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Altri autori (Persone)	O'HalloranKay L
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; Introduction; Part I: Three-dimensional material objects in space; 1 Opera Ludentes: the Sydney Opera House at work and play; 2 Making history in From Colony to Nation: a multimodal analysis of a museum exhibition in Singapore; 3 A semiotic study of Singapore's Orchard Road and Marriott Hotel; Part II: Electronic media and film; 4 Phase and transition, type and instance: patterns in media text as seen through a multimodal concordancer; 5 Visual semiosis in film; 6 Multisemiotic mediation in hypertext; Part III: Print media 7 The construal of Ideational meaning in print advertisements 8 Multimodality in a biology textbook; 9 Developing an integrative multi-semiotic model; Index; A; B; C; D; E; F; G; H; I; J; K; L; M; N; O; P; R; S; T; U; V; W; Z
Sommario/riassunto	This book brings together cutting-edge research on multimodal texts and the "discourses" generated through the interaction of two or more modes of communication, for example pictures of language, typography and layout, body movement and camera movement. The contributors collected within this volume use systemic functional linguistics to analyze how meaning is generated within a series of case studies. The result is a comprehensive survey of the ways in which enhanced meaning emerges through the interaction of more than one mode of communication. Multimodal Discourse Analysis will be useful to

