

ROUTLEDGE STUDIES IN MULTIMODALITY

Critical Multimodal Studies of Popular Discourse

Edited by
Emilia Djonov & Sumin Zhao



Critical Multimodal Studies Of Popular Discourse Routledge Studies In Multimodality

CH Cherryholmes



Critical Multimodal Studies Of Popular Discourse Routledge Studies In Multimodality:

Critical Multimodal Studies of Popular Discourse Emilia Djonov, Sumin Zhao, 2013-09-23 Studies of multimodality have significantly advanced our understanding of the potential of different semiotic resources verbal visual aural and kinetic to make meaning and allow people to achieve various social purposes such as persuading entertaining and explaining Yet little is known about the role that individual nonverbal resources and their interaction with language and with each other play in concealing and supporting or drawing attention to and subverting social boundaries and inequality political or commercial agendas This volume brings together contributions by prominent and emerging scholars that address this gap through the critical analysis of multimodality in popular culture texts and semiotic practices It connects multimodal analysis to critical discourse analysis demonstrating the value of different approaches to multimodality for building a better understanding of critical issues of central interest to discourse analysis semiotics applied linguistics education cultural and media studies

Contemporary Critical Discourse Studies Christopher Hart, Piotr Cap, 2014-11-07 CDS is a multifarious field constantly developing different methodological frameworks for analysing dynamically evolving aspects of language in a broad range of socio political and institutional contexts This volume is a cutting edge interdisciplinary account of these theoretical and empirical developments It presents an up to date survey of Critical Discourse Studies CDS covering both the theoretical landscape and the analytical territories that it extends over It is intended for critical scholars and students who wish to keep abreast of the current state of the art The book is divided into two parts In the first part the chapters are organised around different methodological perspectives for CDS history cognition multimodality and corpora among others In the second part the chapters are organised around particular discourse types and topics investigated in CDS both traditionally e g issues of racism and gender inequality and only more recently e g issues of health public policy and the environment This is altogether an essential new reference work for all CDS practitioners

Revisiting the Toolbox of Discourse Studies Markus Rheindorf, 2019-06-07 This book revisits discourse analytic practice analyzing the idea that the field has access to provides or even constitutes a toolbox of methods The precise characteristics of this toolbox have remained largely untheorized and the author discusses the different sets of tools and their combinations particularly those that cut across traditional divides such as those between disciplines or between quantitative and qualitative methods The author emphasizes the potential value of integrating methods in terms of triangulation and its specific benefits arguing that current trends in Open Science require Discourse Studies to re-examine its methodological scope and choices and move beyond token acknowledgements of eclecticism In depth case studies supplement the methodological discussion and demonstrate the challenges and benefits of triangulation This book will be a valuable resource for students and scholars in Discourse Studies particularly those with an interest in combining methods and working across disciplines

Multimodality, Digitalization and Cognition in Communication and Pedagogy Natalya V. Sukhova, Tatiana Dubrovskaya, Yulia A. Lobina, 2021-10-21 This book positions

itself at the intersection of the key areas of the modern humanities Different authors from a variety of countries take innovative approaches to investigating multimodal communication adapting pedagogical design to digital environments and enhancing cognitive skills through transformations in teaching and learning practices The eclectic forms under study require eclectic approaches and methodologies and the authors cross disciplinary boundaries drawing on philosophy linguistics semiotics computational linguistics mathematics cognitive studies and neuroaesthetics Part I presents methods of analysing multimodal communication in its different displays covering promotional video in crowdfunding project presentations multimodal public signs of prohibition and visuals as arguments Part II explores varied teaching methodologies that have emerged as a result of and in response to modern technological changes and contains some practical hints for educators It demonstrates the pedagogical potential of video games virtual worlds linguistic corpora and online dictionaries Part III focuses on psychological and cognitive factors influencing success in the classroom primarily ways of developing students and teachers personalities The volume sits at the intersection between Communication Studies Digital Humanities Discourse Analysis Education Theory and Cognitive Studies and is useful to scholars and students of communication languages education and other areas of the humanities This book should trigger scholarly discussions as well as stimulating practitioners interest in these fields

