

商务与法律话语研究中心

Center for Business and Legal Discourse Studies

讲座



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题目: **The video as a meaning-making mode on company webpages**

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A brief bio description: Eija Ventola, Professor, a member of Academia Scientiarum Fennica, teaches Business and Corporate Communication at Aalto University, School of Business. Has previously held teaching, research, administrative and chair positions at various universities in Australia, Finland, Great Britain, Germany, Austria and guest professorships in the USA, Spain, Brazil, and Australia. She is a popular speaker at international conferences and workshops.

Major research areas:

international business communication and language;
multimodal and –medial discourse analysis;
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The video as a meaning-making mode on company webpages

– Case of Marimekko and Kone

This paper focuses on examining the way two Finnish companies, Marimekko and Kone, are currently employing the use of video as a meaning-making mode on their websites. Marimekko is a Finnish textile and clothing company which throughout its history has been famous for the colourful designs of its products, be it a dress, a decorative bowl or a mug, a table cloth and so on. Kone is a company that produces elevators, escalators and automatic doors for the building industry as well as services and maintains them. It may be assumed that the former company has due to its design history put also videos into more varied use than the latter.

The paper studies the web pages in terms of the number, the typeness of videos and how the semiotic modes work in them.

The questions asked and the methods of analysis rely on the systemic-functional approach to multisemiotic (multisystemiotic) analysis.