

# INAUGURAL PROFESSORIAL ADDRESS

PUBLIC LECTURE SERIES 2018

# AUT



PROFESSOR  
SIGRID  
NORRIS

## Everyone knows that!

We all act and interact and we all know just how we do the things we do. Or do we? This lecture takes us through the journey of how a new theory of human action and interaction was developed.

From the first moments of the realisation that no framework existed to analyse the data that Sigrid had collected in anthropological linguistic fashion over a year of ethnographic fieldwork to the trepidation of being told to write a book about the newly developed framework; from a frantic testing of the analytical tools created to the next realisation that this was only the very beginning. Yet a new theory is not built in a vacuum and in her inaugural professorial address, Professor Sigrid Norris will show how particular people were critical for the development of this multimodal framework.

Sigrid is Professor of Multimodal (Inter)action and Director of the Multimodal Research Centre at Auckland University of Technology in New Zealand. She is the author of *Analyzing Multimodal Interaction* (Routledge 2004), *Identity in (Inter)action* (de Gruyter 2011), and forthcoming *Systematically Working with Multimodal Data* (Wiley Feb. 2019). Sigrid is editor of *Multimodality in Practice* (Routledge 2012), *Multimodality: Critical Concepts in Linguistics* (4 Volumes, Routledge 2015), co-editor of *Discourse in Action* (Routledge 2005) and *Interactions, Texts and Images* (de Gruyter 2014). She is founding editor of the *International Journal Multimodal Communication* (de Gruyter) and has published the two poetry books *rosarot und schwarz* (deutscher lyrik verlag 2008) and *Liebe und Trennung/Love and Separation* (mykum 2016).

TUESDAY  
2 OCTOBER

4.30pm

WA Conference Centre  
Sir Paul Reeves Building  
AUT City Campus  
Level 2, WA Building  
55 Wellesley Street East  
Auckland 1010

To register for this event,  
please [CLICK HERE](#)

Refreshments will be served  
after the address.

