

Multimodal Patterns of Visual Communication

Understanding Online Memes (UOMe)

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With support from Patterns funds, various corpora are being created for research on patterns in visual communication. In the first funding phase, two corpora and their taxonomies were created – 60 inline videos and over 1,000 Corona-related internet memes. Both types – online videos and internet memes – are examples of patterned communication in cyberspace.

The aim is to research, type and compare multimodal patterns in current and politically relevant online videos on different structural levels (image – moving image – text). The approach is interdisciplinary in that it compares multimodal patterns in politically relevant online videos with already known and /or historical patterns from science communication, journalism-, propaganda-, crisis- and conflict research.

The aim of our work with the Corona corpus is to examine multimodal patterns of interpretation and meaning of internet memes.

Applications to funding institutions to work with these corpora are in preparation, as are publications.

Lectures: Prof. Dr. Marion G. Müller: „Video killed the political star? Cyber-imagery and its consequences for politics, society, culture and science.” Inaugural lecture at Trier University on 11.12.2019.

70th Annual Conference, International Communication Association (ICA), Golf Coast, Australia, 20.-27.05.2020, Paper: Video rules the world! Visual intimacy and surveillance online.