

Message from the President

By Helen Caple

Welcome

ASFLA members live and work all over Australia and on behalf of the ASFLA community I would like to acknowledge and pay my respects to the many nations and clans that are the custodians of these lands. This relationship to country has existed for millennia and sovereignty has never been ceded.

Many of our members live in areas that have been and continue to be badly affected by the bushfires. I hope you are all able to stay safe over the summer months, that all precautions are in place, and escape plans are fully rehearsed.

The gains (One year into the job)

So, this is the end of my first year as ASFLA President. I have really enjoyed working with the ASFLA Executive over the last 12 months and drawing on their enthusiasm and commitment to the ASFLA community.

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In 2019 we launched the History Project with a timeline of ASFLA History (<http://asfla.net/asfla-history-project/>) since the founding of the organisation in 1995. If you haven't looked at that yet, please go and explore it and download the reports by past presidents. They make for fascinating reading and speak to each of their legacies during their time as president. Being a history, it is only as good as the memories of those involved, therefore we also welcome any updates or corrections to what we have hosted there. The History Project has now picked up in pace and we have just completed our first ever ASFLA Wikipedia Editathon during which a group of PhD and early career scholars created 10 new articles on the Women Scholars in SFL (full report below). For me personally, this was an important step in recognising the pivotal role that senior women scholars in SFL have played in both the development and dissemination of SFL theory. We will continue this project into 2020 with further additions to

*Please let us know if you have any news that should appear on these pages or if you have any ideas about what you'd like to see:
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Lorenzo Logi, Editor

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come. Other branches of the history project are in development, and we will share details on this in a future newsletter.

Trish Weekes, our Treasurer and passionate educator, has started a project with Lindsay Williams aimed at establishing a repository of resources for Australian educators on the role of SFL in the curriculum. We will also be working on this throughout 2020 and will be launching a dedicated website as a virtual meeting place for educators and other stakeholders to get help, resources and advice.

The 2019 ASFLA Conference was held at the University of Sydney in October, and again showcased the depth and breadth of scholarship in the community, especially among those emerging from PhDs. Congratulations to Yaegan Doran, Alex Garcia, Dorothy Economou and Eszter Szenes for your efforts in making it all look so effortless and for giving us a stellar program. Next year our hosts will be Ken Tann and Kate Power at the University of Queensland in Brisbane.

In 2019, ASFLA funds were invested in small mobility grants bringing two SFL scholars to Sydney to present their research at the Friday SFL seminar. We also supported Ping Tian through our small research grant scheme to kickstart a project investigating business communication from an SFL perspective. Ping will report on this research in 2020. These grants are available again in 2020, so if you are interested in applying, do get in touch with us.

The losses

In June 2019, we lost Gunther Kress. As most of you already know, Gunther was a pivotal member of the SFL community during his years in Australia. When his close friend and collaborator Theo van Leeuwen approached ASFLA to host a symposium honouring Gunther, there was no hesitation. Gunther Kress has touched all of our lives through both his research and conviviality, as was clearly demonstrated in the touching presentations given by some of his close collaborators at the symposium. It was great to meet so many of his former colleagues and equally heartening to see so many young scholars at the event, who will no doubt carry on with the important work that Gunther inspired. Maree Stenglin's report for this newsletter speaks beautifully to the depth and breadth of his influence. Heartfelt thanks also to ASFLA Secretary Yaegan Doran for working with Theo to make this an event that truly celebrated Gunther's legacy.

Looking ahead

One of the nice things about working with Shooshi, Yaegan, Trish, Lorenzo and Alison is that we are never short of ideas to encourage and support the great research that goes on in this community. This means that there will be new work to do in 2020 and we will be calling on ASFLA members to get involved in projects throughout the year. No spoilers here, but we hope that 2020 will continue to be an active and vibrant year.

Have a safe summer and all the best for 2020 from your ASFLA team.

Community News

Wikipedia Editathon on the Women Scholars in SFL

By Helen Caple

Early in 2019 I was reading some of the statistics about the free encyclopedia, Wikipedia. Half a billion people read Wikipedia every month, and it is the 5th most visited website in the world. It is a source of information that we cannot easily dismiss. Yet there are serious gaps in the knowledge that is shared on this site, and it will come as no surprise that these gaps mostly centre on women and people of colour. Less than a quarter of Wikipedia biographies represent women. Many biographies of notable women simply don't exist or are incomplete, and less than 20% of Wikipedia articles of important women have pictures. Women's knowledge and contributions to the world are invisible in so many ways. We could say the same about women's knowledge and contributions to SFL: I searched Wikipedia for Australian women scholars in SFL and found that only Ruqaiya Hasan has a fully developed page. I decided to do something about this.



Inspired by other initiatives aimed at addressing the invisibility of women, for example the #VisibleWikiWomen campaign in 2019, I organised a Wikipedia Editathon of my own. This was held on a Sunday in December and involved 8 young women scholars (pictured) creating and editing pages for Australia-based women scholars in SFL. Thank you to all who participated in the editing: Yufei He, Olivia Inwood, Jun Li, Aurelie Mallet, Yuan Meng, Dragana Stosic, Qingxin Xu, and to Georgia Carr for convincing them all to participate. We all learnt a lot on the day. We got 10 entries into the draft stage, and now have to wait while the folks at Wikipedia assess the quality and veracity of our work before we officially launch them. (Unfortunately, this process can take up to 5 months, hence we will not be celebrating just yet!) I also worked on a new topic page for 'Educational Semiotics', using comprehensive scaffolding notes from Sally Humphrey. Thanks, Sally! I would also like to thank Shooshi Dreyfus, Trish Weekes, Susan Feez, Louise Ravelli, Pauline Jones and Elizabeth Thomson who responded very positively to this idea and helped me to compile the list of women scholars.

The list is long, and still incomplete, so I welcome women in the Australian SFL community to get in touch with me, if you would like us to create a page about your work. We will be running more editathon sessions throughout 2020, and welcome anyone to join us in this effort, especially with editing topic pages relating to the work of our scholars.

Ultimately, I hope that this project will bring to light the significance of the contributions of women scholars both to the theorising of SFL and to the application of the theory in so many diverse fields.

