CONTENTS

CHAPTER O	NE	Introduction and Outline of the Research	Page
	1.0	Introduction	1
	1.1	Aims of the Study	3
	1.2	Data and Terminology	5
	1.3	Hypotheses and Outcomes of the Research	9
	1.4	Structure of the Study	12
CHAPTER TWO		The Analysis of Economics Discourse by Economists and Applied Linguists: A review	
	2.0	Introduction	16
	2.1	The Analysis of Economics Discourse by Economists and Applied Linguists	16
	2.2	The Analysis of Economics Discourse and Visual Information	21
	2.2.1	Visual Information as a Literary Device	21
	2.2.2	Visual information and Applied Linguistic/Educational Studies	25
	2.3	Conclusions	33
CHAPTER THREE		Semiotics, Linguistics, and Visual Communication	
	3.0	Introduction	36
	3.1	The Sign and Meaning in General Semiotic Theory	36
	3.2	The Saussurean Semiotic Tradition	39
	3.3	Summary	46
CHAPTER FO	OUR	Hallidayan Interpretations of Visual Communication	
	4.0	Introduction	48
	4.1	Social Semiotics	50
	4.2	Reading Images	51
	4.2.1	Representational Structures	57
	4.2.1.1	Narrative Processes	59
	4.2.1.2	Conceptual Processes	63
	4.2.2	Interactive Meanings	70
	4.2.2.1	Contact	72
	4.2.2.2	Social Distance	74
	4.2.2.3	Attitude	76
	4.2.2.4	Modality	82
	4.2.3	Compositional Meanings	90

	4.2.3.1	Information Value	93
	4.2.3.2	Salience	100
	4.2.3.3	Framing	101
	4.2.3.4	The Importance of Reading Paths	103
	4.3	The Language of Displayed Art	104
	4.4	Summary and Conclusions	109
CHAPTER FIVE		An Analytical Framework for the Analysis of <i>Intersemiotic Complementarity</i> in <i>The Economist</i> Magazine	
	5.0	Introduction	113
	5.1	The Systemic Functional Linguistic (SFL) Model	115
	5.2	The SFL Model and Visual Semiosis - An Analytical Framework	117
	5.3	The Context of Situation and Context of Culture	127
	5.4	The Influence of Other Texts: Intertextual History	132
	5.5	The Analysis of Intersemiotic Ideational Features	135
	5.5.1	The Interpretation of Visual Ideational Features	136
	5.5.2	The Interpretation of Verbal Ideational Features	138
	5.5.3	The Analysis of Ideational Intersemiotic Complementarity	139
	5.6	The Analysis of Intersemiotic Interpersonal Features	146
	5.6.1	The Interpretation of Visual Interpersonal Features	147
	5.6.1.1	The Analysis of Visual MOOD - Address ("Visual Speech Acts")	148
	5.6.1.2	The Analysis of Visual MOOD - Involvement	150
	5.6.1.3	The Analysis of Visual MOOD - Power Relations	152
	5.6.1.4	The Analysis of Visual MOOD - Degree of Social Distance	152
	5.6.1.5	The Analysis of Modality in the Visual Component	153
	5.6.2	The Interpretation of Verbal Interpersonal Features	158
	5.6.2.1	The Analysis of MOOD in Verbal Propositions	158
	5.6.2.2	The Analysis of Modality in Verbal Propositions	159
	5.6.3	The Analysis of Interpersonal Intersemiotic Complementarity	164
	5.7	The Analysis of Intersemiotic Compositional Features	165
	5.7.1	The Interpretation of Visual Compositional Features	167
	5.7.2	The Interpretation of Verbal Compositional Features	169
	5.7.3	The Analysis of Compositional Intersemiotic Complementarity	175
	5.8	The Theoretical Framework and Summary	183

CHAPTER SIX The Context of The Mountains Text

	6.0	Introduction	186
	6.1	The Economist Magazine and its Context of Creation	187
	6.1.1	The Artistic Conventions of the Authors' Community	187
	6.1.1.1	The Institutional Background of The Economist Magazine	187
	6.1.1.2	The Economist Style Book and Numbers Guide	188
	6.1.1.3	The Economist Magazine's In-house Graphic Design Policy	191
	6.1.1.4	Visual and Verbal Typology at The Economist Magazine	193
	6.1.2	The Authors' Conception of their Audience	200
	6.1.3	The Authors' Individual Preoccupations	202
	6.2	The Mountains Text in The Economist Magazine	203
	6.2.1	The Context of Situation of the Mountains Text	206
	6.2.2	The Intertextual History of the Mountains Text	206
	6.2.2.1	The Subject Matter and the Issue (Field-related)	208
	6.2.2.2	The Attitudes (Tenor-related)	214
	6.2.2.3	Visual and Verbal Typology (Mode-related)	217
	6.3	Summary	219
CHAPTER SE	EVEN	The Analysis of <i>Intersemiotic Complementarity</i> in <i>The Mountains</i> Text	
	7.0	Introduction	220
	7.1	Analytical Procedures	220
	7.2	An Intersemiotic Ideational Analysis of the Mountains Text	222
	7.2.1	Visual Message Elements in The Sketch Caricature	223
	7.2.2	Visual Message Elements in the Line Graphs	231
	7.2.3	An Intersemiotic Ideational Analysis of the Mountains Text	235
	7.2.3.1	The Sketch Caricature	242
	7.2.3.2	The Line Graphs	248
	7.3	An Intersemiotic Interpersonal Analysis of the Mountains Text	253
	7.3.1	Visual Address (MOOD): Offers and Demands	254
	7.3.2	Visual Point of View: Involvement	255
	7.3.3	Visual Point of View: Power Relations	257
	7.3.4	Visual Point of View: Social Distance	258
	7.3.5	Visual Modality: Viewer Attitudes	259
	7.3.5.1	The Attitudes in the Sketch Caricature	259
	7.3.5.2	The Attitudes in the Line Graphs	263
	7.3.6	The <i>Mountains</i> Text: An Interpersonal Intersemiotic Complementarity Analysis	267
	7.3.6.1	The Analysis of Intersemiotic Address in the Mountains Text	268
	7.3.6.2	The Analysis of Intersemiotic Attitudinal Congruence and Attitudinal Dissonance in the <i>Mountains</i> Text (Visual-Verbal	272

Modality)

	7.3.6.3	The Analysis of Intersemiotic Attitudinal Congruence and Attitudinal Dissonance in the <i>Mountains</i> Text (Attitudinal Attributes and Adjectives).	279
	7.4	An Intersemiotic Compositional Analysis of the Mountains Text	282
	7.4.1	Intertextuality and Composition in the Mountains Text	284
	7.4.2	Intersemiotic Compositional Features in the Mountains Text	285
	7.5	Discussion of Results and Summary	293
CHAPTER EI	GHT	Conclusion	
	8.0	Concluding Summary	305
	8.1	Directions for Future Research	309
	8.1.1	Analyses Focussing on Specific Intersemiotic Metafunctions	309
	8.1.2	Intersemiotic Complementarity between the Visuals and the Verbal Discourse Staging	312
	8.1.3	Intra-visual Compositional Intersemiotic Complementarity in the <i>Mountains</i> Text	318
	8.2	Educational Applications of this Study	321
	8.2.1	A Suggested Methodology for Using Visuals in Educational Contexts	324
	8.3	Final Comments	328
BIBLIOGRAP	HY		330
APPENDICES	;		
		A1 - The Mountains Text	
		A2 - Sentence Division of the <i>Mountains</i> Text	
		A3 - The SFL Model and Economics Discourse	