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This book offers an innovative approach to analysing written texts, grounded in principles of semiotics. Envisaging whole news media representations as "signs", and using the real-world example of the BP Deepwater Horizon crisis, the author demonstrates how business crises are constructed through language.

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The author of Semiotics and Verbal Texts locates her study at the intersection of business communication, media representation studies and linguistics, justifying a postdisciplinary research project. The book comprises three parts. Part I introduces "Semiotic discourse analysis" as a new method ...

Book review: Jane Gravells, Semiotics and Verbal Texts

Level of text scaffolding was determined by (1) image function, (2) visual-verbal relations, (3) presence of an explicit explanatory structure, and (4) lexico-grammatical resources.

(PDF) Multiplying meaning: Visual and verbal semiotics in

CHAPTER 3 - Semiotics, Linguistics, and Visual Communication ... Having established the notable lack of analysis of visual communication and its potential interrelationship with the verbal mode in economics discourse by ... visual and verbal modes in text, and none at all in relation to economics discourse.

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appropriate that an expert in semiotics read the full text. Dr. Claudio Guerri gave me part of his valuable time last summer to read together the first 10 chapters and make the required corrections. The rest was ...

attitude), Compiling the corpus 13 (... texts [verbal], configurations [visual], dispositions [of actions or

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