



Multimodal Discourse Analysis

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Multimodal Discourse Analysis

- OUTLINE
 - Mode(s)
 - The Need of Modes
 - MMDA
 - Text
 - The Theoretical Stance of MMDA
 - Learning to Perform MMDA
 - Practicing MMDA
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Multimodal Discourse Analysis

- Multiple Modes

Representation and construction of meanings requires multiple modes.

Kress defines mode as “*a socially shaped and culturally given resource for making meanings.*” (2009)

A comprehensive account of meaning requires semiotic categories in addition to speech and writing.

Multimodal Discourse Analysis

- Why Multiple Modes?

1. The singularity of modes (Unimodality) makes interpretation:
 - a. Difficult
 - b. Boring
 - c. Time-consuming
 2. The development in the field of Multiliteracy made multimodality obligatory.
 3. Prevents the term 'language' from becoming too vague to be understood.
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Multimodal Discourse Analysis

```
Volume Serial Number is 2B32-1406
Directory of C:\PATH

File not found
                    5,851.42 MB free

C:\PATH>cd othr
Invalid directory

C:\PATH>cd other

C:\PATH\OTHER>dir p*.* /w

Volume in drive C has no label
Volume Serial Number is 2B32-1406
Directory of C:\PATH\OTHER

PICKEM.EXE      PIE.EXE      PREXE.EXE      PKLITE.EXE      PKUNLITE.EXE
PKUNZIP.EXE    PKZIP.EXE    PKZIPFIX.EXE   PLAYLZM.EXE     PLAYLZM2.EXE
PLAYMID.BAT    PLAYMID.OLD  PLAYMOD.BAT    PLAYMPG.BAT     PLAYMUS.BAT
PLAYS3M.BAT    PLAYWAU.BAT  PRINTM.EXE     PROMOD.EXE      PNG2BMP.EXE
                20 file(s)   228,736 bytes
                0 dir(s)   5,851.42 MB free

C:\PATH\OTHER>pkzip c:\zips\newzips.zip *.* -r -p -whs
```

Multimodal Discourse analysis

- What is Multimodal Discourse Analysis (MMDA)?

*‘A multimodal **approach** assumes that language, whether as speech or as writing, is **one means among many** available for **representation and for making meaning.**’*

(Gunther Kress)

It assumes that the meanings revealed by forms of DA relying only on speech and writing provide only partial meanings.

Multimodal Discourse Analysis

- What Kind of Approach?
 - a. All available modes at a given time and place are capable of contributing meanings to a complex semiotic entity- text.
 - b. All modes are framed as one field, as one domain.
 - c. No one mode can compensate for the other- each has a distinct role to perform.
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Multimodal Discourse Analysis

- What is a Text?

‘A text, in MMDA, is a multimodal semiotic entity in two, or three or four dimensions.’

Texts are the result of the semiotic work of **design**, and of processes of **composition** and **production**.

They result in the **ensembles**, composed of different modes, resting on the semiotic work of the maker of such texts.

Multimodal Discourse Analysis

- The Theoretical Stance of MMDA
 - a. The field of MMDA is theoretically supported by the **social semiotics (of Halliday)**.
 - b. The growth of this field was provoked by the invention of motion pictures and the growth of digital media. **Monopoly of language** as a semiotic resource for meaning making is done with.
 - c. Most prominent works done in this field of study are of **Gunther Kress**.
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Multimodal Discourse Analysis

- The Social Semiotic Theory
 - a. Meanings are **created** through all possible means (**modes**) in a given time and space.
 - b. The modes arise in social environment and in social interactions and are culturally oriented.
 - c. The core unit of this theory is **sign**.
 - d. A sign is provided by a mode.
 - e. Signs are **made** rather than used. The relationship between sign and meaning is **not arbitrary** but **motivated (created)** out of the **interest and knowledge** (both shared as members of a discourse community and the knowledge to be shared) of the speaker.
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Multimodal Discourse Analysis

- Semiotic Approach of Halliday

Gunther Kress in his analyses are based on the account of the semiotic approach of Halliday.

