

2024 · VOLUME 44 · ISSUE 4

TEXT&TALK

AN INTERDISCIPLINARY JOURNAL OF LANGUAGE,
DISCOURSE & COMMUNICATION STUDIES

EDITOR-IN-CHIEF

Srikant Sarangi
Aalborg University, Denmark
Cardiff University, UK

EDITORIAL ASSOCIATE

Jean Pietrowicz

HONORARY BOARD

Aaron V. Cicourel
University of California,
San Diego, USA
Bohumil Palek
Charles University, Prague,
Czech Republic
John Swales
University of Michigan,
Ann Arbor, USA

SPECIALIST BOARD

Johannes Angermüller
Open University, UK
Paul Baker
Lancaster University, UK
Malcolm Coulthard
University of Birmingham, UK
Anna De Fina
Georgetown University, USA
Anita Fetzer
University of Augsburg, Germany
Nigel Harwood
The University of Sheffield, UK
Jan-Ola Östman
University of Helsinki, Finland
Peter R. R. White
University of New South Wales,
Sydney, Australia

DE GRUYTER
MOUTON

ADVISORY BOARD

Stuart Allan

Cardiff University, UK

Jannis Androutsopoulos

University of Hamburg, Germany

Karin Aronsson

Stockholm University, Sweden

Michael Bamberg

Clark University, USA

John A. Bateman

University of Bremen, Germany

Monika Bednarek

The University of Sydney, Australia

Marina Bondi

University of Modena and Reggio Emilia, Italy

Ruth Breeze

University of Navarra, Spain

Richard Buttny

Syracuse University, USA

François Cooren

Université de Montréal, Canada

Kira Hall

University of Colorado, Boulder, USA

Marjorie Harness Goodwin

University of California,

Los Angeles, USA

Richard Heyman

University of Calgary, Canada

Juliane House

University of Hamburg, Germany

Susan Hunston

University of Birmingham, UK

Elizabeth Keating

University of Texas at Austin, USA

Helen Kelly-Holmes

University of Limerick, Ireland

Inger Lassen

Aalborg University, Denmark

Sirpa Leppänen

Jyväskylä University, Finland

Paul Luff

King's College London, UK

Gerlinde Mautner

Vienna University of Economics
and Business, Austria

Paul McIlvenny

Aalborg University, Denmark

Lorenza Mondada

University of Basel, Switzerland

Neal R. Norrick

Saarland University Saarbrücken, Germany

Sigrid Norris

Victoria University of Wellington

New Zealand

Paul Prior

University of Illinois,

Urbana-Champaign, USA

Kay Richardson

University of Liverpool, UK

Shi-xu

Hangzhou Normal University, China

Jan Svennevig

University of Oslo, Norway

Maite Taboada

Simon Fraser University, Canada

Caroline Tagg

The Open University, UK

Deborah Tannen

Georgetown University,

Washington, USA

Joanna Thornborrow

University of Western Brittany, France

Crispin Thurlow

University of Bern, Switzerland

Karen Tracy

University of Colorado, Boulder, USA

Theo van Leeuwen

University of Southern Denmark,

Odense, Denmark

ABSTRACTED/INDEXED IN Baidu Scholar · BLL Bibliographie Linguistischer Literatur · CIOS: ComAbstracts · CNKI Scholar (China National Knowledge Infrastructure) · CNPIEC: cnpLINKer · Dimensions · EBSCO (relevant databases) · EBSCO Discovery Service · ERIH PLUS (European Reference Index for the Humanities and Social Sciences) · Genamics JournalSeek · Google Scholar · IBR (International Bibliography of Reviews of Scholarly Literature in the Humanities and Social Sciences) · IBZ (International Bibliography of Periodical Literature in the Humanities and Social Sciences) · Ingenta Connect · International Bibliography of the Social Sciences (ProQuest) · J-Gate · Journal Citation Reports/Social Sciences Edition · JournalGuide · Linguistic Bibliography · Linguistics Abstracts Online · MLA International Bibliography · MyScienceWork · Naver Academic · Naviga (Softweco) · Norwegian Register for Scientific Journals, Series and Publishers · OLC Linguistik · Primo Central (ExLibris) · ProQuest (relevant databases) · Publons · QOAM (Quality Open Access Market) · ReadCube · ScienceON (Korea Institute of Science and Technology Information) · Scilit · SCImago (SJR) · SCOPUS · Semantic Scholar · Sherpa/RoMEO · Summon (ProQuest) · TDNet · Ulrich's Periodicals Directory/ulrichsweb · WanFang Data · Web of Science: Arts & Humanities Citation Index; Current Contents/Arts & Humanities; Current Contents/Social and Behavioral Sciences; Social Sciences Citation Index · WorldCat (OCLC) · X-MOL · Yewno Discover

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 1860-7330 · e-ISSN 1860-7349

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

RESPONSIBLE EDITOR Srikant Sarangi, Aalborg University, Rendsburggade 14, 9000 Aalborg, Denmark. E-mail: sarangi@ikp.aau.dk

JOURNAL COORDINATOR Katharina Kaupen, Genthiner Str. 13, 10785 Berlin, Germany, Tel.: +49 (0)30 26 005 423, Fax: +49 (0)30 26005-250, E-mail: katharina.kaupen@degruyter.com

ADVERTISEMENTS e-mail: anzeigen@degruyter.com

TYPESETTING TNQ Tech Private Limited, Chennai, India

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

© 2024 Walter de Gruyter GmbH, Berlin/Boston



Contents

Special Issue: Gunther Kress – Explorer of the Semiotic Landscape

Guest Editors: Jeff Bezemer and Theo van Leeuwen

Editorials

Srikant Sarangi

Gunther Kress and the craft of meaning making — 435

Theo van Leeuwen and Jeff Bezemer

Gunther Kress - Explorer of the Semiotic Landscape — 439

Research Articles

Bob Hodge

Motivated signs and multimodal analysis in Gunther Kress's semiotics — 447

Hartmut Stöckl

Bold and impactful: a reappraisal of Gunther Kress's (social) semiotic legacy in the light of current multimodality research — 469

Jeff Bezemer

What modes can and cannot do: *Affordance* in Gunther Kress's theory of sign making — 493

Staffan Selander

Meaning-making and transformative engagement – notes on Gunther Kress's social semiotic and multimodal approach to learning — 511

Theo van Leeuwen

Determination and agency in the work of Gunther Kress — 527

Denise Newfield

Educators' uptake of Kress's ideas on meaning-making and literacy: a case study from South Africa — 547

Epilogue

Carey Jewitt

Epilogue — 567