

09:00-10:00 <b>Keynote speech</b>	<p><b>Janina Wildfeuer</b> <i>University of Groningen</i> Tracing Meaning in a Digital World: Multimodality and the Shaping of Contemporary Media Culture</p> <p>Chair: <b>Sabrina Pásztor</b>, <i>Corvinus University of Budapest</i></p>	
10:00-11:30 <b>Session 1</b>	<p><b>Michele Varini</b> <i>Università Cattolica del Sacro Cuore of Milan</i> Your Body Can Be Chrome, But the Heart... Digital Ethnography, Future Scenarios, and Cyberpunk 2077</p> <p><b>Evelin Horváth</b> <i>Corvinus University of Budapest</i> More Than a Realistic Face: Multimodal Human-Likeness in Virtual Influencers</p> <p><b>Vinczéné Fekete Lília</b> <i>Corvinus University of Budapest</i> Crafting Connections: The Emotional Effects of Multimedia in Instructional Videos</p> <p><b>Marta Snoch</b> <i>Jagiellonian University</i> The Roles and Narratives of AI-Based Olfactory Art</p> <p>Chair: <b>Jessie Labov</b>, <i>Corvinus University of Budapest</i></p>	
11:30-12:00	<b>SHORT BREAK</b>	<p><b>Giacomo Buoncompagni (POSTER)</b> <i>University of Macerata</i> Media Health: Arts and Visual Communication to Educate for Well-Being</p>
12:00-13:30 <b>Session 2</b>	<p><b>Tamás Tóth</b> <i>Vienna Advertising &amp; Media Psychology Research Group (AdMe)</i> What Have We Learned and What Is To Be Learned About Populist Political Communication On Social Media? A Systematic Literature Review and Meta-Analysis</p> <p><b>Dóra Eszter Varga</b> <i>Corvinus University of Budapest</i> Life Is War? – Multimodal Analysis of Péter Magyar's Political Video Advertisements</p>	

	<p><b>Péter Janzsó</b> <i>Corvinus University of Budapest</i> "Show, Don't Tell" – Users' Perception on the Changing News Formats from Text to Interactive Multimedia Content and Their Comfort with AI Generated News Formats</p> <p><b>Alexandra Nagy-Béni &amp; Réka Benczes</b> <i>Corvinus University of Budapest</i> Left Out of the Picture? Multimodal Representations of Older Women in Hungarian Online Media</p> <p>Chair: <b>Lilla Szabó</b>, <i>Corvinus University of Budapest</i></p>	
13:30-14:30	<b>LUNCH BREAK</b>	<p><b>Fanni Kovacs (POSTER)</b> <i>Corvinus University of Budapest</i> "We Will Eat All the Meatballs!" - Meme-Based Multimodal Framing of the Ikea-TV Republika Boycott Backlash</p>
14:30-15:30 <b>Keynote speech</b>	<p><b>Anaïs Augé</b> <i>University of Louvain</i> Metaphorical Meanings Across Languages, Media, and Modes: Is Climate Crisis Communication Global?</p> <p>Chair: <b>Davinia Thornley</b>, <i>Corvinus University of Budapest</i></p>	
15:30-16:45 <b>Session 3</b>	<p><b>Katalin Szóke</b> <i>Corvinus University of Budapest</i> Multimodality and Marketization in Museum Exhibition Communication</p> <p><b>Kristóf-Csáki Csilla</b> <i>Corvinus University of Budapest</i> "Trust Me, I'm ChatGPT": Multimodal AI Literacy in Digital Self-Diagnosis</p> <p><b>Carolina Garzón Díaz</b> <i>Universidad de Montevideo</i> Multimodal Environmental Communication in the Discourse of Eco-Influencers: Potentials And Challenges</p> <p><b>Réka Adrienn Szalai &amp; Admilson Veloso da Silva</b> <i>Corvinus University of Budapest</i> Country Branding on Instagram: A Multimodal Comparative Study of the Tourism Communication Strategies in the Visegrad Region</p> <p>Chair: <b>Zipporah Mwangi</b>, <i>Corvinus University of Budapest</i></p>	
16:45-17:00	Conference closing	