《视觉环境下的多模态化和多模态话语研究》

书籍信息

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内容简介

本书主要以Kress和VanLeeuwen社会符号学框架下的视觉交流理论为基础，从图像、情态、构图、颜色、印刷版式等视觉交流的各主要方面研究多模态话语。全书共分4部分，10个章节。首先探讨了多模态化和多模态话语产生的社会文化背景；然后以“多元识读”(Multiliteracies)概念为出发点，导出视觉环境下多模态化和多模态话语研究的理论框架，并在这个理论框架下结合新闻图片、海报、广告、网页、学生制作的PPT等多种多模态语篇，探讨了图像的“元功能”、图像的情态意义以及视觉交流中构图、颜色及印刷版式的意义；最后还研究了大学生的多元识读意识和能力以及多元识读对大学英语“教”与“学”带来的启示。
该书可供各大专院校作为教材使用，也可供从事相关工作的人员作为参考用书使用。

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