For Halliday, the full understanding of communication will need to represent meanings about:

- a. Actions, states, events- **ideational function**
 - b. Relationships between the interlocutors- **interpersonal function**
 - c. And have the capacity to form coherent texts, the complex semiotic entities- **textual function.**
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Multimodal Discourse Analysis

- Choosing Between Modes

The choice between and among modes depends on:

- a. The interest and
 - b. Knowledge (of the speaker) about
 - a. The affordances and constraints of specific modes
 - b. The context and the function of mode
 - c. The addressee(s) and the listeners
 - c. The semiotic resources available
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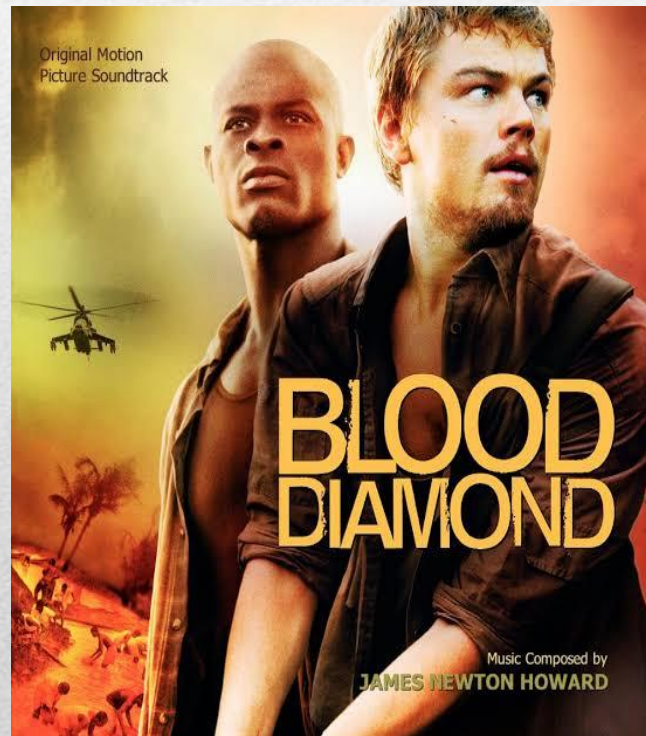
Multimodal Discourse Analysis

