

edited by
Len Unsworth

Multimodal Semiotics

Functional Analysis in Contexts of Education

B L O O M S B U R Y

Multimodal Semiotics Functional Analysis In Contexts Of Education

Robert James McMurtrie



Multimodal Semiotics Functional Analysis In Contexts Of Education:

Multimodal Semiotics Len Unsworth, 2008-11-07 This volume presents an overview of new developments and applications of social semiotic theory Pioneered by M A K Halliday social semiotic theory sees meaning as created through the interaction of texts including writing images sound and space within a given context Divided into five sections the contributors use social semiotic theory to analyse a range of contexts including the classroom the museum and cinema The case studies show the range and scope of this method of analysis and include the school curriculum literacy print media online resources film and advertising *Multimodal Semiotics* will be of interest to academics researching social semiotic theory systemic functional linguistics and applied linguistics

Bloomsbury Semiotics Volume 4: Semiotic Movements Jamin Pelkey, Paul Copley, 2023-01-12 Bloomsbury Semiotics offers a state of the art overview of the entire field of semiotics by revealing its influence on a wide range of disciplinary perspectives With four volumes spanning theory method and practice across the disciplines this definitive reference work emphasizes and strengthens common bonds shared across intellectual cultures and facilitates the discovery and recovery of meaning across fields It comprises Volume 1 History and Semiosis Volume 2 Semiotics in the Natural and Technical Sciences Volume 3 Semiotics in the Arts and Social Sciences Volume 4 Semiotic Movements Written by leading international experts the chapters provide comprehensive overviews of the history and status of semiotic inquiry across a diverse range of traditions and disciplines Together they highlight key contemporary developments and debates along with ongoing research priorities Providing the most comprehensive and united overview of the field Bloomsbury Semiotics enables anyone from students to seasoned practitioners to better understand and benefit from semiotic insight and how it relates to their own area of study or research Volume 4 Semiotic Movements explores relationships between semiotics and closely related contemporary movements strengthening the dialogue and collaboration between them The movements examined include communication theory systems theory digital humanities phenomenology translation studies multimodality studies cognitive linguistics and cognitive science

International Handbook of Interpretation in Educational Research Paul Smeyers, David Bridges, Nicholas C. Burbules, Morwenna Griffiths, 2015-01-06 This handbook focuses on the often neglected dimension of interpretation in educational research It argues that all educational research is in some sense interpretive and that understanding this issue belies some usual dualisms of thought and practice such as the sharp dichotomy between qualitative and quantitative research Interpretation extends from the very framing of the research task through the sources which constitute the data the process of their recording representation and analysis to the way in which the research is finally or provisionally presented The thesis of the handbook is that interpretation cuts across the fields both philosophically organizationally and methodologically By covering a comprehensive range of research approaches and methodologies the handbook gives early career researchers what they need to know in order to decide what particular methods can offer for various educational research contexts fields An

extensive overview includes concrete examples of different kinds of research not limited for example to teaching and learning examples as present in the Anglo Saxon tradition but including as well what in the German Continental tradition is labelled pädagogisch examples from child rearing and other contexts of non formal education with full description and explanation of why these were chosen in particular circumstances and reflection on the wisdom or otherwise of the choice combined in each case with consideration of the role of interpretation in the process The handbook includes examples of a large number of methods traditionally classified as qualitative interpretive and quantitative used across the area of the study of education Examples are drawn from across the globe thus exemplifying the different opportunities and constraints that educational research has to confront in different societies

Introducing Multimodality Carey Jewitt, Jeff Bezemer, Kay O'Halloran, 2025-03-24 This accessible introduction to multimodality illuminates the potential of multimodal research for understanding the ways in which people communicate Readers will become familiar with the key concepts and methods in various domains while learning how to engage critically with the notion of multimodality Now fully revised to engage with new research include new case studies and present a more global outlook the book challenges widely held assumptions about language and presents the practical steps involved in setting up a multimodal study including formulating research questions collecting research materials assessing and developing methods of transcription considering the ethical dimensions of multimodal research With a wide range of examples clear practical support and a glossary of terms **Introducing Multimodality** is the ideal reference for undergraduate and postgraduate students in multimodality semiotics applied linguistics and media and communication studies Online materials including an updated study guide exercises and links to relevant resources are available on the Student and Instructor website at www.routledge.com/cw/jewitt and the Routledge Language and Communication Portal