Multimodality, Ideology, and Manipulation Jacopo Castaldi, 2025-04-30 This book examines how sociopolitical and intercultural ideologies surrounding globalisation and neoliberalism are constructed and negotiated in travel documentaries focusing on the role of the BBC in reproducing neo imperialistic and neoliberal values It argues that these documentaries naturalise the values underpinning globalisation and justify the exploitation of resources from the United Kingdom and the West at the expense of developing countries reflecting forms of neo imperialism After discussing the role of the BBC as a public service provider and the research s theoretical and methodological foundations three case studies explore the semiotic and cognitive processes involved in media effects Through an interdisciplinary approach integrating multimodal critical discourse analysis audience research and relevance theory the book contributes to discussions on the application of multimodality theory to social concerns and addresses academic communities in media studies critical discourse studies and semiotics This book will interest scholars in multimodality critical discourse analysis media and communication studies and semiotics

Multimodality in the Built Environment Louise J. Ravelli, Robert J. McMurtrie, 2015-11-19 This book provides an extended exploration of the multimodal analysis of spatial three dimensional texts of the built environment culminating in a holistic approach termed Spatial Discourse Analysis SpDA Based on existing frameworks of multimodal analysis this book applies adapts and extends these frameworks to spatial texts The authors argue that choices in spatial design create meanings about what we perceive and how we can or should behave within spatial texts influence how we feel in and about those spaces and enable these texts to function as coherent wholes Importantly a spatial text once built is also a resource which is then used and an essential aspect of understanding these texts is to consider what

users themselves contribute to the meaning potential of these texts The book takes the metafunctional approach familiar from Systemic Functional Linguistics SFL and foregrounds each metafunction in turn textual interpersonal experiential and logical in relation to the detailed analysis of a particular spatial text *Critical Discourse Analysis, Critical Discourse Studies and Beyond* Theresa Catalano, Linda R. Waugh, 2020-09-28 This book explores the problem oriented interdisciplinary research movement comprised of Critical Discourse Analysis CDA and Critical Discourse Studies CDS for scholars teachers and students from many backgrounds Beginning with a Preface by renowned CDA CDS scholar Ruth Wodak it introduces CDA CDS through examples of what its research looks like delineates various precursors to CDA CDS and important foundational concepts and theories and traces its development from its early years until it became established After the relationship between CDA and CDS is discussed seven commonly cited approaches to CDA CDS are outlined including their connections and differences their origins and development major and associated scholars research focus es and central concepts and distinguishing features After a summary of critiques of CDA CDS and responses by CDA CDS scholars the book provides an overview of its salient connections to other interdisciplinary areas of scholarship such as critical applied linguistics education anthropology ethnography sociolinguistics gender studies queer linguistics pragmatics and ecolinguistics The final chapter describes how scholars use their knowledge of CDA CDS to make a difference in the world

Pragmatics of Fiction Miriam A. Locher, Andreas H. Jucker, 2017-04-10 Pragmatics of Fiction provides systematic orientation in the emerging field of studying pragmatics with in fictional data It provides an authoritative and accessible overview of this versatile new field in its methodological and theoretical richness Giving center stage to fictional language allows scholars to review key concepts in sociolinguistics such as genre style voice stance dialogue participation structure or features of orality and literariness The contributors explore language as one of the creative tools to craft story worlds and characters by drawing on concepts such as regional social and ethnic language variation as well as multilingualism Themes such as emotion taboo language or impoliteness in fiction receive attention just as the challenges of translation and dubbing the creation of past and future languages the impact of fictional language on language change or the fuzzy boundaries of narratives Each contribution written by a leading specialist gives a succinct representative and up to date overview of research questions theories methods and recent developments in the field *Advancing Multimodal and Critical Discourse Studies* Sumin Zhao, Emilia Djonov, Anders Björkvall, Morten Boeriis, 2017-09-08 As a founder and leading figure in multimodality and social semiotics Theo van Leeuwen has made significant contributions to a variety of research fields including discourse analysis sociolinguistics communication and media studies education and design In celebration of his illustrious research career this volume brings together a group of leading and emerging scholars in these fields to review explore and advance two central research agendas set out by van Leeuwen the categorisation of the meaning potential of various semiotic resources and the examination of their uses in different forms of communication and the critical analysis of

the interaction between semiotic forms norms and technology in discursive practices Through 11 cutting edge research papers and an experimental visual essay the book investigates a broad range of semiotic resources including touch sound image texture and discursive practices such as community currency fitness regime film scoring and commodity upcycling The book showcases how social semiotics and multimodality can provide insights into the burning issues of the day such as global neoliberalism terrorism consumerism and immigration

