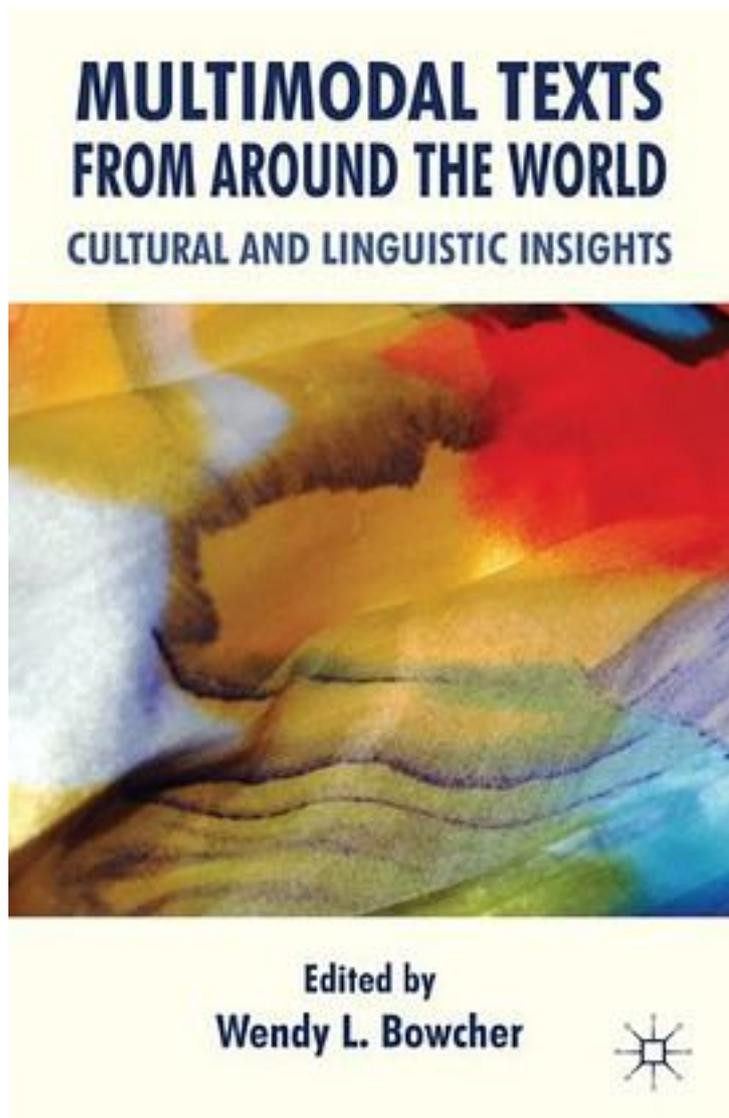


Multimodal Texts from Around the World



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Through an African folktale, Russian in-flight magazines, Croatian neckties, Spanish billboards in California, an ancient Chinese scroll painting, and more, this collection of twelve original articles by scholars from around the world presents absorbing and fascinating insights into a wide variety of ethical, political, economic, historical, and social concerns construed through multimodal texts across different languages and cultures. This volume is a first in multimodal/multisemiotic discourse studies to focus primarily on texts from non-English speaking contexts. While most of the contributions make use of analytical tools from Systemic Functional Linguistic theory, including intersemiotic complementarity, the GeM model, the system of appraisal, and bonding, some make use of the concepts of intertextuality, schemata and Bakhtin's notion of genre. The analyses and insights contained in *Multimodal Texts from around the World: Cultural and Linguistic Insights* will be of value to established scholars and to students in the fields of applied linguistics, discourse analysis, semiotics, communication studies, cultural studies, and sociology.

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About the Author

WENDY L. BOWCHER Professor at Sun Yat-sen University, China. Her research interests focus on context in Systemic Functional Linguistics theory, multimodal texts in Japanese and English, spoken English, and language education.

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评论

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