

The English Section of the Department of Humanities and  
Social Sciences cordially invite you to a  
SEMINAR IN ENGLISH LINGUISTICS

**Dr Christian Hoffman  
(University of Augsburg)**

will give a presentation entitled

**“Data extraction, segmentation &  
visualisation: Harnessing the  
transformative power of ChatGPT to  
build, segment and explore corpora for  
linguistic research”**

Wed. 6 December, 15.15–16.45 in Zoom

<https://miun-se.zoom.us/my/terwal>

All Welcome!



Christian Hoffman is a senior lecturer in English linguistics at the University of Augsburg. His research interests are semantics, pragmatics, discourse analysis, and corpus stylistics. Recent work has focused on corpus stylistic approaches to the language of film and television (telecinematic stylistics). Publications include *Telecinematic Stylistics: Advances in Stylistics*, a co-edited volume (with Monika Kirner-Ludwig), which shows how pragmatic themes and methods are adapted and applied to films, and provides systematic insights into how meanings are displayed, enhanced, suppressed and negotiated in both film and televisual arts.

## **Abstract**

*Data extraction, segmentation & visualisation: Harnessing the transformative power of ChatGPT to build, segment and explore corpora for linguistic research*

The presentation concerns methodology, focusing and critically discussing the opportunities of using ChatGPT for linguistic research (with a strong focus on corpus building and textual segmentation). It is aimed at students of linguistics or researchers who have little to no prior experience of using coding language to facilitate their corpus-based research, and shows by way of example how ChatGPT (or similar AI tools) can be exploited to segment larger sets of textual data for individual research projects. The presentation explains how datasets can be obtained from online research platforms (huggingbird, GitHub, etc.) and illustrates how ChatGPT can be easily exploited for data visualisation practices. The presentation will hopefully motivate students and scholars to try out AI tools to realise their own research objectives.