**NASFLA Newsletter, Number 3**

North American Systemic Functional Linguistics Association

November, 2002

Nan Fries, Interim Editor

Our past meetings at the World Englishes [IAWE] conference in October and NCTE in November went VERY WELL. Thanks to everyone for the GREAT papers.

We will have three meetings/papers at AAAL this year. American Association of Applied Linguistics. AAAL.org AAAL March 22-25, 2003. Sheraton National Hotel Arlington [Virginia]

A. PROFESSIONAL SERVICE SESSION Organizer: Bernard Mohan, Chair, NASFLA Monday March 24; Time: 5:15-7:30; Room, East1

Title: North American Systemic Functional Linguistic Association Cracker Barrel

Everyone welcome to join an informal information session on Halliday's Systemic Functional Linguistics. Discussions and bibliographies will include: Multimedia, [Discourse Analysis](http://en.wikipedia.org/wiki/Discourse_analysis), Ape Language, Language Education/Reading, phonology, Child Language, [Social Semiotics](http://en.wikipedia.org/wiki/Social_semiotics), Artificial Intelligence and Computational Lingusitics.

B. TENTH annual Systemic Functional dinner at AAAL. 8:00 following the Cracker Barrel. We would appreciate it if you could RSVP asap. [<Fries1ph@cmich.edu>](mailto:%3CFries1ph@cmich.edu%3E) Thanks.

C. COLLOQUIUM: A Social Semiotic view of Multimodal communication.

COLLOQUIUM ABSTRACT:

            Halliday (Halliday 1978) views language as a social semiotic within a sociocultural context, and interprets culture in semiotic terms, as both an edifice of meanings and an exchange of meanings in which the [construal](http://en.wikipedia.org/wiki/Construals) of reality is inseparable from the semantic system in which reality is encoded. Thus the semiotic study of signs and messages is situated within the context of [social relations](http://en.wikipedia.org/wiki/Social_relation) and processes.

            This colloquium will provide a brief overview of the social semiotic view, and will then debate this view through four case studies of multimodal communication. Scollon and Van Leeuwen, co-editors of the journal 'Visual Communication', will explore this view through a study of municipal regulatory signs in a range of cities (Scollon) and a study of Multimodality in sign-writing and typography (Van Leeuwen). They will examine questions raised by the visual semiotic of Kress and Van Leeuwen. Royce and Mohan will explore this view through a study of [intertextuality](http://en.wikipedia.org/wiki/Intertextuality) in the Economist magazine (Royce) and a study of the cross-cultural and cross-lingual interpretation of scientific graphics (Mohan). They will examine questions related to the semantic realisations of semiotic relations. Finally, comparisons between the four studies will be discussed, and implications and future directions noted.