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Ruqaiya Hasan Prize for 2019 goes to Dr David Kellogg

By Alison Moore

The ASFLA Ruqaiya Hasan Prize for 2019 has been awarded to Dr David Kellogg (PhD Macquarie 2018). The Prize is awarded to an emerging scholar whose work engages deeply with Professor Hasan's topical or methodological concerns.

As Newsletter readers will know, Ruqaiya Hasan wrote extensively about human development and was particularly interested in the ideas of Lev Vygotsky, about whose work she published three main criticisms. David Kellogg's doctoral and related research has engaged closely with this debate. Kellogg shows that Hasan's criticisms of Vygotsky were well founded on the basis of the literature which was available to her in English translation, but he goes on to challenge some popular interpretations of Vygotsky that do not take into account recent translations, including some important later work. In the words of Kellogg's supervisor, David has also been able to "challenge misunderstandings of our linguistics and misreadings of the place of Bernstein in relation to semantic variation."

It was extremely heartening to have a very strong pool of candidates this year but the judges (all Hasan scholars) unanimously agreed that David Kellogg has been making a significant and extended contribution to the understanding of Hasan's work internationally, particularly among Vygotskian scholars.

For those who'd like to investigate Kellogg's work on Hasan, an accessible example is 'Thinking of feeling: Hasan, Vygotsky, and some ruminations on the development of narrative sensibility in children', *Language and Education* 31:4, 2017, pp. 374-387. DOI: 10.1080/09500782.2017.1306074. To delve further into Hasan's own arguments, see her *Collected Works* at <https://www.equinoxpub.com/home/collected-works-of-ruqaiya-hasan/>.

David Kellogg comments

Ruqaiya Hasan turned my intellectual world view on its head. When I met her in Bill Graves' phonology workshop at the 40th ISFC in Guangzhou in 2013, I was perfectly comfortable with the idea that language was so much superstructure ultimately determined more or less directly by material needs. That was how I'd read Marx and how I was reading Vygotsky. Ruqaiya Hasan, who was passionate about both, listened patiently but pointed out firmly how many of children's supposedly material needs are in fact brought into being by language itself.

When I left Guangzhou, I was certainly not post-Marxist (or even, as Halliday said of himself and Ruqaiya, "broadly neo-Marxist"). But I was no longer quite so sure of myself. Trying to answer Hasan's criticisms of Vygotsky (Chapters 3-5 in *Language, Society and Consciousness*) led me deep into Vygotsky's own studies of child language (See *L.S. Vygotsky's Pedological Works*, to be published in 2020 by Springer). Here I became aware that Vygotsky too, in studying how children use speech for communication long before they wield tools for production, had concluded that language was anything but ancillary to human development.

Like Ruqaiya Hasan, Vygotsky spent the most important years of his career working out the implications of this for the study of children; unlike Ruqaiya Hasan, Vygotsky lacked a systemic-

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functional view of language that could explain in precise terms how new systems of functions form the child's next, or proximal, zone of development. When Hasan says that language solves so many of the child's needs precisely because so many of those needs are created by language itself, she is saying exactly what Marx said: we humans set ourselves only the problems we can solve, because before we can conceive of solutions, we do not experience our history as a problem at all. Me too: before I met Ruqaiya Hasan, I didn't think of Vygotsky as a question in need of an answer; afterwards, I went from waving my feet in the air to having at least a toehold on some solid grammatical ground.

Congratulations to Fran Christie - 80 and going strong!

On the occasion of the ASFLA 2019 Conference Dinner, Jim Martin made a toast to Fran Christie to celebrate her 80th birthday and congratulate her on her many achievements to date:

as we all learn, sooner or later, being an academic is a lot of things... teaching, research, community. Most of us are good at one or two of these, but not all; and then there are exceptions, like Fran. The least appreciated of these is probably community building, and you all know about her teaching and research, so community is what I will focus on here.

Jim recounted Fran's public engagement, media articles, work with the government such as the Language Development Project; Project of National Significance (Teaching Critical Social Literacy: a project of national significance on the preservice preparation of teachers for teaching English literacy.), an important backdrop to the then current National Curriculum. He also spoke of Fran's work editing books and series through the 80s at Deakin, in the 90s with the Write It Right (Genre and Institutions book) project, and in the 00s with two collections of SFL & LCT books. Lastly, Jim praised Fran for her foundational work organising SFL and related conferences and founding ASFLA in the 90s, then SFL and social realism workshops (Bernstein, Muller, Maton) in 00s (see the [ASFLA timeline](#) for more details) and even Halliday's 90th Birthday event.

We can also think of community building as leadership; and that is a role Fran has played for us par excellence: such a source of strength when times are tough, and of celebration when things go well. For me, Fran is why SFL survived and thrived in Oz, why our education work has achieved what it has and been recognised for it, why we have annual national meetings with the distinctive flavour they have... in short why we are all here today; and it's a time for celebration!

Happy Birthday Fran!



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Welcome to visiting scholar Piergiorgio Trevisan

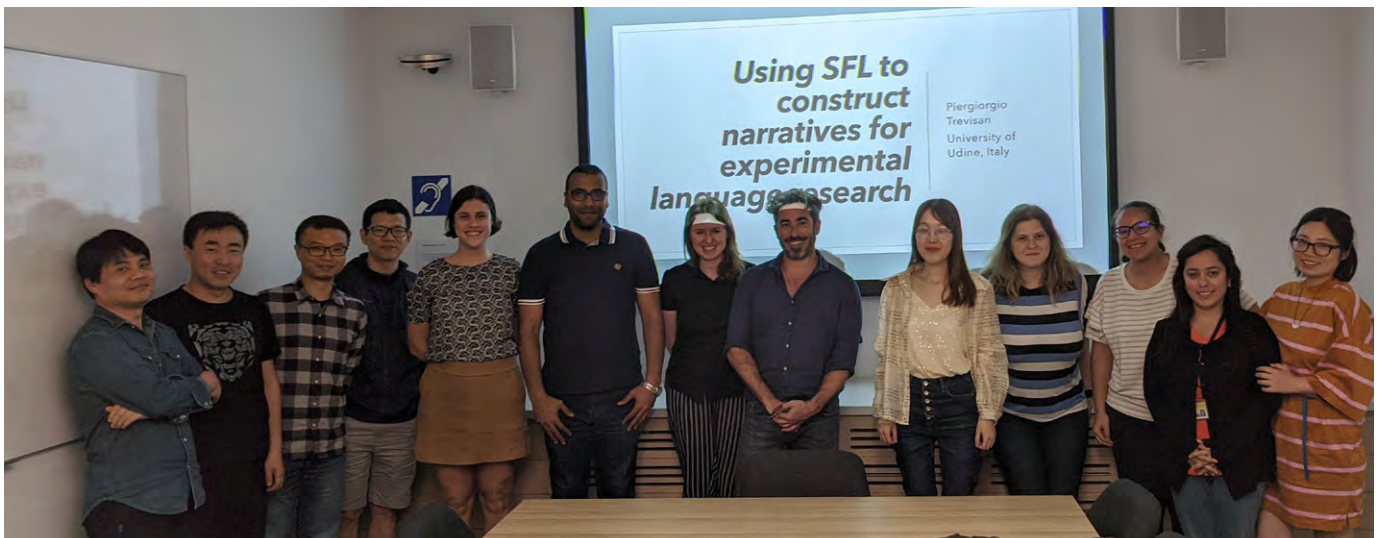
Piergiorgio Trevisan is visiting the Department of Linguistics of the University of Sydney, where he is collaborating with Professor Monika Bednarek, Director of the Sydney Corpus Lab, building on the already established line of research in computer-based text analysis. In particular, he is investigating the representation of particular ideologies in contemporary TV shows, using the Sydney Corpus of Television Dialogue (SydTV) and other corpora.

