

Public Healthcare Posters: A Social Semiotic Approach to Cross-cultural Studies

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Research design

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Keep clean to stay healthy

During the day when you  or pet your  or  or go to the  you can get  and dirt has .

Your hands can move these germs into your body through your  or  or your  and they can make you very . Washing your  will get rid of the germs and help keep you healthy.

You should wash your  after using the , before and after you , before and after you , after you play with your , whenever you  or ; and whenever you    .

To wash your  use lots of warm  and plenty of .

Make sure to wash under your  and wash for .

Dry your hands on a clean . Washing your hands will help keep you  and will help you avoid all kinds of tummy aches  and skin , eyes  and mouth  infections. 

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Research motivation

- Public health education
 - the objectives of any health education (Gilbert et al., 201):
 - knowledge about the behaviour
 - attitudes associated with the behaviour
 - skills necessary to enable behaviour adaptation
 - The influence on behaviour takes priority over the dissemination of knowledge and other aspects.
- Multimodal studies
 - Approaches
 - Domains and issues
 - Trends

Approaches to multimodality

- Jewitt (2014)

1. Social semiotic multimodal analysis (Kress and van Leeuwen, 2001, 2006; van Leeuwen, 2005)
2. Multimodal discourse analysis (SF-MDA) (Baldry and Thibault, 2006; O'Halloran, 2008; O'Toole, 1994)
3. Multimodal interactional analysis (Norris, 2004; Norris and Jones, 2005; Scollon and Scollon, 2003)

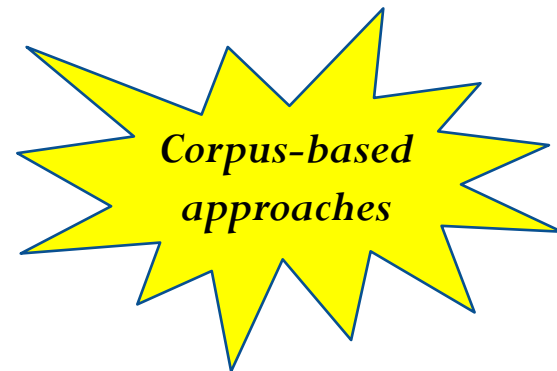
- **Socio-functional multimodal analysis** (e.g. Bateman and Schmidt, 2012; Feng et al., 2014; Lemke, 1998b; Liu and O'Halloran, 2009; Martin, 2011; van Leeuwen, 2005)
- Multimodal discourse analysis (MDA) and critical discourse analysis (CDA) (e.g. Djonov and Zhao, 2014)
- Social semiotic (MDA) and cognitive approach to multimodality (e.g. El Refaie, 2003, 2013; Feng, 2011; Feng and O'Halloran, 2013a, b; Forceville and Urios-Aparisi, 2009; Holsanova, 2012, 2014; Pinar, 2013).

Domains in multimodal studies

- visual images/art, architecture and sculpture (O'Toole, 1994/2011; Kress and van Leeuwen, 1996/2006)
- three-dimensional space (Martin and Stenglin, 2007; O'Toole, 1994/2011; Ravelli, 2006, 2008; Stenglin, 2004, 2009, 2011; Ventola, 2011)
- gesture (Hood and Forey, 2005; Lim, 2011; Martinec, 2004)
- paralinguistic features (Hood, 2011; Knight, 2011)
- music (Caldwell, 2010; Machin, 2013; McDonald, 2011; van Leeuwen, 1999)
- film discourse (Bateman, 2007, 2009; Bateman and Schmidt, 2012; O'Halloran, 2004b; Tseng, 2009, 2013a, b; Wildfeuer, 2014)
- children's picture books (Nikolajeva, 2014; Painter et al., 2013; Wignell, 2011)
- textbooks (Chen, 2010; Guo, 2004)
- scientific/mathematical discourse (Lemke, 1998b; Liu and Owyong, 2011; O'Halloran, 2003, 2005, 2007)
- photographs and newspapers (Bednarek and Caple, 2012; Caple, 2008, 2009; Economou, 2009; Macken-Horarik, 2003a, b)
- tourism discourse (Bowcher and Liang, 2013; Hiippala, 2012, 2013)
- print advertisements (O'Halloran, 2008)
- websites (Djonov, 2005, 2007, 2008; Knox, 2007; Martinec and van Leeuwen, 2009; Zhang and O'Halloran, 2012; Zhao, 2010a, 2011)
- ...

