

ROUTLEDGE STUDIES IN MULTIMODALITY

Multimodality in the Built Environment

Spatial Discourse Analysis

Louise J. Ravelli and
Robert J. McMurtrie



Multimodality Built Environment Discourse Routledge

Theo van Leeuwen



Multimodality Built Environment Discourse Routledge:

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

Current Trends in EMI and Multimodality in Higher Education Vicent Beltrán-Palanques, Edgar Bernad-Mechó, 2024-07-08 Looking at both English Medium Instruction EMI and multimodality in higher education this edited volume bridges the gap between the two contexts by offering various new insights into fundamentals in multilingual education EMI discourse and current teaching practices in internationalised contexts Current demands in communication especially in higher education contexts require examining EMI from a multimodal perspective with the aim of giving explicit attention to modern discourse practices The contributors reflect on the principles guiding EMI and multimodality and their application in higher education using both practical examples and data driven evidences They discuss EMI multimodal discourse from an empirical perspective to unveil communicative practices in internationalised higher education contexts and exemplify classroom applications and ESP and EAP pedagogical practices that promote multimodal competence in higher education The contributors provide solid theoretical foundations key principles research evidence and pedagogical implications that inform current methodologies and practices for EMI ESP and EAP as well as multimodality in higher education This volume on EMI and multimodality in higher education will have broad appeal for researchers worldwide from various fields of expertise within education and applied linguistics

Handbook of Political Discourse Piotr Cap, 2023-02-14 Synthesising diverse research avenues for politics discourse and political discourse this cutting edge Handbook examines the formative traditions current theoretical and methodological landscape and genres and domains over which political discourse extends

Beyond the Visual Frank Serafini, 2022 Beyond the Visual is a survey of contemporary approaches to researching a wide range of visual and multimodal phenomena Building on his earlier book Reading the Visual Serafini shares resources for conducting multimodal research across the social sciences Beginning with a comprehensive overview of the theoretical foundations that support the analytical frameworks the text is organized into two parts texts and objects events and spaces with corresponding analytical approaches Examples and outlines are provided to

help novice and experienced researchers conduct their own studies Vignettes by some of the most renowned scholars in the field of multimodality research take the reader behind the scenes of various projects to experience the thoughts and decisions that go into conceptualizing and applying the analytical frameworks presented in the book This resource will enable both students and experienced scholars to acquire new research skills and designs resulting in more rigorous high quality research Book Features Assists researchers and educators to make better connections among theoretical orientations analytical frameworks and research designs Showcases 16 models for conducting research on visual and multimodal phenomena across a variety of social virtual and physical contexts Provides examples of how eminent researchers conceive design initiate and conduct their studies Explores the research methods cited in the author s previous book Reading the Visual

Organizational Semiotics Louise Ravelli, Theo van Leeuwen, Markus A. Höllerer, Dennis Jancsary, 2023-05-17 This edited volume brings together two largely separate fields organization studies and multimodal social semiotics to develop an integrated research agenda for the novel interdisciplinary field of organizational semiotics Organizations whether for profit non profit or governmental dominate much of everyday life and multimodal communication is not only an output of organizations but is also constitutive of them This volume argues in particular for the importance of organization studies for social semioticians not just as a site of application but also as a critical contemporary context that requires novel and expanded methods of analysis and critique and new practices of partnership The volume addresses a range of institutions and sectors from civil to retail to medical from corporations to universities and reveals how a deep engagement with their meaning making practices produces insights not just about communication but also about the broader contemporary cultural context in which organizations play such a significant role Fundamentally it reveals that the rich analytical and theoretical resources of multimodal perspectives on organizations studies can and should make a fundamental contribution to our understanding of organizations in social life This volume is relevant to social semioticians and organizational researchers as well as to practitioners and decision makers in organizations

Interpersonal Meaning in Multimodal English Textbooks Yumin Chen, 2022-03-10 Exploring multimodality in English language teaching textbooks this book focusses on how language and image are co deployed within these resources in order to create and convey interpersonal meaning Presenting cutting edge research in appraisal studies and multimodal discourse analysis Yumin Chen uses systemic functional linguistics and social semiotics to investigate how different voices are introduced and aligned inter modally in textbooks extending the appraisal systems of engagement and graduation across language and image The book also demonstrates how linguistic and visual semiotic resources co instantiate attitude paying special attention to the attitudinal dimension of curriculum goals for school students of different ages Furthermore it examines how different kinds of coding orientation are deployed in various educational contexts and different constituent genres Demonstrating how the linguistic and semiotic theories can be adapted to analyze multimodal texts across language and image Interpersonal Meaning in Multimodal English Textbooks offers new

perspectives on how to employ multimodal resources to enhance the teaching and learning of English as a foreign language

The Concise Encyclopedia of Applied Linguistics Carol A. Chapelle, 2019-11-20 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

From Language to Multimodality Carys Jones, Eija Ventola, 2008-12-31 This book shares the recent debates by systemic functional linguistics and other linguistic forums Its principal focus is on how we use language to make meaning of the world on how the systems and structures of the ideational function of language represent the realisation of our experiences of the world around us

Multimodality and Identity Theo van Leeuwen, 2021-07-28 This book brings together the work of leading theorist Theo van Leeuwen on typography colour texture sound and movement and shows how they are used to communicate identity both corporate and individual The book provides a detailed approach to analysing the key elements of multimodal style and shows how these can be applied to a wide range of domains including typography product design architecture and animation films Combining sociological insights into contemporary forms of identity with multimodal approaches to analysing how these identities are expressed the text is richly illustrated with examples from fashion the built environment logos modern art and more With sample analyses this user friendly text provides clear methods for analysis and creative strategies for the practice of multimodal communication Providing an

invaluable toolkit to analysing the key elements of multimodal design and the way they work together this book is essential reading for students teachers and researchers in the field of multimodal communication whether in communication studies linguistics design studies media studies or the arts

Forthcoming Books Rose Arny,2003-04 **Multimodal Communication** Jens S. Allwood, Shirley Nicholson,2006 Landscapes and Learning Margaret Somerville, Kerith Power, Phoenix de Carteret,2009 Places are made after their stories Just as place names describe complex and conflicted place making aspirations so with all marks associated with the marking of places tracks the symbolic representation of these in song dance and poetic speech indeed all the technologies that join up distances into narratives they all inscribe the earth's surface with the forms of stories Of course these are not the same as the foundational myths of imperial cultures whose aim is to displace any prior discourse of place making They are stories of and as journeys passages in a double sense constitutionally incomplete because they always await their completion in the act of crossing over or meeting which of course is endless Paul Carter Landscapes and Learning maps some of these stories and passageways to open up new place making possibilities The book uses the lens of place to explore how we can respond differently to some of the major questions of our time Postcolonial global concerns such as increased displacement and migration the loss of indigenous knowledges and the imperatives of environmental degradation and climate change require critical educational responses Place studies provides new languages and fresh metaphors to open up interdisciplinary conversations in the space between local and global and indigenous and non indigenous knowledges Through its focus on the mutual constitution of bodies identities histories spaces and places place studies offers a conceptual tool for important cultural and environmental transformations

Environment & Planning ,2012 **Journal of Asian Pacific Communication** ,2005 *CHI ... Conference Proceedings* ,2001 **56th Yearbook of the National Reading Conference** ,2007 Encyclopedia of Language & Linguistics E. K. Brown,2006

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