Intermedial Theatre Mark Crossley,2019-05-01 This rigorous yet accessible collection demystifies the principles of intermediality whilst examining its place in 21st century theatrical practice Bringing together chapters and case studies from top thinkers in the field this book clarifies the key theoretical ideas and practical impacts of intermediality while encouraging students to experiment with it in their own practical work Offering an engaging insight into one of the most dominant trends in contemporary theatre this is essential reading for students of theatre performance and media studies

The Routledge Handbook of Applied Linguistics Li Wei,Zhu Hua,James Simpson,2023-08-30 The Routledge Handbook of Applied Linguistics published in 2011 has long been a standard introduction and essential reference point to the broad interdisciplinary field of applied linguistics Reflecting the growth and widening scope of applied linguistics this new edition thoroughly updates and expands coverage It includes 27 new chapters now consists of two complementary volumes and covers a wide range of topics from a variety of perspectives Volume One is organized into two sections Language learning and language education and Key areas and approaches in applied linguistics and Volume Two also has two sections Applied linguistics in society and Broadening horizons Each volume includes 30 chapters written by specialists from around the world Each chapter provides an overview of the history of the topic the main current issues recommendations for practice and possible future trajectories Where appropriate authors discuss the impact and use of new research methods in the area Suggestions for further reading and cross references are provided with every chapter The Routledge Handbook of Applied Linguistics remains the authoritative overview to this dynamic field and essential reading for advanced undergraduate and postgraduate students scholars and researchers of applied linguistics

Discourses, Modes, Media and Meaning in an Era of Pandemic Sabine Tan,Marissa K. L. E,2022-09-30 The COVID 19 pandemic has affected all aspects of our everyday lives from the political to the economic to the social Using a multimodal discourse analysis approach this dynamic collection examines various discourses modes and media in circulation during the early stages of the pandemic and how these have impacted our daily lives in terms of the various meanings they express Examples include how national and international news organisations communicate important information about the virus and the crisis the public s reactions to such communications the resultant counter discourses as manifested in social media posts and memes as well as the impact social distancing policies and mobility restrictions have had on people s communication and interaction practices The book offers a synoptic view of how the pandemic was communicated represented and re contextualised across different spheres and ultimately hopes to help account for the significant changes we are continuing to

witness in our everyday lives as the pandemic unfolds This volume will appeal primarily to scholars in the field of multimodal discourse analysis It will also be of interest to researchers and graduate students in other fields whose work focuses on the use of multimodal artefacts for communication and meaning making The Open Access version of this book available at <http://www.taylorfrancis.com> has been made available under a Creative Commons Attribution Non Commercial No Derivatives 4.0 license

Beyond Media Borders, Volume 1 Lars Elleström, 2020-10-14 This open access book promotes the idea that all media types are multimodal and that comparing media types through an intermedial lens necessarily involves analysing these multimodal traits The collection includes a series of interconnected articles that illustrate and clarify how the concepts developed in Elleström's influential article *The Modalities of Media: A Model for Understanding Intermedial Relations* (Palgrave Macmillan 2010) can be used for methodical investigation and interpretation of media traits and media interrelations The authors work with a wide range of old and new media types that are traditionally investigated through limited media specific concepts The publication is a significant contribution to interdisciplinary research advancing the frontiers of conceptual as well as practical understanding of media interrelations This is the first of two volumes It contains Elleström's revised article and six other contributions focusing especially on media integration how media products and media types are combined and merged in various ways