On December 3 Piergiorgio also ran a session on how to use SFL to construct narratives for experimental language research. As stated in his abstract, in the last 50 years, both psycholinguistics and neurolinguistics have provided crucial breakthroughs for understanding the cognitive bases of language. Despite this, both fields have been undermined by a trade-off between ecological validity (i.e., the degree to which tasks reflect the conditions of everyday communication) and experimental control (the manipulation of fine-grained variables, which is typically achieved by matching lists of decontextualized words and sentences). To overcome this problem, SFL has been used to construct carefully matched but fully naturalistic narratives usable in experimental settings. In this seminar, after a general overview, students were guided to



assemble two statistically comparable texts to be used in experimental language research investigating particular neural systems. The session was eagerly attended by the PhD student community, who were very appreciative for the chance to learn about this fascinating application of SFL theory!

Piergiorgio is Lecturer in English Language and Translation at the Department of Languages and Literatures, Communication, Education and Social Studies, University of Udine, Italy. His research interests are in the area of discourse analysis, stylistics, neurolinguistics.



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ASFLA 2019 - Sydney University

By Lorenzo Logi

The 2019 ASFLA conference was held at the University of Sydney, from Wednesday 2nd October to Friday 4th October, convened by Alexandra Garcia, Yaegan Doran, Dorothy Economou and Eszter Szenes, with a pre-conference institute from Monday 30th September to Tuesday 1st October. The conference theme of Making connections: Looking out, looking in, looking forward invited presentations of work in the SFL community that spanned disciplines, probed at the boundaries of theory, and addressed newly evolved semiotic modes of the digital world.

Proceedings opened with an affable welcome from Yaegan Doran, who set a tone of collegial elucidation that would infuse the following days. The welcome included an affirmation of ASFLA's commitment to the Uluru statement, and a welcome to country by Cadigal elder Uncle Chicka Madden. Annabelle Lukin's plenary on her work analysing the language of international law then launched the conference with a description of how justifications for warfare (and its associated brutality) are embedded into the very texts designed to prevent it. Impassioned, albeit sobering, Lukin's work demonstrates the importance of marrying research with the pursuit of social justice.



A rich and varied programme of four parallel sessions over the following three days then showcased the work of the SFL community in over 50 presentations, applying a social semiotic lens to a multitude of genres, modes, media and languages, with a contingent of Danes and colleagues from Malaysia, New Zealand and Iran offering illuminating examples of how SFL can be applied in different cultural contexts. The allocation of 35-minutes for parallel sessions provided a welcome extension from the compressed twenty-minute standard, and their deft coordination sidestepped the pitfalls of scheduling early career researchers in competition with established scholars, encouraging healthy audience sizes and informed discussion across the programme. Keynotes by Dongbing (Mus) Zhang, Yufei He, Anna Crane and Neda Karimi confirmed both the quality and diversity of the





work undertaken by emerging researchers, while Eliza Thomson and Sally McCarthy, Mira Kim, Margarita Vidal and Ken Tann presented polished examples of SFL theory applied to curriculum design, translation, genre pedagogy and linguistic iconography.

Opening the last day (and luring a few revelers still bleary-eyed from the conference dinner) Michele Zappavigna's plenary took the audience on an illuminating – at times shocking, at times comic – exploration of the world of YouTube decluttering vlogs. Weaving together an analysis of ambient affiliation and a theorisation of semiotic labour, the presentation concluded with the by-then altogether reasonable-sounding invitation to 'dismantle capitalism'. And closing the proceedings, David Rose offered a review of work on language, literacy and the school in Aboriginal Australia, coupling with Lukin's opening plenary to bookend the programme with examples of how work by SFL scholars can aim to simultaneously build knowledge and pursue ideals of equity, empathy and diversity.



While the calibre, scope and volume of work across presentations are a heartening affirmation of the community's vitality, the convenors' superb organisation of the conference also deserves recognition. From the above-mentioned sensitivity to affording opportunity to both emerging and established scholars, to the seemingly marginal but much appreciated five-minute interlude between sessions, to the very sensible decision to contain costs by not offering catering, the convenors were able to foster a relaxed and inclusive mood that complemented the conference's academic and social value. Special mention also goes to Dorothy Economou for her organisation of a



sumptuous conference dinner and circulation of the Arnott's brand's finest at morning and afternoon tea. To all the convenors, on behalf of the ASFLA community, thank you.

Highlights from ASFLA attendees:

I didn't know that one person could own so much makeup, let alone de-clutter it! Thanks Michele Zappavigna.

- Louise Ravelli

I find ASFLA provides a good opportunity for me to catch up the latest research in the field of SFL. Those topics are very interesting and cover a really large range of studies. I quite admire the work done by all presenters, and their passion and enthusiasm inspire me a lot. It's also an honour for me to present in the conference. I enjoyed the Q&A session

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very much, because audiences' questions and comments always offer me a fresh perspective. I feel grateful.

Thanks!

