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<<视觉环境下的多模态化与多模态话>>

图书基本信息

书名：<<视觉环境下的多模态化与多模态话语研究>>

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前言

我是2007年获得了国家留学基金委的资助，于2008年10月到系统功能语言学的研究重地卡迪夫大学（Cardiff UniversitV）做三个月的高级访问学者的。
因我主持了国家项目“外语课堂多模态话语分析研究”的课题，所以，需要到国外进行交流和收集一些资料。
在此期间，我受到系统功能语言学主要研究者之一福塞特（Robin Fawcett）教授的热情款待和悉心照顾，借此表示衷心感谢。

在英国访问期间就曾想，多模态话语在国外的研究如火如荼，但在国内却没有一部专著，自己应该努力去写一部这样的书，以引起国内学者的兴趣。
但写书可不是一蹴而就的事，需要几年的努力才有可能达到出版的水平。

想不到在我回国后却有这样的一部书稿发给我，并请我给出版社写推荐信。
我感到十分高兴。
这本专著来得及时，是我刚想做就已经被人做出来的成果。
因我是杭州电子科技大学的兼职教授，所以有责任和该校外语学院的老师进行交流，并相互帮助，共同发展。
这实际上是我学习的好机会。
我很快看完了书稿，在一些微观层面上谈了自己的看法，并应韦琴红老师的要求写了推荐信。

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内容概要

《视觉环境下的多模态化与多模态话语研究》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。

《视觉环境下的多模态化与多模态话语研究》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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章节摘录

5.3.2Analysis of Salience As we know that usually the "ideal" and "new" are salient. Onthis Electrolux Text , the upper part which shows the whole effect ofElectrolux products is the ideal and therefore the most salient. In thesame part, the top right part of the verbal words is the "ideal" and the"new", and is also salient. And according to what we have discussedin 5.2.2 we know that the semiotic principles such as size, color, tone , focus, perspective, overlap can contribute to salience. In this Elec-trolux text we can see that it is the semiotic principle of size that playsa very important role in reaching the effect of salience, because thepart of the whole effect of Electrolux products has taken half of themain text. Besides, the color red in the verbal words has also helpedexpress salience. The color contrast between the white background ofthe products displayed in the lower right part and the blue back-ground of the whole page also make the displayed products the sali-ent part. So we can say that the salience of this Electrolux Text is real-ized through elements arrangement and through color. ……

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