

The World Told and The World Shown: Multisemiosis Issues— Edited by *Ejia.Ventola* & *A.Jesús Moya Guijarro * Palgrave Macmillan*

Description

Positioned within the field of systemic-functional linguistics and multisemiotic discourse analysis, the theme of this book is the multifaceted interaction between text and image in different discourse genres, and it offers critical views on how we talk and show our experience of the world around us.

Table of contents

*Multisemiosis and Context-Based Register Typology: Registerial Variation in The Complementarity of Semiotic Systems--*C.M.I.M.Matthiessen* * Developing Multimodal Texture; *M.Thomas* * Metonymy in Visual and Audiovisual Discourse--*C.Forceville* * What Makes us Laugh? Verbo-Visual Humour in Newspaper Cartoons--*E.El Refaie* * Citizenship and Semiotics: Towards A Multimodal Analysis of Representations of The Relationship between The State and The Citizen; *G.Pagani*

PART II: CHILDRENS NARRATIVES AND MULTISEMIOTICS

*On Interaction of Image and Verbal Text in A Picture Book. A Multimodal and Systemic Functional Study--*A.J.Moya Guijarro&--M.J. Pinar .Sanz* * The Text-Iimage Matching: One Story, Two Textualizations--*M.C.Astorga*

PART III: TEXT AND VISUAL INTERACTION IN ADVERTISING AND MARKETING

*Sequential Visual Discourse Frames--*K.OHalloran*&--*V.Lim Fei* * A Systemic Functional Framework for The Analysis of Corporate Television Advertisements; *Sabine .Tan* *Multisemiotic Marketing and Advertising: Globalization versus Localization and the Media--*A.Hopearuoho* & *E.Ventola*

PART IV: MULTISEMIOTICS IN ENACTED ROLES AND VIRTUAL IDENTITIES * Taking The Viewer into The Field: Interaction between Visual and Verbal Representation in A Television Earth Sciences Documentary--A.Love * Developing The Metafunctional Framework for Analyzing Multimodal Hypertextual Identity Construction--A.Maiorani *

PART V: INTEGRATING TEXT, VISUAL AND SPACE MULTIMODALLY

* From Musing to A/musing: Semogenesis and Western Museums--*M.Stenglin* * Floods and Fidget Wheels: A Comparative Systemic Functional Analysis of Slessors Five Bells and Olsens Salute to Five Bells--*K.Tuckwell* * Index