- Yuan Meng



I'm particularly grateful for the conference organizers' effort in arranging such a good program. Big names are competing with big names so that junior scholars can present their studies to more audience. I know from my personal experience how sad one would be when there's only a handful of people in his/her room. I'm sure everyone had a great time at this year's ASFLA. Bravo, Yaegan and Alex!

- Yufei He



As someone who has heard rumours of SFL's radical political agenda, it was wonderful to see such vivid, explicit reminders of our field's ideological stance, from Michele Zappavigna's keynote on semiotic capitalism

to David Rose's closing plenary on the ways we are failing indigenous children in Australia when it comes to literacy (among other things).

Sessions were consistently excellent, including young scholars and students who are raising the bar for all of us. For me, the highlight was Anna Crane's keynote on using SFL in language revitalisation for Kija speakers (from the Western Kimberley).

While less obvious, the programming, venue organising, and Dorothy's famous biccy display all contributed to a seamless conference experience for many.

- Georgia Carr



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Gunther Kress Symposium - Sydney University



By Maree Stenglin

On Saturday October 5, 2019, an inspiring one-day symposium was held in honour of Gunther Kress – linguist, social semiotician and co-founder of critical linguistics and of multimodality as a research direction in linguistics and education. Held in the new Social Sciences building at the University of Sydney, the symposium was well attended and the program of talks beautifully curated. Speakers included Noel King, Anne Cranny-Francis, Louise Ravelli, Peter Knapp, Mary Kalantzis and Bill Cope, Jim Martin and Emilia Djonov.

The day began with Noel King's reflections on the Magill era, which were followed by the screening of Anne Cranny-Francis's impressive presentation complete with photographs, anecdotes and personal recollections, as she reminisced on discussions 'embedded in conviviality' that she had shared with the 'intellectually adventurous' Gunther. Louise Ravelli also spoke of Gunther Kress's influence on her work, acknowledging, with gratitude, the fact that – although they had only met a few times – he always had time for her. Gunther's generosity of spirit was one of the recurring themes of the symposium.

Peter Knapp treated us to stories about his undergraduate and postgraduate days at UTS, where Kress was his lecturer, and about

their subsequent collaborations in London. In particular, Peter recalled a seminar he attended with fellow student, Peter Doyle, whose essay on the semiotics of electricity substations found its way into the first issue of *Social Semiotics*. Knapp also reminisced about the LERN conferences held at UTS in the early 1990s and the genesis of genre-based literacy. For those of us who had been part of these seminal moments and developments, many latent memories surfaced and were shared during morning tea. Hard to believe almost three decades have passed since those days!

Morning tea was followed by two separate video presentations from Mary Kalantzis and Bill Cope, who described their collaborative work with Gunther as members of the New London Group. Mary spoke about three inspiring ideas that influenced Gunther's research. First, the focus on interesting projects as the world still needs great ideas as there are many, many things we need to put right. Second, the construct of identity because its role in meaning making is crucial. And finally, the need for academic critique to move beyond the past towards an orientation that purposefully influences the future. Underscoring these ideas were the two constants in Gunther's academic and personal life: collaboration and friendship.

One of the undeniable highlights of the day was Theo's moving presentation on how they worked together in Australia and in London. He described with affection their walks in London parks and swims on Australian beaches; exercise always followed by pastries and coffees! Theo then offered some fascinating insights into the specifics of their collaboration. For instance, Gunther would never talk without an example on the table, so they developed a series of 'knock out' examples that they returned to over and over again. Moreover, Gunther always began by describing what he saw without recourse to any analytical

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framework as he did not want to constrain what he was seeing. Very movingly, Theo handed around a couple of pages of Gunther Kress's drawings and handwritten notes on museum artefacts. Each artefact was the source of questions and ideas, and the embodiment of Gunther's mantra: 'interest directs my attention to something that engages me.' In closing, Theo noted that working with Gunther was all about dialogue and conversations that were always enjoyable, filled with fun, and full of laughter!

Jim Martin's presentation was divided into two equal halves. The first was a historical recount and personal reflection that included many humorous anecdotes. For instance, a question posed by Jim to Gunther in the 1980s: 'Why don't you work on grammar anymore?' Gunther: 'Because that's been done!' Jim also noted that they were both 'genrists' who later became Positive Discourse Analysts before moving on to explore Gunther's legacy by recontextualising his work using an LCT framework.

The finale of the day was Emilia Djonov's talk, titled: 'Questions inspired by Kress'. It opened with an anecdote about her first meeting with Gunther, when he attended her

first ever conference presentation. Taking a refreshing, applied angle, Emilia related Kress's key ideas to her recent study of mothers and their 4-5 year-old children jointly reading the same narrative in two different media, a traditional picture book and an interactive book app, and to a collaborative project on transmedia narratives with Chiao-I Tseng and Victor Lim Fei. The talk also incorporated a Lego animation and a comic strip from primary school children. For those of us in the audience, the enduring legacy of Gunther's ideas was palpable.

In closing, it was a tremendously inspiring and enjoyable tribute to Gunther Kress's pioneering work and its impact on applied linguistics, education, media and communication studies! The organisation was superb, as was the catering, and the talks not only paid tribute to the enormity of Gunther's legacy but also captured the conviviality and gentle humanity of a man who always stopped to smell the roses. He was indeed a scholar who 'left much in us and through us,' (Mary Kalantziz, October 5, 2019).

Vale Gunther Kress.



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International Conference on Ecolinguistics 2019 - Odense, Denmark



Alison Moore at ICE-4, Odense, Denmark: Many conference papers referred to (and thankfully often critiqued) the UN's Sustainable Development Goals.

By Alison Moore

ICE-4, the fourth International Conference on Ecolinguistics, was held this year (From 12 to 15 August 2019) and I was very kindly asked to give a plenary. Though it wasn't an SFL conference per se, hardly a presentation went by without mention of Michael Halliday or SFL (not always glowingly) or a transitivity or multimodal analysis or something drawing on SFL (not always canonically). For a number of reasons, ecolinguistics is an interesting and possibly very productive space for more SFL scholars - and SFL scholars from a wider range of perspectives and regional backgrounds - to engage. The conference was held at Syddansk Universitet (SDU), Denmark where I have been Gæstforsker hosted by Prof Sune Vork Steffensen and the Centre for Human Interactivity, and also affiliated with the Centre for Multimodal Communication founded by Prof Theo van Leeuwen and directed by Assistant Prof Nina Nørgaard, both within the Institut for Sprog og Kommunikation.

