

ROUTLEDGE STUDIES IN MULTIMODALITY

Multimodality in the Built Environment

Spatial Discourse Analysis

Louise J. Ravelli and
Robert J. McMurtrie



Multimodality Built Environment Discourse Routledge

Bradley Bereitschaft



Multimodality Built Environment Discourse Routledge:

Multimodality in the Built Environment Louise J. Ravelli, Robert J. McMurtrie, 2015-11-19 This book provides an extended exploration of the multimodal analysis of spatial three dimensional texts of the built environment culminating in a holistic approach termed Spatial Discourse Analysis SpDA Based on existing frameworks of multimodal analysis this book applies adapts and extends these frameworks to spatial texts The authors argue that choices in spatial design create meanings about what we perceive and how we can or should behave within spatial texts influence how we feel in and about those spaces and enable these texts to function as coherent wholes Importantly a spatial text once built is also a resource which is then used and an essential aspect of understanding these texts is to consider what users themselves contribute to the meaning potential of these texts The book takes the metafunctional approach familiar from Systemic Functional Linguistics SFL and foregrounds each metafunction in turn textual interpersonal experiential and logical in relation to the detailed analysis of a particular spatial text **Handbook of Political Discourse** Piotr Cap, 2023-02-14 Synthesising diverse research avenues for politics discourse and political discourse this cutting edge Handbook examines the formative traditions current theoretical and methodological landscape and genres and domains over which political discourse extends

Current Trends in EMI and Multimodality in Higher Education Vicent Beltrán-Palanques, Edgar Bernad-Mechó, 2024-07-08 Looking at both English Medium Instruction EMI and multimodality in higher education this edited volume bridges the gap between the two contexts by offering various new insights into fundamentals in multilingual education EMI discourse and current teaching practices in internationalised contexts Current demands in communication especially in higher education contexts require examining EMI from a multimodal perspective with the aim of giving explicit attention to modern discourse practices The contributors reflect on the principles guiding EMI and multimodality and their application in higher education using both practical examples and data driven evidences They discuss EMI multimodal discourse from an empirical perspective to unveil communicative practices in internationalised higher education contexts and exemplify classroom applications and ESP and EAP pedagogical practices that promote multimodal competence in higher education The contributors provide solid theoretical foundations key principles research evidence and pedagogical implications that inform current methodologies and practices for EMI ESP and EAP as well as multimodality in higher education This volume on EMI and multimodality in higher education will have broad appeal for researchers worldwide from various fields of expertise within education and applied linguistics **Advances in Brand Semiotics & Discourse Analysis** George Rossolatos, 2023-03-07 This volume addresses some of the most important conceptual methodological and empirical challenges and opportunities with which the sister disciplines of semiotics and discourse analysis are mutually confronted in the context of considering new avenues of cross disciplinary application to distinctive branding research streams In continuation of the collective volume Handbook of Brand Semiotics Kassel University Press 2015 which sought to consolidate

relevant scholarship and to identify the main territories that have been established at the cross roads between branding and semiotic research the current Advances in Brand Semiotics Discourse Analysis aims at accomplishing further strides in critical areas such as the exigency for reconsidering the aptness of existing semiotic theories in the face of the radically shifting co creative landscape of digital branding the benefits of systematically micro analyzing brand communities discourses by drawing on CAQDAS programs the combination of big data analytics with discourse theory in corpus analysis and the epistemological issues that emerge while combining discourse analysis with time hallowed marketing qualitative and quantitative research methods At the same time the volume hosts a resourceful blend of empirical studies and novel conceptual frameworks in burgeoning streams such as place heritage culinary personal and political branding

The Semiotics of Movement in Space Robert James McMurtrie, 2016-12-01 The Semiotics of Movement in Space explores how people move through buildings and interact with objects in space Focusing on visitors to the Museum of Contemporary Art in Sydney McMurtrie analyses and interprets movement and space relations to highlight new developments and applications of spatial semiotics as he proposes that people s movement options have the potential to transform the meaning of a particular space He illustrates people s interaction with microcamera footage of people s movement through the museum from a first person point of view thereby providing an alternative complementary perspective on how buildings are actually used The book offers effective tools for practitioners to analyse people s actual and potential movement patterns to rethink spatial design options from a semiotic perspective The applicability of the semiotic principles developed in this book is demonstrated by examining movement options in a restaurant and a caf with the hope that the principles can be developed and applied to other sites of displays such as shopping centres and transportation hubs This book should appeal to scholars of visual communication semiotics multimodal discourse analysis and visitor studies

