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Nota di contenuto	Front matter -- Preface to Handbooks of Communication Science series -- Contents -- Part I. -- Introduction / Machin, David -- Part II. -- 1. The cognitive semiotics of the picture sign / Sonesson, Göran -- 2. Relevance Theory as model for analysing visual and multimodal communication / Forceville, Charles -- 3. Military hardware as affective objects: Towards a social semiotics of militainment television / Roderick, Ian -- 4. Foucauldian discourse analysis: Photography and the social construction of immigration in the Greek national press / Konstantinidou, Christina / Michailidou, Martha -- 5. Linguistic fetish: The sociolinguistics of visual multilingualism / Kelly-Holmes, Helen -- 6. Sex and Race go Pop / Bowman, Paul -- 7. The visual semiotics of Tarot images: A sociocultural perspective / Semetsky, Inna -- 8. Colour language hierarchy / Puhalla, Dennis -- 9. Applying psychological theory to typography: is how we perceive letterforms special? / Dyson, Mary C. -- 10. Toys or the rhetoric of children's goods / Brougère, Gilles -- 11. Visual Aspects of British Tabloid Newspapers: 'Image Crowding Out Rational Analysis'? / Conboy, Martin -- 12. British press photographs and the misrepresentation of the 2011 'uprising' in Libya: A Content Analysis / Bouvier, Gwen -- 13. Looking for what counts in film analysis: A programme of empirical research / Bateman, John A. --

14. In the eye of the beholder: Visual communication from a recipient perspective / Holsanova, Jana -- 15. Questioning bohemian myth in Weimar Berlin: Reinterpreting Jeanne Mammen and the artist function through her illustrations Der Maler und sein Modell 'The Painter and his Model' (1927) / Smith, H. Camilla -- 16. A multimodal lens on the school classroom / Jewitt, Carey -- 17. Celebrating and critiquing "past" and "present"? The intersection between nostalgia and public service discourses in BBC1's Ashes to Ashes / Garner, Ross P. -- Part III. -- 18. Ally Sloper, Victorian comic book hero: interpreting a comedy type / Sabin, Roger -- 19. Visual Communication in the Theatre / Carlson, Marvin -- 20. Analysing impossible pictures: Computer generated imagery in science documentary and factual entertainment television / Campbell, Vincent -- 21. Reading the Fenian photographs: A historically and culturally located study / Edge, Sarah -- 22. Interpretation, representation and methodology: Issues in computer game analysis / Carr, Diane -- 23. The art of voice: The voice of art - understanding children's graphic narrative- enactive communication / Wright, Susan -- 24. The political values embedded in a child's toy: The case of "Girl Power" in the Brazilian doll Susi / Almeida, Danielle -- 25. The role of images in social media analytics: A multimodal digital humanities approach / O'Halloran, Kay l. / Chua, Alvin / Podlasov, Alexey -- 26. From static to dynamic: The changing experience of fashion imagery / Beard, Nathaniel Dafydd -- 27. The de-humanization of Palestinians in Israeli school books: a multimodal analysis of layout, intertextuality and reading paths / Peled-Elhanan, Nurit -- 28. Visual communication in tourism research: Seoul destination image / Hunter, William Cannon -- 29. Thinking visuals: What the challenges of architectural representation can tell us about visual communication / Teal, Randall -- 30. Visual communication in animals: Applying a Portmannian and Uexküllian biosemiotic approach / Kleisner, Karel / Maran, Timo -- 31. The importance of Murals during the Troubles: Analyzing the republican use of wall paintings in Northern Ireland / Rapp, Maximilian / Rhomberg, Markus -- 32. Transforming art and visual anthropology: Imitation, innovation and inspiration in two Japanese art museums / Cox, Rupert -- 33. Emotion ekphrasis: representation of emotions in children's picturebooks / Nikolajeva, Maria -- 34. 'The Ocular Proof ?': Television news and the pursuit of reality / Brighton, Paul -- Biographical sketches -- Index

Sommario/riassunto

The primary goal of the volume on "Visual Communication" is to provide a collection of high quality, accessible papers that offer an overview of the different academic approaches to Visual Communication, the different theoretical perspectives on which they are based, the methods of analysis used and the different media and genre that have come under analysis. There is no such existing volume that draws together this range of closely related material generally found in much less related areas of research, including semiotics, art history, design, and new media theory. The volume has a total of 34 individual chapters that are organized into two sections: theories and methods, and areas of visual analysis. The chapters are all written by quality theorists and researchers, with a view that the research should be accessible to non-specialists in their own field while at the same time maintaining a high quality of work. The volume contains an introduction, which plots and locates the different approaches contained in it within broader developments and history of approaches to visual communication across different disciplines as each has attempted to define its terrain sometimes through unique concepts and methods sometimes through those borrowed and modified from others.