**Theo van Leeuwen**

er ansat som professor pr. 1. september 2014.

I den anledning inviterer instituttet til

tiltrædelsesforelæsning:

‘**Looking good: The return of aesthetics’**

Today’s multimodal writing must do more than communicate, it must also ‘look good’. New technologies provide templates for a wide range of document genres which all focus on presentation style rather than content.

What does it mean to ‘look good’?

Why has it become so important and ubiquitous?

Can we analyse it? Should we?

This lecture revisits Prague School aesthetics and asks whether it can be reconfigured in social semiotic terms, as communicating the values and identities of global corporate culture.

Tiltrædelsesforelæsningen afholdes

**torsdag den 4. december kl. 13.15 i O77**

med efterfølgende reception i mødelokalet Rasmus Rask (Ø15-404-2)

Vel mødt!

Institut for Sprog og Kommunikation