15AM → 05:00PM
FRIDAY 10:00AM → 05:30PM

11th & 12th
of December
2025

A

UNIPARK
NONNTAL

University of
Salzburg (AT)
Room 4.102
4th Floor

