



Multimodality in Institutional Analysis and SAP Research

Eero Vaara

Multimodality in institutional analysis

- » Communication is central in institutional analysis
- » Increasing in interest in visuality (e.g., sub-theme 7 in Rotterdam), but it is only a part of multimodality
- » Research on legitimacy and legitimation as a case in point; a theoretical need to go beyond verbal or textual communication
- » The role of multimodality is accentuated in mediatized society:
 - » New technologies
 - » New forms of mass media
 - » Social media

Multimodal legitimation

- » Rhetorical or discursive legitimation strategies:
 - » Verbal or textual aspects
 - » Visual components (e.g., pictures or photographs)
 - » Sound
 - » Video
- » Multimodal legitimation genres (e.g., Twitter or Youtube)
- » Legitimation judgments as expressed in multimodal forms e.g., in social media

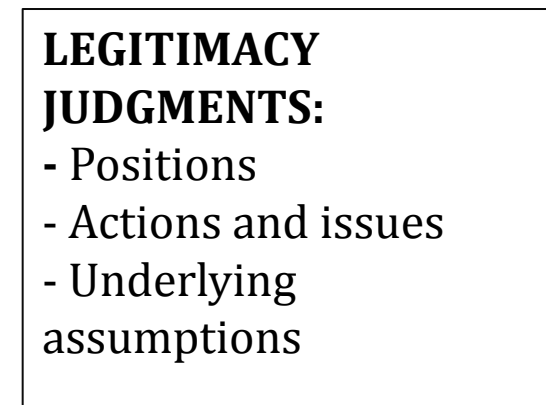
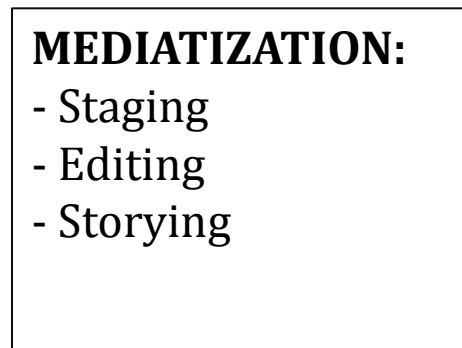
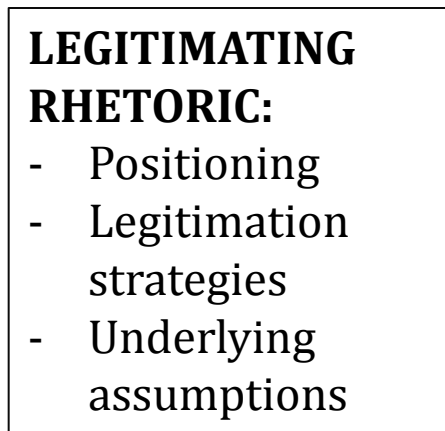


A model of discursive legitimation in mediatized society

Multimodality in rhetorical strategies and discursive practices

Multimodality in media's discourse practices

Multimodality in audiences' interpretations and judgments



Processes of production

Processes of consumption

Sociomateriality and multimodality in SAP research



- » A growing interests in sociomateriality in organization studies
- » Strategy-as-practice (SAP) research as a case in point
- » Sociomateriality is '*the constitutive entanglement of the social and the material in everyday organizational life*' (Orlikowski, 2007: 1438).
- » In terms of communication, this entanglement is necessarily multimodal
- » Thus, sociomaterial ethnography can complement our understanding of communication and discourse e.g., in SAP research

Multimodality in strategy work

- » Spatio-temporal setting:
 - » Enables and constrains multimodality in communication
 - » E.g., spatial arrangements in a meeting
- » Tools and technologies and artifacts:
 - » Provide multimodal affordances
 - » E.g., the use of PowerPoint or Facebook
 - » E.g., strategic plans as memory traces
- » Actors:
 - » Agency is linked with multimodal communication abilities
 - » E.g., verbal or visual rhetorical or technological skills
- » Shows in strategy work processes:
 - » Imbrication of material and human agency in a multimodal manner



Jarzabkowski & Vaara: Sociomaterial Ethnography

Figure 1. A Methodological Framework for Sociomaterial Ethnography in Strategy Process Research

