

MULTIMODAL COMMUNICATION

EDITOR

Sigrid Norris, Multimodal Research Centre,
Auckland University of Technology, New Zealand

EDITORIAL ASSISTANT

Jarret Geenen, Department of Language and
Literature, University of Amsterdam, Netherlands

REVIEW EDITOR

Shri Ramakrishnan, Syracuse University, USA

EDITORIAL BOARD

Najma Al Zidjaly, Department of English Language
and Literature, Sultan Qaboos University, Oman
John Bateman, Faculty of Linguistics and Literary
Sciences, Bremen University, Germany
Emilia Djonov, Institute of Early Childhood,
Macquarie University, NSW, Australia
Gaëlle Ferre, Département d'Etudes Anglaises,
Chemin de la Censive du Tertre, France
Rodney H. Jones, Department of English,
City University of Hong Kong, China
Rick Iedema, Communication Studies,
University of Technology Sydney, Australia
Jay Lemke, Laboratory of Comparative Human
Cognition, University of California, San Diego, USA
Carmen Daniela Maier, Department of Business
Communication, Aarhus University, Denmark

David McNeill, Department of Psychology,
The University of Chicago, USA
Meredith Marra, School of Linguistics and Applied
Language Studies, Victoria University of Wellington,
New Zealand
Sarah Pink, Department of Social Sciences,
Loughborough University, UK
Pirkko Raudaskoski, Department of Communication
and Psychology, University of Aalborg, Denmark
Martin Reisigl, Institut für Germanistik,
University of Bern, Switzerland
Jürgen Streeck, Department of Communication
Studies, The University of Texas at Austin, USA
Theo van Leeuwen, Faculty of Arts and Social Sciences,
University of Technology Sydney, Australia

ABSTRACTED/INDEXED IN Celdes, CNPIEC, EBSCO Discovery Service, Google Scholar, J-Gate, Naviga (Softweco), Primo Central (ExLibris), Summon (Serials Solutions/ProQuest), TDOne (TDNet), WorldCat (OCLC).

In essence, all communication is multimodal: we use language, gesture, posture, and other non-verbal modes often at the same time as we use objects in the world and the environment itself in order to communicate. We may use many media when conducting research, so that we may use video or audio recordings. We may also employ creative ways of jotting down what we perceive, i.e. using poetry, creative writing, painting or sculpture to freeze what we understand. All of these media in turn allow us to explain the world we investigate in multimodal ways.

Multimodal Communication sets out to open up a venue for researchers in diverse fields of study, who are broaching communication from an interdisciplinary perspective; for those who are exploring diverse and multimodal ways to conduct research and to illustrate findings. The Journal will include papers from anthropology, art, communication, health, interaction, linguistics, math, philosophy, psychology, science, sport, or sociology and others when these broach and/or explain communication in the broadest sense.

There is no methodological boundary to this Journal, however all articles have to develop multimodality in some way. An article may use visuals/writing/sound to explore a theme, an article may be highly theoretical and explain a philosophical point relevant to the study of multimodality, or an article may be based on an empirical study that integrates a number of modes. Style of exposition is not standardized in this Journal, so that authors may send research articles, essays, visual essays or other creative pieces.

Images are published in colour. Online subscribers will have access to the online portal where readers can find audio and video files. Due to print-only subscriptions all published articles have to be complete in their printed form. All articles are double-blind peer-reviewed.

The publisher, together with the authors and editors, has taken great pains to ensure that all information presented in this work reflects the standard of knowledge at the time of publication. Despite careful manuscript preparation and proof correction, errors can nevertheless occur. Authors, editors and publisher disclaim all responsibility for any errors or omissions or liability for the results obtained from use of the information, or parts thereof, contained in this work.

