MUST4 - Multisemiotic Talks, Symposium, Rovaniemi, Finland

	1st Day, 28.11.2011 (Monday)		2nd Day, 29.11.2011 (Tuesday)
8.00–9.00	Registration		
9.00–9.10	Welcome Valtonen*: Welcome to the University of Lapland* Ventola*: Welcome to MUST-4* (auditorium Esko&Asko)	9.00–10.10 Chair: Kaltenbacher	Plenary 4, Matthiessen: *TBA* (auditorium Esko&Asko)
9.10–10.20 Chair: Ventola	Plenary 1, Pucci*:* *Santa Claus' classical roots* (auditorium Esko&Asko)	10.10–10.30	Break (20 min)
10.20–10.35	Break (15 min)	10.30–11.30	Workshops (parallel) Matthiessen*: TBA* (room F2059) Kaltenbacher: *Discourse Analysis and Corpus Linguistics* (room F2060)
10.35–11.45 Chair: Ventola	Plenary 2, Kaltenbacher: *War against Santa! A clash of cultures: Saint Nikolaus, the gruesome Krampus and the sweet benevolent Christkindl against the boisterous, capitalist Santa Claus* (auditorium Esko&Asko)		
11.45–12.45	Lunch (1 h)	11.30–12.30	Lunch (1 h)
12.45–13.20 Chair: Veloso	Low: *Image Representations of Santa Claus in Christmas Commercials* (auditorium Esko & Asko)		
13.20–13.55 Chair: Veloso	Rytkönen: *Essence and Existing – The Image of Santa Claus Clothing* (auditorium Esko & Asko)	12.30–13.40 Chair: Low	Plenary 5, Berazhny: *Destinations and Texts: Commercialisation in Tourist and Semiotic Terms* (auditorium Esko&Asko)
13.55–14.30 Chair: Veloso	Sasaki & al.: *SFL on Mobile Gadgets: On Development of Composition Program in the Framework of Systemic Functional Linguistics* (auditorium Esko & Asko)	13.40–14.15 Chair: Sasaki	Hiippala: *Applications of multimodal corpora in tourism studies* (room F2060)
14.30–14.50	Break (20 min)	14.15–14.50 Chair: Sasaki	Stoian: *The Promotion of National Tourism on the Web: A Multimodal Analysis from a Cultural Perspective* (room F2060)
14.50–15.20 Chair: Berazhny	Lapland Centre of Expertise for the Experience Industry (LEO): *In the Official Hometown of Santa Claus Christmas is a state of mind* (auditorium Esko & Asko)		
15.20–15.55 Chair: Berazhny	DeCoursey: *(Re)placing Santa: Caring enough and sending the very best in contemporary China* (auditorium Esko & Asko)	14.50–15.25 Chair: Sasaki	Xu: *Santa Claus is Coming to Town – Santa Park in Mohe, China* (room F2060)
15.55–16.30 Chair: Berazhny	Veloso: *Touristic advertisement as political asset: A comparative study between Brazil and Finland* (auditorium Esko & Asko)	15.25–15.50	Break (25 min)
16.30–16.40	Break (10 min)	15.50–17.00 Chair: Ventola	Plenary 6, O'Halloran*: Images of 'Santa Claus': Patterns and Trends on Flickr* (auditorium LS 2)
16.40–17.00 Chair: O'Halloran	Valtonen*: Sleep in Tourism* (auditorium Esko&Asko)		
17.00–18.10 Chair: O'Halloran	Plenary 3, Ventola: *The Interpersonal Santa Claus: Face and Discourse* (auditorium Esko&Asko)	17.00–17.45 Chair: Ventola	Round table (auditorium LS 2)
19.30–? TBA	Symposium Dinner TBA	17.45–18.00	Closing of the Symposium (auditorium LS 2)