



# Prof. Charles Forceville

 UNIVERSITEIT VAN AMSTERDAM

The Netherlands

## Relevance theory as model for mass-communicative visuals and multimodal discourse

Faculty of Humanities Board  
Lecture Hall  
(Sala Rady Wydziału Humanistycznego)

**Tuesday**  
**June 12, 2018**  
at **11.30**

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Prof. Charles Forceville is a world-leading specialist in multimodality (multimodal metaphor, rhetoric and narrative), relevance theory, genre, documentary film, animation, comics and cartoons.

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