Introduction to Multimodal Analysis (A Hodder Arnold Publication)

David Machin

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Introduction to Multimodal Analysis (A Hodder Arnold Publication) David Machin Introduction to Multimodal Analysis is a unique and accessible textbook that clearly and critically explains this groundbreaking approach to visual analysis. Each chapter outlines the tools for analysis and takes the reader through examples of analysis, providing a model that can then be followed. All visual media compositions, such as photographs, advertisements, newspapers and websites, are carefully designed. A photograph of a soldier, an advertisement for a car, a magazine cover or the opening titles to a news programme are thought out to create the appropriate effect. Designers use semiotic tools such as colour, framing, focus, positioning of elements and font style to communicate with the viewer. These choices make up a visual language that we can analyse. Multimodal analysis looks at the separate components of this language to build up a toolkit for analysing the grammar of visual design. The book includes an assessment of the claim that there is a visual grammar and important differences between images and language and the way they create meaning are identified. Including images throughout and a colour plate section, Introduction to Multimodal Analysis is an essential resource for students studying multimodality within visual communication in media and cultural studies, critical discourse analysis, journalism studies or linguistics.

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