Issues of multimodal studies

- Most of the performed analyses of multimodal meaning-making are case studies whose orientation is providing “**painstakingly detailed descriptions** of carefully chosen artefacts or communicative situations” (Hiippala, 2013: 4).
- These bottom-up analyses must be complemented by “top-down conceptualisations” to avoid the problem of “**infinite detail**” (Forceville, 2007: 1236).
- **linguistic imperialism**
- **impressionistic**



Multimodal corpus: Challenges

- Some areas included within the multimodal corpora are considerably more developed than others.
 - Spoken corpora
 - e.g. Adolphs and Knight, 2010; Allwood, 2008; Allwood et al., 2003; Gibbon et al., 1997; Hill, 2000; Taylor et al., 2000
- in “experimental” condition (Bateman, 2013)
 - Tools and mechanisms that work well with real-time data (e.g. spoken discourse) turn out to be unusable with non real-time data.



Research design

www.chp.gov.hk

衛生防護中心網站
Centre for Health Protection Website www.chp.gov.hk

衛生署24小時健康資訊熱線
24-hour Health Education Hotline 2833 0111

Talk to your doctor about getting tested.
Early detection can save lives.

**Wash
your
Hands**
after coughing or sneezing.

To wash your , use lots of warm  and plenty of .

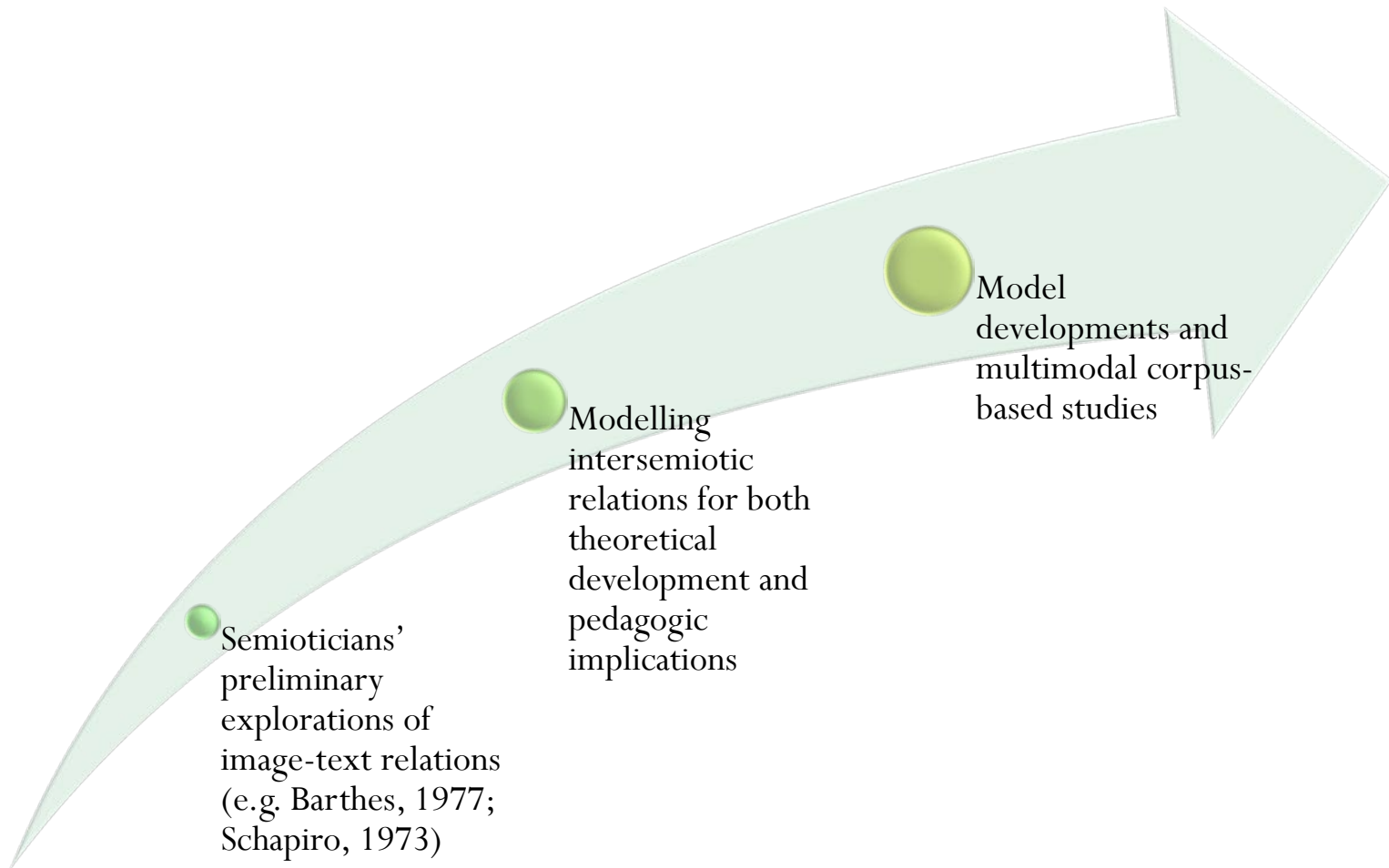
Make sure to clean under your  and wash for **00:00:20**.

