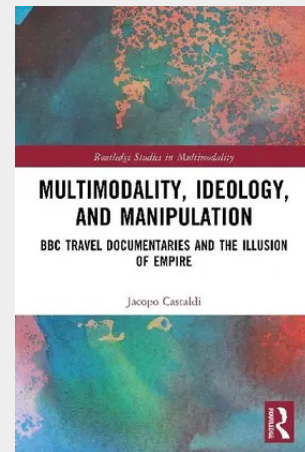


Multimodality, Ideology, and Manipulation

BBC Travel Documentaries and the Illusion of Empire

This book examines how sociopolitical and intercultural ideologies surrounding globalisation and neoliberalism are constructed and negotiated in travel documentaries, focusing on the role of the BBC in reproducing neo-imperialistic and neoliberal values. It argues that these documentaries naturalise the values underpinning globalisation and justify the exploitation of resources from the United Kingdom and the West at the expense of developing countries, reflecting forms of neo-imperialism. After discussing the role of the BBC as a public service provider and the research's theoretical and methodological foundations, three case studies explore the semiotic and cognitive processes involved in media effects. Through an interdisciplinary approach integrating multimodal critical discourse analysis, audience research, and relevance theory, the book contributes to discussions on the application of multimodality theory to social concerns and addresses academic communities in media studies, critical discourse studies, and semiotics. This book will interest scholars in multimodality, critical discourse analysis, media and communication studies, and semiotics.

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