ICE-4 drew 80 participants from 24 countries including China, Japan, Brazil, Argentina, Russia, Fiji and Malawi, as well as Danish and other European scholars - and two Australians, myself and Joshua Nash (Adelaide/ ANU/ Aarhus). Prof Peter Mühlhäusler (Adelaide) was also originally to attend the conference but had to withdraw (as did Paul Thibault whose paper I was very much looking forward to). Mühlhäusler's paper, entitled 'Quo vadis ecolinguistics?' was edited and published by the conference organisers along with a paper by another eminent scholar in the ecolinguistics area, Prof Peter Finke (Bielefeld), as a set of working papers entitled the Aalpiri Papers ('aalpiri' being a Western Desert word referring to 'the practice of old men getting up in the morning and airing all their grievances to the camp in a loud voice', also known as 'morning growl' in the anthropological literature (Mühlhäusler 2019)).

Prof Alwin Fill (Vienna), one of the most important scholars in ecolinguistics, gave a plenary entitled 'Using language to achieve 'con-vironmental' awareness' which he dedicated to Professor Michael Halliday (Sydney), whose work is considered one of the two main theoretical foundations of ecolinguistics, along with that of Prof Einar Haugen (U Wisconsin-Madison/Harvard). Prof Arran Stibbe (Gloucester) challenged us with his take on where we are heading as a species and called for climate and other scientists to include language in their models in order that they can better contribute to cultural change. Prof Huang Guowen (South China Agricultural University) outlined his approach entitled 'harmonious discourse analysis' as an alternative for critical discourse analysis in the Chinese context and called for more ideological plurality in ecolinguistics. Prof Alex Kravchenko (Irkutsk State U, Russia) critiqued cartesian linguistics but surprisingly re-inscribed a very strong boundary between human communication and cognition and those of all

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other species. Prof Brendon Larson (Waterloo), an environmental scientist, discussed whether the pace of language change can be rapid enough to overcome socio-ecological impacts unfolding in the Anthropocene. Prof Stephen Cowley and Prof Sune Steffensen each gave presentations developing a current stream of thought in ecolinguistics which emphasises the distinction between a 'first order' phenomenon - that of 'linguaging' and the second order cultural object 'language' (cf Love, Maturana), and critiquing both structural and cognitive linguistics via theories of extended mind and enactivism.

My own plenary was entitled 'The linguistics of individuation in the ecological and ethical framing of animals', drawing together themes from my on dairy, ecological discourse, and robotics and the internet of things, and how these discourses position our fellow animals. These considerations included their ontogenetic development as individual selves as well as their phylogenetic development and its cessation (extinction).

It may be inferred that ecolinguistics is rather male dominated (and perhaps it is?) but we also had an excellent plenary from Dr Mai Kuha and many terrific parallel papers from women at early career and senior levels, including Professor Hermine Penz (Graz), the co-editor of the Routledge Handbook of Ecolinguistics. In addition, Prof He Wei (Beijing University of Foreign Studies) led a panel entitled 'Ecolinguistics and Systemic Functional Linguistics (or Ecological studies based on Systemic Functional Linguistics)' with presentations also by Prof Chang Chenguang (Sun Yat-sen), Prof Xingwei Miao (Beijing Normal), Prof Yu Hui (Beijing Normal), Dr Ruijie Zhang (UST Beijing) and Dr Juan Manuel Cano Sanchez (UST Beijing) which ranged over recapping the foundations of Halliday's social semiotics, to revisions of grammatical categories within SFL felt to be useful for

ecolinguistic research, to demonstrating multimodal analyses of railway museums.

An innovation of ICE-4 (for me) was a mentoring arrangement where junior scholars were connected up with relevant senior scholars, with 2 x 1 hour sessions programmed into the conference to discuss the junior scholars' work, along with the senior scholar attending the junior scholars' presentations and giving them detailed feedback. This was a great idea and I believe it has helped strengthen specific networks within the broader ecolinguistics community.

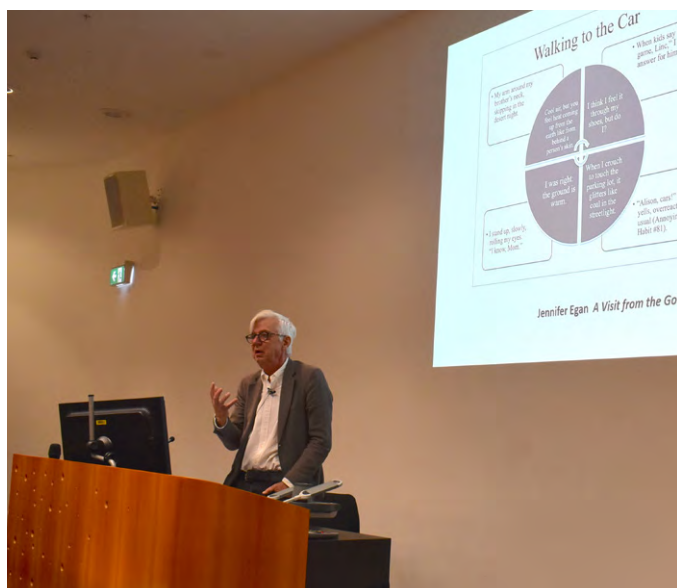
Another good idea was a series of external workshops on the final day of the conference. One could visit the local EPA, or an ecologically oriented school farming project, or an activist sculptor's workshop. I chose the latter and we had a fantastic afternoon with Jens Galshj t, creator of the sculpture 'Unbearable' about the anthropocene (see pic).



Jens Galshj t, Unbearable: the natural-size copper polar bear is impaled on an oil pipeline in the shape of a graph showing the world's cumulative, global fossil fuel carbon emissions since the year 0.

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Multimodal Research 2019 - Auckland, New Zealand



By Joshua Han

At the start of December, many members of the ASFLA community attended an international conference on multimodal research at the Auckland University of Technology's Multimodal Research Centre. The conference was a special event celebrating the 10-year anniversary of the Multimodal Research Centre. For those of us who made the relatively short trip over from NSW, it was a brief but pleasant reprieve from the smoke - quite literally a breath of fresh air.

