

Panel: "Humor, Multimodality, and Digital Discourse"

(Conveners: Paco Yus y Ana María Mancera)

Humor plays a crucial role in the daily posts on social media profiles (Facebook, Twitter, Instagram, etc.) as well as in everyday instant messaging conversations (WhatsApp, Telegram, Line, Snapchat, WeChat, etc.). In these contexts, a plethora of messages supported by visual and multimodal discourses, such as memes, emojis, stickers, and GIFs, aim primarily to generate humorous effects.

The panel "Humor, Multimodality, and Digital Discourses" invites contributions that address the role of humor, its encoding, and interpretation in multimodal and digital discourses. Examples of potential research topics that would fit this panel include (but are not limited to) the following:

A. Multimodality and Mass Discourses

- Humor in multimodal advertising discourses.
- Humor in editorial cartoons.
- Humor in comic strips.
- Humor in films.
- Humor in television.

B. Digital Discourses

- The role of text and image in humorous memes.
- Corporate humor (memes) on company social media pages.
- Humor in instant messaging.
- Humor in multimodal social media posts.
- Humor in video clips (YouTube, TikTok).
- Humor in comments on social media posts.
- Humor in the blogosphere.
- Humor in digital political communication.
- Humor in digital journalism.