The Bloomsbury Companion to Discourse Analysis Ken Hyland, Brian Paltridge, 2013-02-14 Originally published as *The Continuum Companion to Discourse Analysis* this book is designed to be the essential one volume resource for advanced students and academics This companion offers a comprehensive and accessible reference resource to research in contemporary discourse studies In 21 chapters written by leading figures in the field the volume provides readers with an authoritative overview of key terms methods and current research topics and directions It offers both a survey of current research and gives more practical guidance for advanced study in the area The volume covers all the most important issues concepts movements and approaches in the field and features a glossary of key terms in the area of discourse analysis It is the complete resource for postgraduate students and researchers working within discourse studies applied linguistics TESOL and the social sciences

The Semiotics of Movement in Space Robert James McMurtrie, 2016-12-01 *The Semiotics of Movement in Space* explores how people move through buildings and interact with objects in space Focusing on visitors to the Museum of Contemporary Art in Sydney McMurtrie analyses and interprets movement and space relations to highlight new developments and applications of spatial semiotics as he proposes that

people's movement options have the potential to transform the meaning of a particular space. He illustrates people's interaction with microcamera footage of people's movement through the museum from a first person point of view, thereby providing an alternative complementary perspective on how buildings are actually used. The book offers effective tools for practitioners to analyse people's actual and potential movement patterns to rethink spatial design options from a semiotic perspective. The applicability of the semiotic principles developed in this book is demonstrated by examining movement options in a restaurant and a café with the hope that the principles can be developed and applied to other sites of displays such as shopping centres and transportation hubs. This book should appeal to scholars of visual communication, semiotics, multimodal discourse analysis and visitor studies. Multimodality in Writing Arlene Archer, Esther Breuer, 2015-06-29

Multimodality in Writing attempts to generate and apply new theories, disciplines and methods to account for semiotic processes in texts and during text production. It thus showcases new directions in multimodal research and theorizing writing practices from a multimodal perspective. It explores texts, producers of texts and readers of texts. It also focuses on teaching multimodal text production and writing pedagogy from different domains and disciplines such as rhetoric and writing, composition, architecture, mathematics, film making, science and the newsroom. Multimodality in Writing explores the kinds of methodological approaches that can augment social semiotic approaches to analyzing and teaching writing, including rhetoric, Systemic Functional Linguistics, ethnographic approaches and genre pedagogy. Much of the research shows how the regularities of modes and interest of sign makers are socially shaped to realize convention. Because of this, the approaches are strongly underpinned by social and cultural theories of representation and communication. The Bloomsbury Handbook of Discourse Analysis Ken Hyland, Brian Paltridge, Lillian Wong, 2021-07-29. An essential reference to contemporary discourse studies, this handbook offers a rigorous and systematic overview of the field, covering the key methods, research topics and new directions. Fully updated and revised throughout to take account of developments over the last decade, in particular the innovations in digital communication and new media, this second edition features new coverage of the discourse of media, multimedia, social media, politeness, ageing and English as lingua franca. Updated coverage across all chapters, including conversation analysis, spoken discourse, news discourse, intercultural communication, computer-mediated communication and identity. An expanded glossary of key terms. Identifying and describing the central concepts and theories associated with discourse and its main branches of study. The Bloomsbury Handbook of Discourse Analysis makes a sustained and compelling argument concerning the nature and influence of discourse and is an essential resource for anyone interested in the field.

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.

Transformation of Higher Education Through Institutional Online Spaces
Taiwo, Rotimi, Idowu-Faith, Bimbola, Ajiboye, Simeon, 2023-07-11

The surge in the demand for higher education is closely connected with the liberalization and globalization of education. Websites and social media have been chosen for promotional purposes for obvious reasons: they are globally accessible. For rapid communication of a significant amount of information, virile institutional websites and social media spaces with promotional messages have become very important assets for higher institutions and their stakeholders. *Transformation of Higher Education Through Institutional Online Spaces* presents multidisciplinary and interdisciplinary approaches to promotional discourses as presented on higher institution online spaces. Covering topics such as brand building and marketing, content marketing, curriculum marketing, digital marketing, higher education digital marketing and higher education marketing campaigns, this book is ideal for educational website managers, educational institution managers, public relations units, researchers, academicians, practitioners, instructors and students.

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