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Analysing multisemiotic texts – particularly in the field of tourism

The purpose of this short course, in the form of three lectures and workshops, is to learn about systemic-functional linguistic and multisemiotic analyses by studying the discourses of tourism. Tourism provides a rich source of discourse examples which are realised both through language and various other modes, such as images e.g. in brochures, and sound and film on the web pages. It is also a field of considerable economic importance in many countries, so discourses of tourism play a significant role of our modern communities. The participants can bring their own small corpus to the course (and also texts from other fields can be used in the workshops). A reading list and a detailed programme will be provided for the participants after registration. The aim of the sessions is to guide the participants towards analysing the linguistic and multisemiotic aspects of tourism (other field) discourses in terms of their functionality in the cultural, situational and institutional contexts in which they are realised. The purpose is to put systemic-functional linguistics and “multisystemiotics” into into practice and learn how language and combination and the integration of the modes work in the meaning-making in discourses of communities.