- Learning Multimodal Discourse Analysis

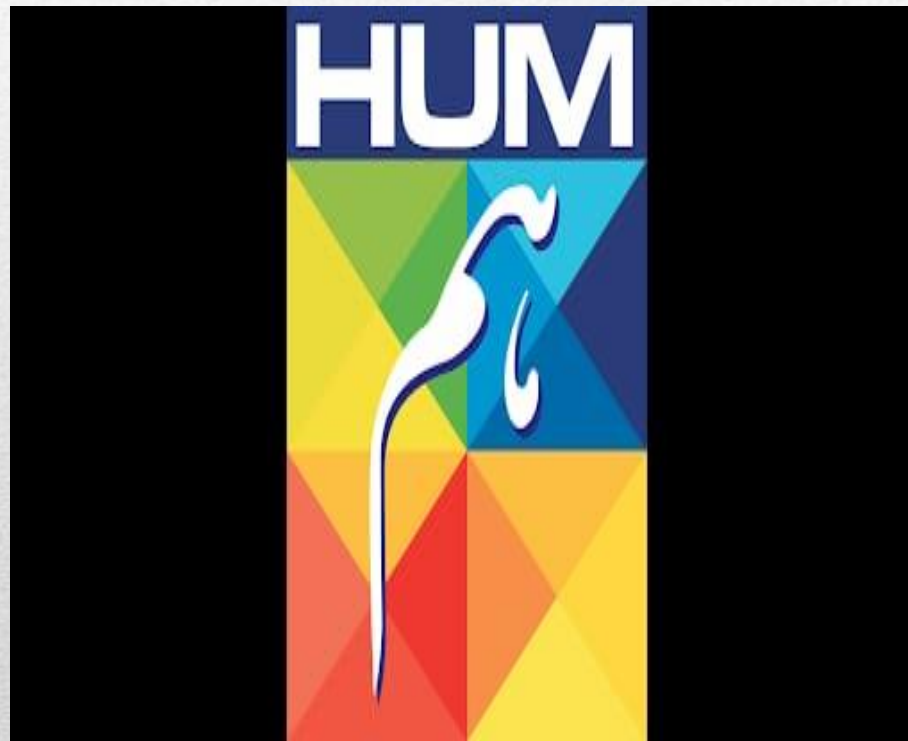


Multimodal Discourse Analysis

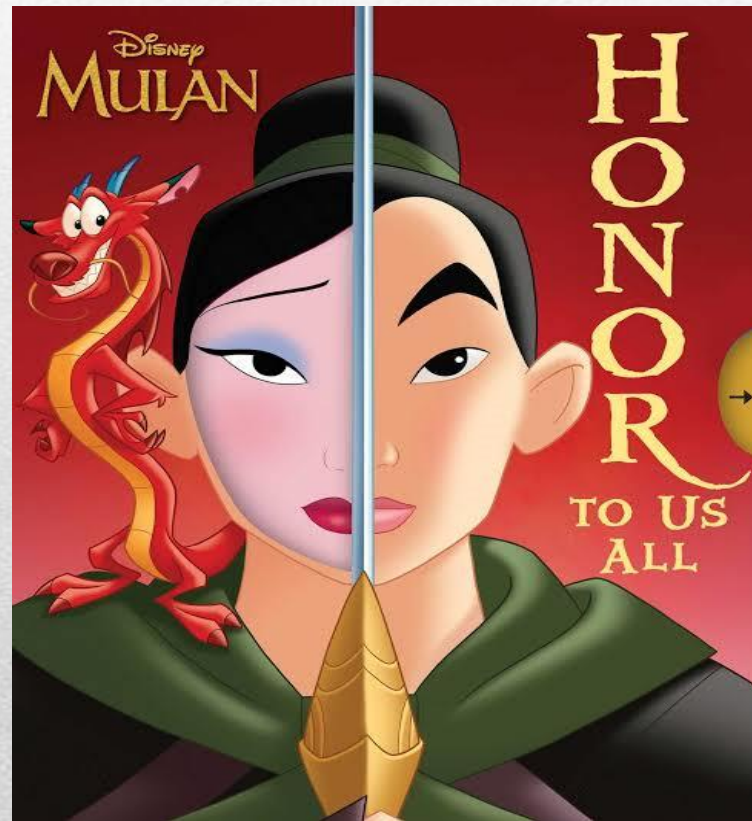
- Practicing Multimodal Discourse Analysis



