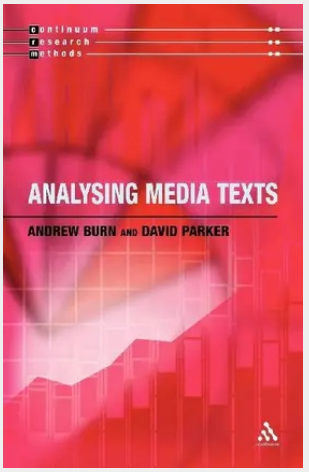
Burn

Analysing Media Texts

Andrew Burn and David Parker outline how multi-modality theory can be used to analyze texts whicj employ multiple semiotic modes and media, in such a way that a balanced consideration is given to the characteristics of each mode, how they integrate, and how they distribute textual functions between them. The medthods are rooted in a view of significance as dependent on social context, and fulfilling the social and communicative interests of both producers of textual production and use contingent upon digital formats will also be a determining content of the analytical method.

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