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MULTIMODAL DISCOURSE ANALYSIS OF ZOOTECHNICAL STRUCTURES. CASE STUDY

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Abstract: *Social media users combine semiotic resources like writing, speech, still Image, moving image, layout and colour when communicating online. The complex nature and forms of social media use have clear correspondences with the concerns of multimodal theory - a social semiotic theory which looks beyond speech and writing to focus on the multiple modes of meaning making and communication that constitute contemporary life.*



• Results and discussions

Through the application of a multimodal social semiotic approach to social media texts, this thesis contributes to knowledge on multimodal style and style patterns in social media texts and their interpretation. While multimodal researchers have explored style as a theoretical concept (van Leeuwen, 2005, Kress, 2010), few have investigated style empirically, specifically within the social media context. This thesis has argued that cross-modal concepts of 229 intensity, proximity, coherence and truth-value prove useful when interested in understanding the ways in which interpersonal relations are manifested in multimodal ensembles online. Future studies could explore how ideational meaning-making takes place online, developing further concepts for understanding how social media users make sense of the world and represent their understanding in digital texts. To recap, this study has contributed to multimodal approaches by exploring a variety of ways to investigate social media content from a multimodal socialsemiotic perspective. As users' practices online are so diverse, with a variety of resources and purposed for communication, a multimodal approach cannot be a "fixed" approach. This study stresses the importance of approaching material differently depending on the modes and resources available, the social context and the user interests in using a platform.

Conclusions

This study finds, that through nuances in style work, from linguistic resources of pronouns and modal verbs to image resources of content placement and colour palettes, social media users not only present themselves to the online community, displaying their interests, values and beliefs - users also highlight their intended audience and their membership in online communities through their multimodal compositions.

• Introduction

Social media are a significant part of contemporary society. An increasing number of people are using social media applications and services such as Facebook, Twitter, YouTube and Pinterest to communicate, interact, and to undertake a range of formal and informal activities and practices. Social media applications are central to many people's experience of, and engagement with digital technology.

These digital applications merit careful consideration as they support a complex range of social actions

• Material and method

Multimodal discourse analysis is an approach that looks at multiple modes of communication such as text, color, and images. It is a method of discursive analysis that looks at not just how individual modes communicate, but how they interact with one another to create semiotic meaning.