Many congratulations and thanks are owed to the convenor, Yulia Khan, as well as all of the other organisers and volunteers who ensured that the conference ran smoothly and delegates felt welcomed. There were plenty of networking opportunities throughout the conference, including a visit to the picturesque Bethells Beach, a black sand beach on the west coast. The catering was exquisite and memorable to say the very least, showcasing fine food, wine and craft beer of New Zealand.

The conference was not only very pleasant, but also intellectually stimulating. Keynote talks were delivered by Professor Sigrid Norris, the director of the centre, Professor James

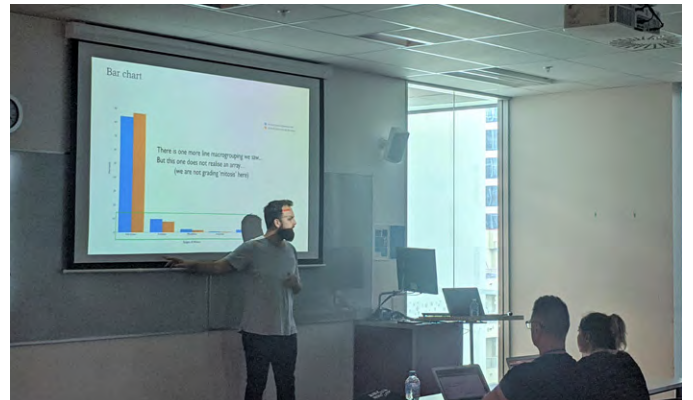
Wertsch and Professor Theo van Leeuwen. Norris presented on identity from a perspective of multimodal interaction and action analysis, Wertsch presented on the role of narratives in mediating national identity and memory, and van Leeuwen presented on art and technology. The breadth of research in multimodality and its pertinence to contemporary social research was illustrated not only by these diverse keynotes, but also by the diverse presentations delivered by delegates, who had come from many different parts of the world, at many different stages of academic careers. The research topics that were covered included identity, news media, art, sound and music, embodied communication, spatial semiotics, web communication, political communication, early childhood education, educational semiotics, non-verbal communication, social media, and stand-up comedy.

In Theo van Leeuwen's speech at the welcome reception to the conference, he congratulated the research centre on their longevity. He noted that the work carried out at the AUT Multimodal Research Centre combined the European approach of text analysis and the North American approach of interaction analysis, a very successful and productive combination. The conference itself reflected this combination of approaches, providing opportunities for presenters to reflect on the approach used in their own research and to challenge each other to look at their work from new perspectives. There was a strong presence of researchers using social semiotics and/or Systemic Functional theory. There were also many who did not come from a social semiotic or SF background, but gave very interesting talks nonetheless. The conference was a productive opportunity for researchers to exchange ideas, perspectives and theoretical tools on multimodality.

All in all, the conference was an excellent occasion to meet international colleagues,

Conference Reports

learn about their research and get an idea of the diversity of contemporary research topics in multimodality which are so pertinent to all aspects of social life. It has left many with a sense of excitement and anticipation for future conferences on multimodality, in which we will surely see even further developments in the breadth and depth of multimodal research around the world.



ISFC47- Shenzhen: Call for Papers Open!

Second Call for ISFC47 Workshops and Papers

47th International Systemic Functional Congress (ISFC 2020)
17th China National Conference on Discourse Analysis (CNCDA 17)
47th International Systemic Functional Pre-Congress Institute (PCI 47)
20th China Systemics Week (CSW 20)

Dear all,

We are pleased to announce that the 2020 International Systemic Functional Congress (ISFC47) will be held at the University of Shenzhen, Guangdong Province, People's Republic of China, from July 8–10 (PCI 47 & CSW 20) to July 13–17 (ISFC 47 & CNCDA 17), 2020.

The theme of the Congress is:

SYSTEMIC FUNCTIONAL LINGUISTICS AND PRACTICE: Sustaining dialogue between theory and practice

Convenors: (Alex) Xuanwei Peng | University of Shenzhen
Geoff Williams | University of Shenzhen & University of Sydney

This congress will be an opportunity to re-examine praxis in SFL as it continues to expand globally, and into new domains of activity. Praxis has been a key concept throughout the development of SFL. Halliday, in reflecting on the Marxist origins of SFL in his contribution to *The Bloomsbury Companion to M.A.K. Halliday* (ed. J. Webster, 2015: 97), commented:

... I have always thought of linguistic theory as something to be applied, to real problems either in research or in some domain of practice; eventually I came up with the term 'applied' linguistics to encapsulate this preoccupation with a theory as a mode of action that is based on understanding. It is of course not specifically Marxist, except perhaps in the notion that there are cycles of mutual reinforcement between practice and theory: theory improves the effectiveness of practice, and practice contributes to the ongoing refinement of theory.

The organizing committee will welcome papers which address the interface between SFL theory and research/practice, oriented from either starting point, or which report advances in the 'applicability' of SFL using new theoretical developments.

The Congress is interested in but not confined to the following issues:

1. Developments in SFL Theory and Description
2. Case Studies of Individual Languages
3. Emerging Areas for SFL Transdisciplinary Research
4. Grammatical Metaphor and Discourse Strategies
5. Translation Studies
6. Ecolinguistics
7. Healthcare Communication
8. Clinical Linguistics
9. Language Education

ISFC47- Shenzhen: Call for Papers Open!

10. Disciplinary English
11. Linguistic Studies of Literary Texts
12. Legal Registers
13. Multimodality/Multisemiosis
14. Corpus Research
15. Comparison of Contemporary Online Texts in Different Languages
16. Advances in Digitally-Based Research Methodologies

Key Dates:

Submission start date: 15 November, 2019

Submission deadline: 15 January, 2020

Notification by: 15 March, 2020

Confirmed Invited Speakers for Beginners and Advanced SFLers:

Speakers for the 47th International Systemic Functional Pre-Congress Institute (PCI 17) & the 20th China Systemics Week (CSW 20)