Multimodal Discourse Analysis



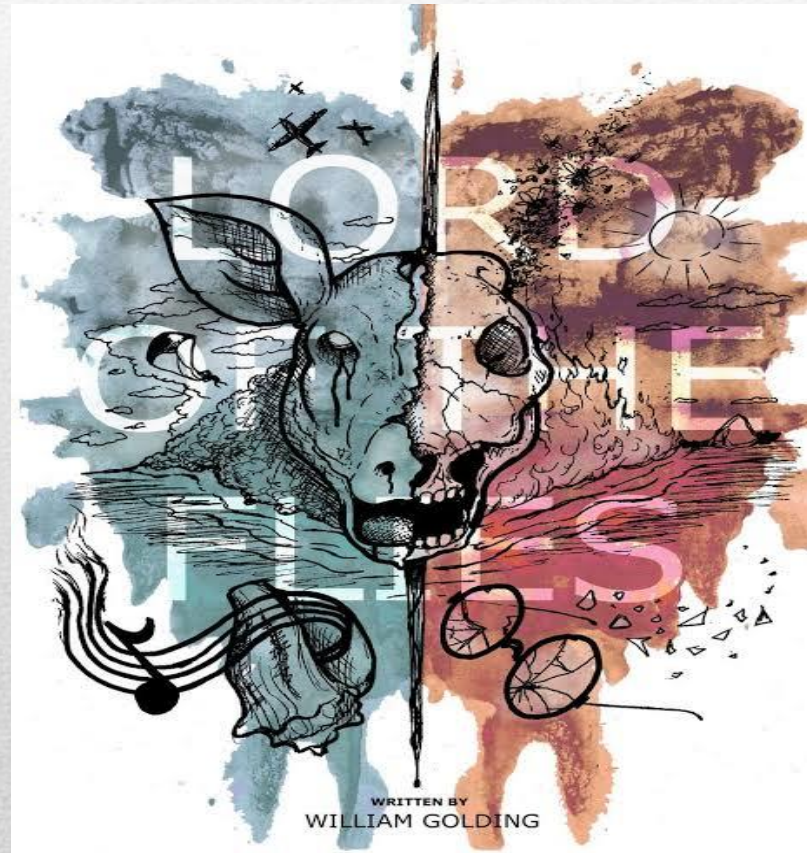
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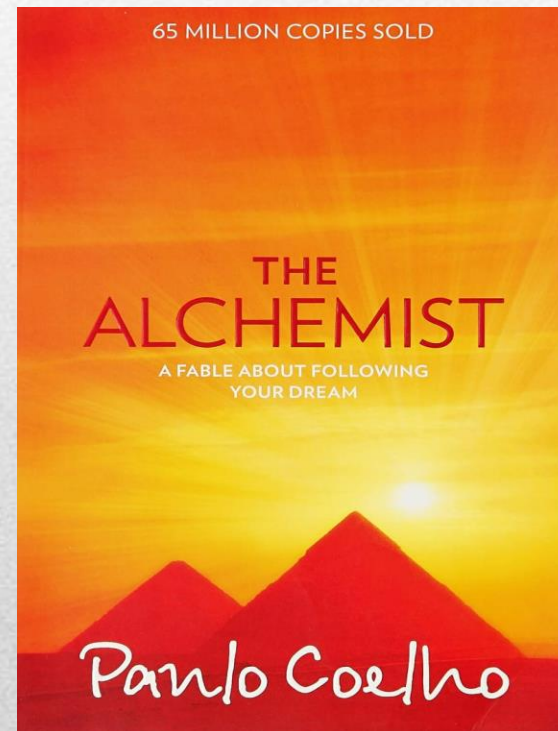
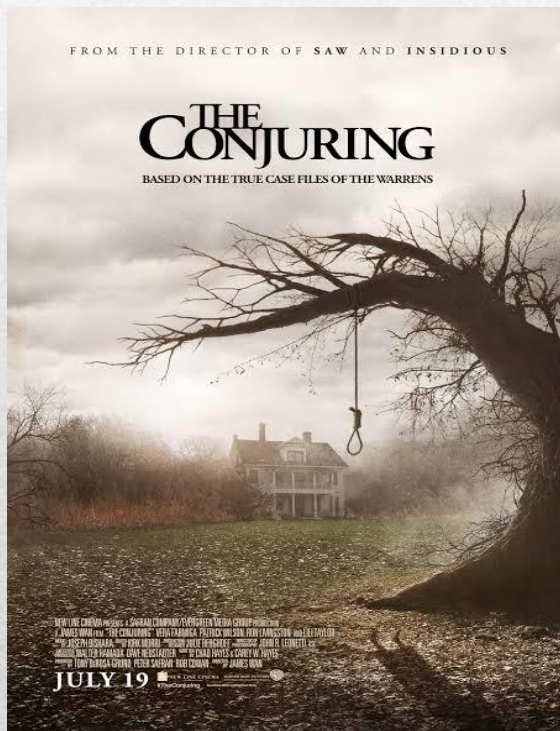
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Multimodal Discourse Analysis

- Conclusion
 - a. Multiplicity of Modes
 - b. Choosing Modes
 - c. Analyzing Modes in Discourse
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Thank You