Multimodal Literacy in English as an Additional Language in Higher Education Mercedes Querol-Julián, Inmaculada Fortanet-Gómez, 2025-04-30 *Multimodal Literacy in English as an Additional Language in Higher Education* addresses three key aspects of multimodal literacy in higher education identifying what is understood by multimodal literacy its teachability in the EAL context and how to integrate multimodal competence into professional development programmes This edited collection provides a diverse and international perspective on multimodal literacy development in both students and teachers in higher education settings The volume is organised into three parts the first examines the concept of multimodal literacy at university level from different perspectives the second focuses on students with examples of how multimodal literacy pedagogies in EAL courses can be meaningfully applied and the third explores the design and implementation of EAL teachers professional development programmes which promote and enhance multimodal literacy *Multimodal Literacy in English as an Additional Language in Higher Education* paves the way for the integration of multimodal literacy theories and practices in the different EAL curricula This innovative volume brings together both theory and practical application and is essential reading for researchers postgraduate students and teachers and teacher trainers in the fields of language teaching language learning and education

The Concise Encyclopedia of Applied Linguistics Carol A. Chapelle, 2020-01-09 Offers a wide ranging overview of the issues and research approaches in the diverse field of applied linguistics Applied linguistics is an interdisciplinary field that identifies examines and seeks solutions to real life language related issues Such issues often occur in situations of language contact and technological innovation where language problems can range from explaining misunderstandings in face to face oral conversation to

designing automated speech recognition systems for business The Concise Encyclopedia of Applied Linguistics includes entries on the fundamentals of the discipline introducing readers to the concepts research and methods used by applied linguists working in the field This succinct reader friendly volume offers a collection of entries on a range of language problems and the analytic approaches used to address them This abridged reference work has been compiled from the most accessed entries from The Encyclopedia of Applied Linguistics www.encyclopediaofappliedlinguistics.com the more extensive volume which is available in print and digital format in 1000 libraries spanning 50 countries worldwide Alphabetically organized and updated entries help readers gain an understanding of the essentials of the field with entries on topics such as multilingualism language policy and planning language assessment and testing translation and interpreting and many others Accessible for readers who are new to applied linguistics The Concise Encyclopedia of Applied Linguistics Includes entries written by experts in a broad range of areas within applied linguistics Explains the theory and research approaches used in the field for analysis of language language use and contexts of language use Demonstrates the connections among theory research and practice in the study of language issues Provides a perfect starting point for pursuing essential topics in applied linguistics Designed to offer readers an introduction to the range of topics and approaches within the field The Concise Encyclopedia of Applied Linguistics is ideal for new students of applied linguistics and for researchers in the field

Multimodality Janina Wildfeuer, Jana Pflaeging, John Bateman, Ognyan Seizov, Chiao-I Tseng, 2019-11-18 Multimodality's popularity as a semiotic approach has not resulted in a common voice yet Its conceptual anchoring as well as its empirical applications often remain localized and disparate and ideas of a theory of multimodality are heterogeneous and uncoordinated For the field to move ahead it must achieve a more mature status of reflection mutual support and interaction with regard to both past and future directions The red thread across the disciplines reflected in this book is a common goal of capturing the mechanisms of synergetic knowledge construction and transmission using diverse forms of expressions i.e. multimodality The collection of chapters brought together in the book reflects both a diversity of disciplines and common interests and challenges thereby establishing an excellent roadmap for the future The contributions revisit and redefine theoretical concepts or empirical analyses which are crucial to the study of multimodality from various perspectives with a view towards evolving issues of multimodal analysis With this the book aims at repositioning the field as a well grounded scientific discipline with significant implications for future communication research in many fields of study *Ecological Communication and Ecoliteracy* Maria Bortoluzzi, Elisabetta Zurru, 2024-05-02 This open access volume is a call for ecological awareness and action through communication It offers perspectives on how we as humans posit ourselves in relation to and as part of the environment in both verbal and non verbal discourse The contributions investigate a variety of situated communicative practices and how they instantiate and potentially influence our actions Through the frameworks of ecolinguistics multimodal studies and ecoliteracy the book discusses how the environmental crisis is communicated as an

urgent global and local issue in a variety of media texts and events The contributions present a wide range of case studies including news articles institutional websites artwork installations promotional texts signposting social campaigns and other and they explore how communicative actions can help meet the challenges of ecologically oriented change The focus is on the impact that linguistic and multimodal communication can have on acting in with and towards the environment seen as living ecosystems or lifescapes The chapters offer a reflection on the way we experience endorse reframe and resist value systems in ecological communication and propose alternative and healthier perspectives to respect and preserve the common and nurturing lifescapes through awareness and action The ebook editions of this book are available open access under a CC BY NC ND 4 0 licence on bloomsburycollections.com