1. CHENGUANG CHANG (常晨光), Sun Yatsen University, China
2. YAN FANG (方琰), Tsinghua University, China
3. ZHANZI LI (李战子), China National University of Defense Technology, China
4. CHENGYU LIU (刘承宇), Southwest University, China
5. XINGWEI MIAO (苗兴伟), Beijing Normal University, China
6. ZHENHUA WANG (王振华), Shanghai Jiaotong University, China
7. BINGJUN YANG (杨炳钧), Shanghai Jiaotong University, China
8. XINZHANG YANG (杨信彰), Xiamen University, China
9. ZHONG YANG (杨忠), Northeast China Normal University, China
10. HUI YU (于晖), Beijing Normal University, China
11. DELU ZHANG (张德禄), Tongji University, China
12. YONGSHENG ZHU (朱永生), Fudan University, China
13. MEENA DEBASHISH, English and Foreign Languages University, India
14. YAEGAN DORAN, University of Sydney, Australia
15. EDWARD MCDONALD, Guangdong University of Foreign Studies, China
16. MICK O'DONNELL, Universidad Autónoma de Madrid, Spain

www.isfc2020.cn

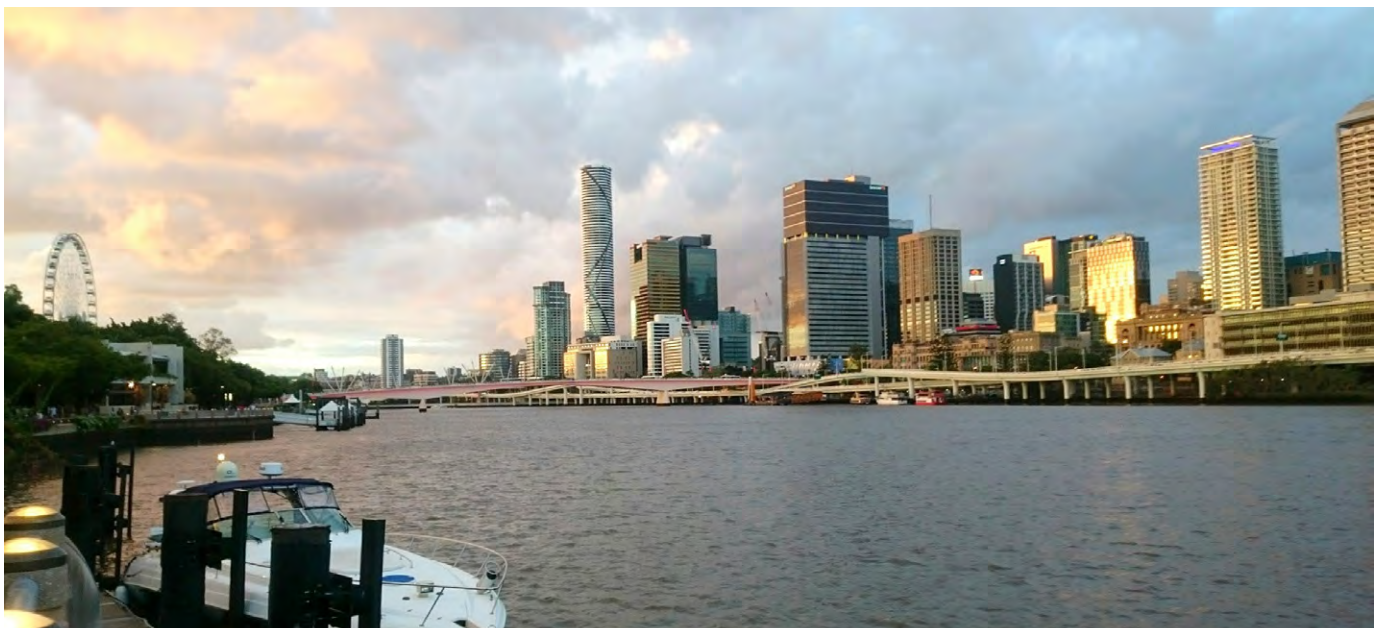
ASFLA 2020 - University of Queensland



ASFLA2020 will be held from 28 September to 2 October in Brisbane, jointly hosted by the [University of Queensland Business School](#) and the [Institute of Continuing and TESOL Education](#).

To mark this occasion that the ASFLA conference is hosted for the first time by a Business School, the conference theme will be 'Impact: Research, Education, Industry', showcasing the contribution and significance of SFL as an applicable linguistics across disciplines. We invite you to join us in celebrating the impact of the SFL community on the world around us, so watch this space for more details.

Conveners: Ken Tann & Kate Power



ESFLC 2019: Call for Papers Open!

**30th European Systemic Functional Linguistics Conference:
'Social Semiotics and Social Justice'
Sheffield Hallam University, Sheffield, U.K. 1st to 3rd July, 2020**

Call for Papers

Calls for greater social justice appear to be ignored in an age of increasing economic inequality (Piketty & Goldhammer, 2014), particularly in many of the leading and growing economies around the world where we find the rising forces of nationalism and xenophobia, climate change denial and the normalisation of radical right-wing ideologies. At the same time, the recognition of the key role that language plays in establishing and maintaining relations of power has never been greater, with discourse now recognised in popular culture and in a range of disciplines as a major force in social change. The need to apply the analysis of discourse and other forms of meaning-making to the improvement of social justice has never been more urgent.

Systemic Functional Linguistics (SFL) has a long tradition of analysing language with the aim of reducing social inequity, reaching back to one of its original aims of promoting linguistic equality (Halliday, 2015). The analytical toolbox offered by SFL has been instrumental in establishing reliable frameworks of analysis in critical discourse analysis, in multimodal semiotics and in educational linguistics. Consequently, in recent years we have exponentially improved our ability to identify how meaning-making resources are deployed in written, spoken, visual and multi-channel modalities across a range of contexts, often with the aim of exposing hegemonic power structures. For instance, SFL has had a significant impact on narrowing the attainment gap for children in schools combining functional grammar with social realism in order to expose how the language of schooling works to the advantage of dominant social groups (Rose & Martin, 2012). This conference aims to explore the many ways that language and other modes of meaning-making play an integral role in preventing or promoting social justice. The conference expects SFL and associated disciplines to bring diverse perspectives to bear on the understanding, intervention and disruption of embedded power relations and ideologies through the analysis of semiotic processes. We especially welcome papers that connect the theme to these areas of research:

- o Multimodality and social semiotics
- o Critical & positive discourse analysis
- o Applicable linguistics
- o Political economy & social structure
- o Education & applied linguistics

We also welcome other papers that relate to the theme of 'Social Semiotics and Social Justice' and as always we aim to provide a forum for all SFL research. Our experienced scientific committee will review submissions for 1-hour workshops, single-themed symposia with multiple speakers, and 30-minute talks (including up to 10 minutes for questions & discussion).