Equity in the Urban Built Environment Bradley Bereitschaft, 2024-12-30 This book explores inequities in the urban built environment across a diverse range of places and considers practical solutions and strategies aimed at building more just inclusive and sustainable cities Achieving more equitable and prosperous urban places requires a critical examination of the design and layout of our cities The 16 chapters of this book illuminate the ways in which the built environment including buildings roads public spaces and other infrastructure shapes our health and prosperity through a complex set of physical and social interactions It brings together experts from a variety of fields to identify and suggest workable solutions for inequities in the spatial distribution of amenities and disamenities and the processes and policies that give rise to these unjust patterns Blending scholarly knowledge and practical experience many of these strategies and solutions are presented through the lens of real world case studies One key takeaway is that the planning of our cities should be a communal effort that properly reflects the needs of all residents Equity in the built environment can only be realized when people of diverse backgrounds ethnicities ages and abilities feel welcome to both shape and enjoy the shared public realm This book is intended for a wide audience that

primarily includes scholars students and professionals in the fields of urban geography urban planning landscape architecture and urban studies Professionals in urban planning and policy with a desire to advance equity goals will likely appreciate the strategies recommendations and best practices discussed within **Multimodality and Translanguaging in Video Interactions** Maria Grazia Sindoni, 2023-12-21 This Element presents and critically discusses video mediated communication by combining theories and empirical methods of multimodal studies and translanguaging Since Covid 19 gained momentum video based interactions have become more and more ingrained in private and public lives and to the point of being fully incorporated in a wide range of community practices in personal work and educational environments The meaning making of video communication results from the complex situationally based and culturally influenced and interlaced components of different semiotic resources and practices These include the use of speech writing translanguaging practices gaze behaviour proxemics and kinesics patterns as well as forms of embodied interaction The Element aims at unpacking these resources and at interpreting how they make meanings to improve and encourage active and responsible participation in the current digital scenarios **The Concise Encyclopedia of Applied Linguistics** Carol A. Chapelle, 2019-11-20 Offers a wide ranging overview of the issues and research approaches in the diverse field of applied linguistics Applied linguistics is an interdisciplinary field that identifies examines and seeks solutions to real life language related issues Such issues often occur in situations of language contact and technological innovation where language problems can range from explaining misunderstandings in face to face oral conversation to designing automated speech recognition systems for business The Concise Encyclopedia of Applied Linguistics includes entries on the fundamentals of the discipline introducing readers to the concepts research and methods used by applied linguists working in the field This succinct reader friendly volume offers a collection of entries on a range of language problems and the analytic approaches used to address them This abridged reference work has been compiled from the most accessed entries from The Encyclopedia of Applied Linguistics www.encyclopediaofappliedlinguistics.com the more extensive volume which is available in print and digital format in 1000 libraries spanning 50 countries worldwide Alphabetically organized and updated entries help readers gain an understanding of the essentials of the field with entries on topics such as multilingualism language policy and planning language assessment and testing translation and interpreting and many others Accessible for readers who are new to applied linguistics The Concise Encyclopedia of Applied Linguistics Includes entries written by experts in a broad range of areas within applied linguistics Explains the theory and research approaches used in the field for analysis of language language use and contexts of language use Demonstrates the connections among theory research and practice in the study of language issues Provides a perfect starting point for pursuing essential topics in applied linguistics Designed to offer readers an introduction to the range of topics and approaches within the field The Concise Encyclopedia of Applied Linguistics is ideal for new students of applied linguistics and for researchers in the field *Multimodality and Social*

Interaction in Online and Offline Shopping Gitte Rasmussen, Theo van Leeuwen, 2023-09-29 This collection brings together social semiotic ethnographic and conversation analytic approaches to multimodality in global studies of shopping drawing on the rich diversity of the latest multimodal methods to critically reflect on shopping as a cornerstone of contemporary social life The volume explores shopping as an area of study in its own right with the buying and selling of goods and services a fundamental part of the social and cultural life of human communities for centuries The book looks at both online and offline shopping examining it as both everyday multi sensorial practice and its translation into the interactive text and imagery that comprise the online shopping experience from London street markets to Japanese grocery shops to Danish supermarkets to worldwide online shopping sites Highlighting the diversity of modern multimodal approaches through contributions from established scholars the book critically surveys both the challenges and opportunities in the embodied interactions between buyers and sellers and how these points of connection have been translated and will continue to transform in the age of algorithms and emergent technologies This book will appeal to students and scholars interested in multimodality multimodal conversation analysis social semiotics social interaction and retail studies Interpersonal Meaning in Multimodal English Textbooks Yumin Chen, 2022-03-10 Exploring multimodality in English language teaching textbooks this book focusses on how language and image are co deployed within these resources in order to create and convey interpersonal meaning Presenting cutting edge research in appraisal studies and multimodal discourse analysis Yumin Chen uses systemic functional linguistics and social semiotics to investigate how different voices are introduced and aligned inter modally in textbooks extending the appraisal systems of engagement and graduation across language and image The book also demonstrates how linguistic and visual semiotic resources co instantiate attitude paying special attention to the attitudinal dimension of curriculum goals for school students of different ages Furthermore it examines how different kinds of coding orientation are deployed in various educational contexts and different constituent genres Demonstrating how the linguistic and semiotic theories can be adapted to analyze multimodal texts across language and image *Interpersonal Meaning in Multimodal English Textbooks* offers new perspectives on how to employ multimodal resources to enhance the teaching and learning of English as a foreign language

Unveiling the Magic of Words: A Report on "**Multimodality Built Environment Discourse Routledge**"

In a world defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their ability to kindle emotions, provoke contemplation, and ignite transformative change is really awe-inspiring. Enter the realm of "**Multimodality Built Environment Discourse Routledge**," a mesmerizing literary masterpiece penned by a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve into the book's central themes, examine its distinctive writing style, and assess its profound impact on the souls of its readers.

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