

A multi-layered relationship: How GIF embedded text contributes to meaning in replies

**Postdoctoral Researcher Elizabeth Marsden
English Language and Literature, Åbo Akademi**

How can a short looping animation form a coherent contribution to a conversation? And how can adding a caption/subtitle to that animation change, enhance, or create additional meaning? These are the primary research questions this talk will explore.

GIFs demand minimal time yet are very appealing (Bakhshi et al. 2016: 575-579), and may only be fully interpretable if one knows the wider context of the clip from which they are taken (Jiang et al. 2018). And while they may be in only one modality, they can also use both text and image, and can combine resources from multiple sources, making them part of remix culture (Vickery 2014).

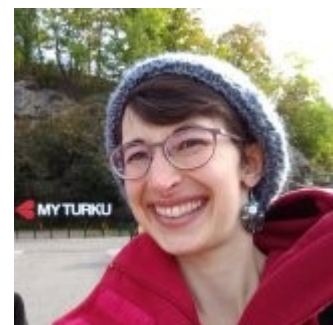
Since embedded text in GIFs has not been previously analysed, the relationship between text and image is explored using literature on text-image relationships in memes (e.g., Yus 2018) to see how it applies to GIFs, and how they differ. Previous models of GIF meaning (e.g., Tolins and Samermit, 2016) are also considered to see if they can account for GIFs with embedded text.

Arken, Källan C201 (Fabriksgatan 2, Åbo)

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ABOUT THE SPEAKER

Elizabeth (Liz) Marsden is a Postdoctoral Researcher in English Linguistics at Åbo Akademi University, Finland. Her research interests lie the fields of pragmatics, digital discourse and computer-mediated communication. She has worked as the editorial assistant of *the Journal of Politeness Research* since 2016, and took on the role of Assistant Managing Editor in 2020. Her [thesis](#), completed in 2019 at the University of Huddersfield, UK was entitled *Relationship Management in Intercultural Business Emails* and a related chapter appeared in *Politeness in Professional Contexts* (2020, edited by Dawn Archer, Karen Grainger and Piotr Jagodziński).



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