

Shifts towards image-centricity in contemporary multimodal practices

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Abstrak

This innovative collection builds on current multimodal research to showcase image-centric practices in contemporary media, unpacking the increasing extent to which the visual plays a principal role in modern day communication. The volume begins by providing a concise overview of the history and development of multimodal research with respect to image-centricity, with successive chapters looking at how image-centricity emerges over time, unfolds in relation to language and other features in global design strategies. Bringing together contributions from both established and emerging researchers in multimodality and social semiotics, the book presents case studies on a variety of image-centric genres and domains, including magazines, advertising discourse, multimedia storytelling, and social media platforms. The aims of the book are, to interrogate the new multimodal genres, relations, forms of analysis, and methods of production that emerge from a greater reliance on visual components. Refining and broadening current understandings of image-centricity in today's media sphere, this collection will be of particular interest to scholars and students in multimodality, social semiotics, applied linguistics, language and media, and discourse analysis.