References:

Halliday, M.A.K. (2015) The Influence of Marxism. In J. Webster (Ed.) *The Bloomsbury Companion to M.A.K. Halliday*. London: Bloomsbury

ESFLC 2019: Call for Papers Open!

Piketty, T. & Goldhammer, A. (2014). *Capital in the Twenty-first Century*. Cambridge, MA: Harvard University Press.

Rose, D. & Martin, J.R. (2012) *Learning to Write, Reading to Learn*. Sheffield: Equinox

Submissions can be classified within one or more of these strands:

- Advances in SFL research
- Advances in SFL theory
- Analysis of political discourse
- Applied & Applicable linguistics
- Critical &/or Positive Discourse Analysis
- Discourse analysis
- Ecolinguistics
- Education & pedagogy, including multi-literacies
- Legitimation Code Theory
- Multimodality
- Political economy
- Synthesis of SFL with other approaches

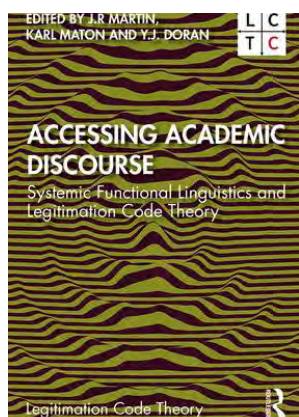
Key dates:

Call for Papers:	01 Nov 2019
Submission opens:	15 Nov 2019
Submission deadline:	10 Jan 2020
Registration opens:	10 Feb 2020
Notification of decision:	14 Feb 2020
Registration ends:	07 Jun 2020
Conference starts:	01 Jul 2020

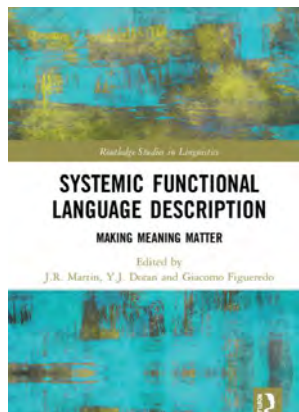
Information & Contacts:

Conference email:	esflc2020@shu.ac.uk
Conference Twitter page:	@esflc2020
Conference Website:	https://www.esflc2020.org.uk/

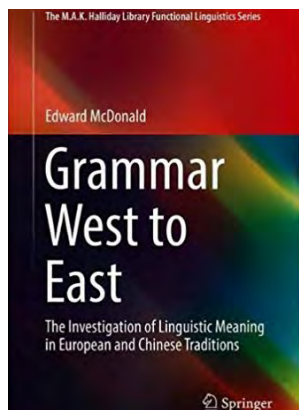
New Publications



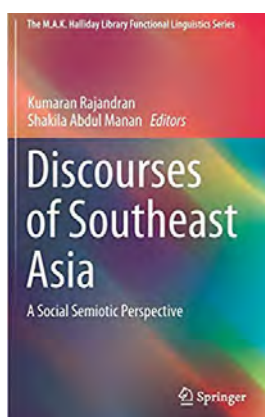
Martin, J. R., Maton, K., & Doran, Y. J. (Eds.). (2019). *Accessing Academic Discourse: Systemic Functional Linguistics and Legitimation Code Theory*. Routledge.



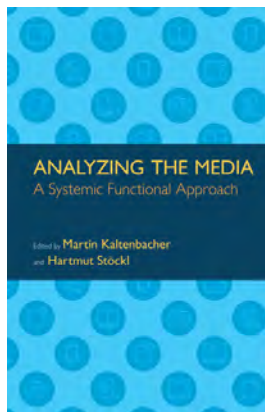
Martin, J. R., Doran, Y. J., & Figueredo, G. (Eds.). (2019). *Systemic Functional Language Description: Making Meaning Matter*. Routledge.



McDonald, E. (2020). *Grammar West to East: The Investigation of Linguistic Meaning in European and Chinese Traditions*. Springer Nature.



Rajandran, K., & Manan, S. A. (Eds.). (2019). *Discourses of Southeast Asia: A Social Semiotic Perspective*. Springer Nature.



Kaltenbacher, M., & Stockl, H. (2019). *Analyzing the Media: A Systemic Functional Approach*. Equinox.

Grants and Prizes

ASFLA Small Grants

Have you got a great idea but not enough money to make it happen?

Maybe ASFLA can help!

ASFLA offers small grants of \$500 - \$1500 to kick-start research projects in systemic functional linguistics.

We particularly welcome applications from ECRs and SFL-researchers who are in non-permanent positions.

Email our president Helen Caple at helen.caple@unsw.edu.au with a one-page project outline, also indicating how your research will benefit the ASFLA community, and a separate one-page budget plan with costs fully outlined.

There's no deadline for small grants - they are available any time.

ASFLA membership

You may be wondering what does ASFLA spend its money on?

Over the past few years, for example, ASFLA membership monies have funded the following:

- Gunther Kress Symposium
- Annual ASFLA conferences
- Annual Hasan Prize
- 2018 Functional description and typology forum
- Appraisal symposia held at U (2013, 2015)
- Halliday Symposium at Sydney University 2015
- Hasan Symposium at Macquarie University 2016
- Register and Context Symposium at Macquarie University
- International Educational Semiotics Website
- Numerous international exchanges of scholars
- Student scholarships to ASFLA Conferences
- Over \$16,000 in small grants awarded over the last four years
- Supporting scholars and educators from Australia to present at the Society of Pakistan English Language Teachers (SPELT) in Pakistan over the last twenty years.
- and more... what a bargain!

Life Membership

Invest in the future of our association and save yourself some hassle!

Life membership is a great idea. It saves you from having to remember to join each year AND it helps our association. Fees from life memberships have been placed in a special high interest savings account, to be used for future large scale projects. Our funds are mounting nicely, as reported by our then Treasurer Yaegan Doran at the 2018 AGM.

How to pay ASFLA membership

1. Go to the ASFLA website www.asfla.net and click on membership.
2. Fill in your details.

ASFLA Membership Form

Please fill out your details

3. Follow the instructions about how to pay by EFT.

Annual membership:

Full – \$40

Student – \$25

School/institutional – \$50

Life membership:

Life – \$250