Dry your hands on a clean . Washing your hands will help keep you

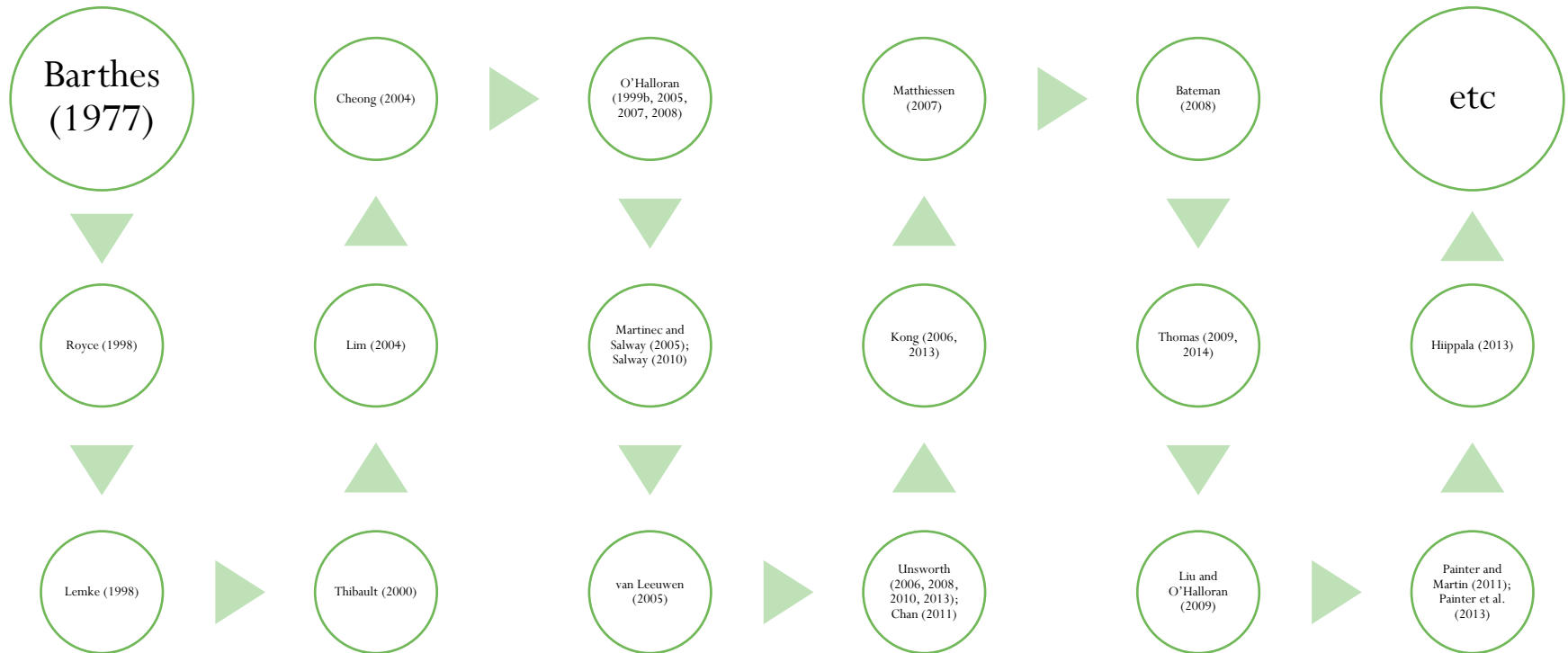
 **Healthy** and will help you avoid all kinds of tummy aches 

and skin , eye  and mouth  infections.

Research background



A brief literature review



Key concepts

- Barthes (1977)
 - anchorage, relay
- Royce (1998, 2007)
 - intersemiotic complementarity
- Lemke (1998)
 - multiplying meaning
- Thibault (2000); Lim (2004); Cheong (2004)
 - contextualisation relations; co-contextualisation/re-contextualisation relations; contextualisation propensity
- O'Halloran (2005, 2008)
 - mechanisms of intersemiosis
- Martinec and Salway (2005)
 - system of combined status and logico-semantics for image-text relations
- van Leeuwen (2005)
 - visual-verbal linking: elaboration and extension
- Matthiessen (2007)
 - rhetorical relations: projection and expansion