Drawing multimodality's bigger picture: Metalanguages and corpora for multimodal analyses Janina Wildfeuer, Claudia Lehmann, 2024-07-30 Multimodality has most recently been described no longer as a research field or discipline on its own but rather as a stage of development within a field Bateman 2022a 49 The realization that 1 many different fields and disciplines now enter their own multimodal phase with new interest in multimodal phenomena and that 2 these disciplines all commit to the development of multimodality research with their own theoretical principles and methodological tools brings with it not only an immense breadth of potential analytical objects but also many new meta methodological issues We need to find ways of combining insights from the variously imported theoretical and methodological backgrounds brought along by previous non multimodal stages of any contributing disciplines Bateman 2022a 49 At the same time the search for a meta methodology for multimodal analyses is pushed further by the recent trend towards more empirical approaches to multimodal phenomena and the development and use of larger multimodal corpora that just as well require theoretical and methodological refinements We need to develop ways of strengthening claims with robustly applicable methods which nevertheless remain firmly anchored theoretically Bateman 2022b 64 For a productive handling of these issues disciplinary triangulation and finding a common language or metalanguage Maton newest results from data collection methods and multimodal corpus analyses that expand the current quantitative work by e g applying existing theories and methods to larger datasets or exploring the newest communication technologies We are particularly interested in seeing how works addressing these aspects contribute to finding ways of productive triangulation and integration for and within a meta methodology for multimodality research This Research Topic aims to bring together scholars from a variety of disciplines interested in multimodality research to review explore and advance the contributions that John Bateman as one of the key figures in multimodality research has made to both theory and method building as well as to the driving forward of multimodal empirical and corpus analyses We welcome contributions that for example critically address the theoretical and methodological advancements that John Bateman has made with regard to the notions of semiotic mode discourse semantics genre textuality etc apply one of the many approaches that John Bateman has developed for the empirical analysis of multimodal artefacts e g the GeM model for page based documents his

work on multimodal film and audio visual analysis and the discourse semantics and or annotation approach to visual narratives to larger corpora or currently newly developing communicative situations expand on one of the abovementioned aspects with new ideas and insights from disciplines that have not yet been included in multimodality research Less Frequently Used Research Methodologies in Applied Linguistics A. Mehdi Riazi, 2024-01-15 Research methodology plays a pivotal role in generating new knowledge in any academic discipline Applied Linguistics AL researchers use a variety of research methodologies to address different research problems and research questions given its interdisciplinary nature Notwithstanding the plethora of research methodologies used by AL researchers there are some methodologies that are used less frequently The aim of this volume is to introduce and discuss these less frequently used methodologies Each methodology is discussed in two chapters a theoretical and a practical chapter In the theoretical chapters the theoretical foundations methodological orientation ethical issues and critiques and responses are discussed In the practical chapters a showcase study is presented and discussed including why the methodology was used how it was implemented the challenges the researchers faced and the insights they gained The volume contributes to the current methodological discussion in AL and provides early career and seasoned researchers with the necessary discussion about these methodological orientations Future AL researchers may use these methodologies to investigate research questions in their areas of interest In addition the volume can complement current methodological resources in postgraduate research methodology courses **The Bloomsbury Handbook of Popular Music Video Analysis** Lori A. Burns, Stan Hawkins, 2019-10-17 Music videos promote popular artists in cultural forms that circulate widely across social media networks With the advent of YouTube in 2005 and the proliferation of handheld technologies and social networking sites the music video has become available to millions worldwide and continues to serve as a fertile platform for the debate of issues and themes in popular culture This volume of essays serves as a foundational handbook for the study and interpretation of the popular music video with the specific aim of examining the industry contexts cultural concepts and aesthetic materials that videos rely upon in order to be both intelligible and meaningful Easily accessible to viewers in everyday life music videos offer profound cultural interventions and negotiations while traversing a range of media forms From a variety of unique perspectives the contributors to this volume undertake discussions that open up new avenues for exploring the creative changes and developments in music video production With chapters that address music video authorship distribution cultural representations mediations aesthetics and discourses this study signals a major initiative to provide a deeper understanding of the intersecting and interdisciplinary approaches that are invoked in the analysis of this popular and influential musical form

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