ISSN 2230-6579 · e-ISSN 2230-6587

All information regarding notes for contributors, subscriptions, Open access, back volumes and orders is available online at www.degruyter.com/view/j/mc

RESPONSIBLE EDITOR Sigrid Norris, Multimodal Research Centre, Auckland University of Technology, 55 Wellesley St E, Auckland, 1010, New Zealand. Email: sigrid.norris@aut.ac.nz

JOURNAL MANAGER Aline Hötzeltdt, De Gruyter, Genthiner Straße 13, 10785 Berlin, Germany.
Tel.: +49 (0)30 260 05-283, Fax: +49 (0)30 260 05-250
Email: aline.hoetzeltdt@degruyter.com

RESPONSIBLE FOR ADVERTISEMENTS Panagiota Herbrand, De Gruyter, Mies-van-der-Rohe-Straße 1, 80807 München, Germany.
Tel.: +49 (0)89 769 02 – 394, Fax: +49 (0)89 769 02 – 350
Email: panagiota.herbrand@degruyter.com

TYPESETTING Integra Software Services Pvt. Ltd., Pondicherry, India.

PRINTING Franz X. Stickle Druck und Verlag e.K., Ettenheim.

COVER ILLUSTRATION Andrea Brandt, Independent Artist, Germany

© 2014 Walter de Gruyter GmbH, Berlin/Boston



Printed in Germany

Offenlegung der Inhaber und Beteiligungsverhältnisse gem. § 7a Abs. 1 Ziff. 1, Abs. 2 Ziff. 3 des Berliner Pressegesetzes: Die Gesellschafter der Walter de Gruyter GmbH sind: Cram, Gisela, Rentnerin, Berlin; Cram, Elisabeth, Pensionärin, Rosengarten-Alvesen; Cram, Margret, Studienrätin i.R., Berlin; Cram, Dr. Georg-Martin, Unternehmens-Systemberater, Stadtbergen; Cram, Maike, Berlin; Cram, Jens, Mannheim; Cram, Ingrid, Betriebsleiterin, Tuxpan / Michoacan (Mexiko); Cram, Sabina, Mexico, DF (Mexiko); Cram, Silke, Wissenschaftlerin, Mexico DF (Mexiko); Cram, Björn, Aachen; Cram, Ella Anita, Rentnerin, Berlin; Cram, Berit, Greifswald; Cram-Gomez, Susanne, Mexico DF (Mexiko); Cram-Heydrich, Walter, Mexico DF (Mexiko); Duvenbeck, Brigitta, Oberstudienrätin i.R., Bad Homburg; Fund, Dr. Sven, geschäftsführender Gesellschafter, Berlin; Gädeke, Gudula, M.A., Atemtherapeutin/Lehrerin, Tübingen; Gädeke, Martin, Einzelunternehmer, Würzburg; Lubasch, Dr. Annette, Ärztin, Berlin; Schütz, Dr. Christa, Ärztin, Mannheim; Schütz, Sonja, Berlin; Schütz, Juliane, Berlin; Schütz, Antje, Berlin; Schütz, Valentin, Berlin; Seils, Dorothee, Apothekerin, Stuttgart; Seils, Gabriele, Journalistin, Berlin; Seils, Dr. Clara-Eugenie, Oberstudienrätin i.R., Reppenstedt; Seils, Christoph, Journalist, Berlin; Siebert, John-Walter, Pfarrer, Oberstenfeld; Walter de Gruyter Stiftung, Berlin.

Contents

Rodney H. Jones

The Multimodal Dimension of Claims in Food Packaging — 1

James G. Nobis

Modal Analysis of Superflat Aesthetics — 13

Gaëlle Ferré

Multimodal Hyperbole — 25

George Rossolatos

Conducting Multimodal Rhetorical Analysis of TV Ads with Atlas.ti 7 — 51

Carmen Daniela Maier

Multimodal Aspects of Representation and Interdiscursive Hybridity in Corporate Films — 85

Srilakshmi Ramakrishnan

Interview with Professor José A. Rueda — 99

Visual Essay

Najma Al Zidjaly

WhatsApp Omani Teachers: Social Media and the Question of Social Change — 107