



## CALL FOR PAPERS

# MUST-4 - Multisemiotic Talks 4

4th Finnish Symposium on Functional Linguistics and Multimodality

November 28.-29.2011, Rovaniemi, Lapland, Finland

### Theme:

"Images and Clauses on Santa Claus: Multimodal Perspectives on Tourism and Commercialization"

The location of MUST-4 symposium is Rovaniemi, Lapland, since it is often promoted as the home of Santa Claus. The brand of Santa Claus is a remarkable example of how business and tourism fields use language and visuals to construe commercial value of destinations and its services. The symposium seeks to explore the discourses of tourism and commercialization and the influence they have on societies. MUST-4 will bring together various interest groups to discuss the phenomena and to offer new interdisciplinary insights on both theory and practice. Our confirmed keynote speakers are well-known scholars in various areas of semiotic, business, tourism and other social studies, and they will discuss their latest research in plenary talks and workshops.

**Kay O'Halloran** (National University of Singapore)

**Christian Matthiessen** (Polytechnic University of Hong Kong)

**Giuseppe Pucci** (University of Sienna)

**Martin Kaltenbacher** (University of Salzburg)

**Eija Ventola** (Aalto University)

**Ivan Berazhny** (HAAGA-HELIA University of Applied Sciences)

We encourage proposals that explore a vast range of issues, including but not limited to the following sub-themes:

- New media in marketing of business and tourism services
- Discourses in tourism and business communities
- Research methodology: theories and tools
- Intertextuality of multimodal texts
- Social and cultural impacts of tourism
- Linguistic and multimodal perspectives on tourism and its marketing
- Product and destination branding
- Commercialization of cultural heritage

Please submit your abstract as an e-mail attachment by **September 15, 2011** to [must.finland@hotmail.com](mailto:must.finland@hotmail.com). Your abstract (max. 300 words) should include:

- Title of the presentation
- Name of the author(s) and affiliation
- E-mail address, telephone and fax number
- Postal address

**Notification of acceptance:** **September 30, 2011.**

**Registration fees:** 100€ (full) / 70€ (postgraduates) / 20€ (undergraduates).

**Payable to:** Aalto University, IBAN: FI55 1660 3000 0604 60, SWIFT: NDEAFIHH.

**Reference:** 3810051/MUST4 - **YOUR NAME.**

For further information, see the symposium website at:

<http://blogs.helsinki.fi/multisystemiotic-talks/events/must-4/>