Key concepts ctd






- Lemke (1998); O'Halloran (1998)
- Unsworth (2006, 2008a, b, 2010, 2013); Chan (2011)
 - the model of image-text relations for multiliteracies pedagogy
 - e.g. Gill, 2000; Lemke, 2002; Lim, 2004; Macken-Horarik, 2003a, b, 2004; Royce, 1998
- Kong (2006)
 - network of relations
- Bateman (2008, 2013, 2014)
- Liu and O'Halloran (2009)
 - intersemiotic texture
- O'Halloran et al. (2011, 2012, 2013, 2014)
- Painter and Martin (2011); Painter, Martin and Unsworth (2013)
 - instantiation
 - commitment and coupling
- Bowcher and Liang (2013)
 - internal and external cohesion
- Thomas (2009, 2014); Kong (2013); Hiippala (2013)









Research design










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
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

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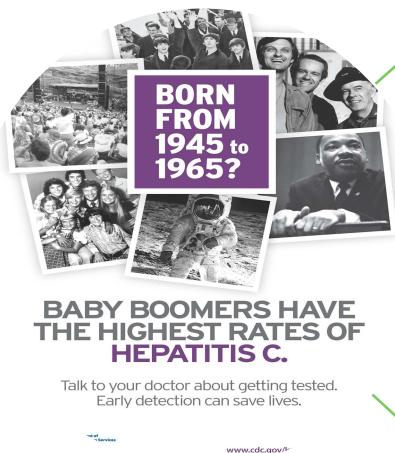
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Research design

- The database
 - 76 posters from Hong Kong and the New York City retrieved from websites within the period from May 2012 to May 2014
- Methodology
 - Analytical framework
 - Systemic functional (social semiotic) theory (Halliday, 1978; Halliday and Matthiessen, 2014)
 - Visual grammar (Kress and van Leeuwen, 2006)
 - The GeM model (Bateman, 2008)

Methodology



from above

- Contextual parameters
- pan-semiotic meaning potential (Christian, forthcoming)

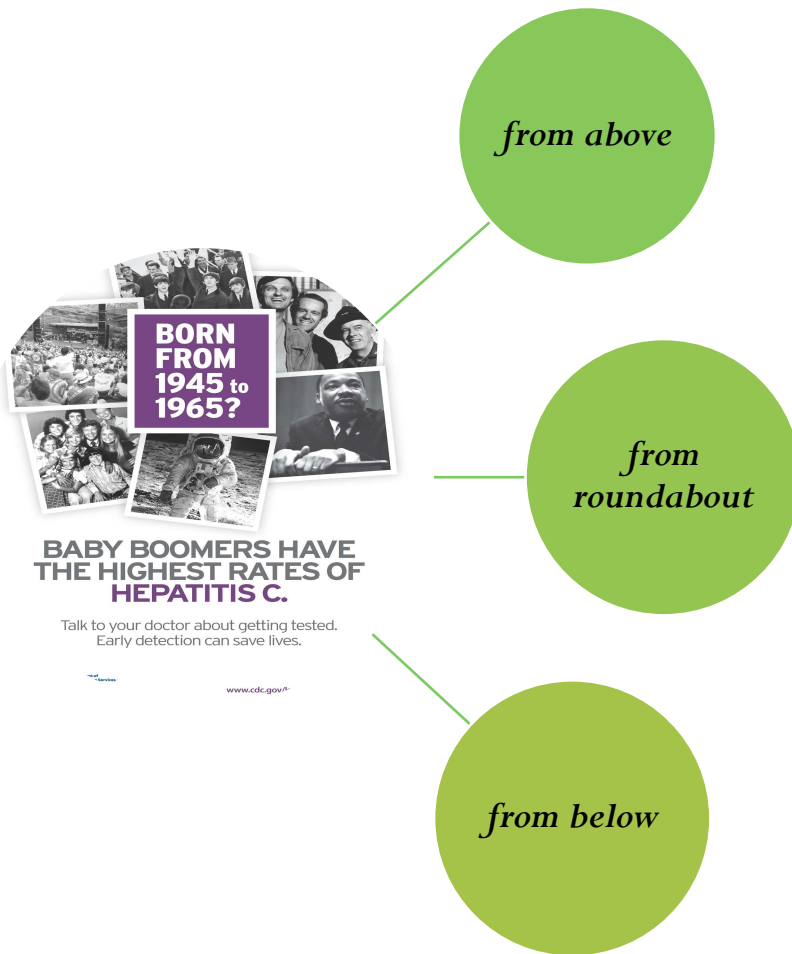
from roundabout

- Semantic parameters
- Rhetorical-relational structure (RST)

from below

- Lexicogrammatical parameters
- Semiotic systems (language + visual grammar)

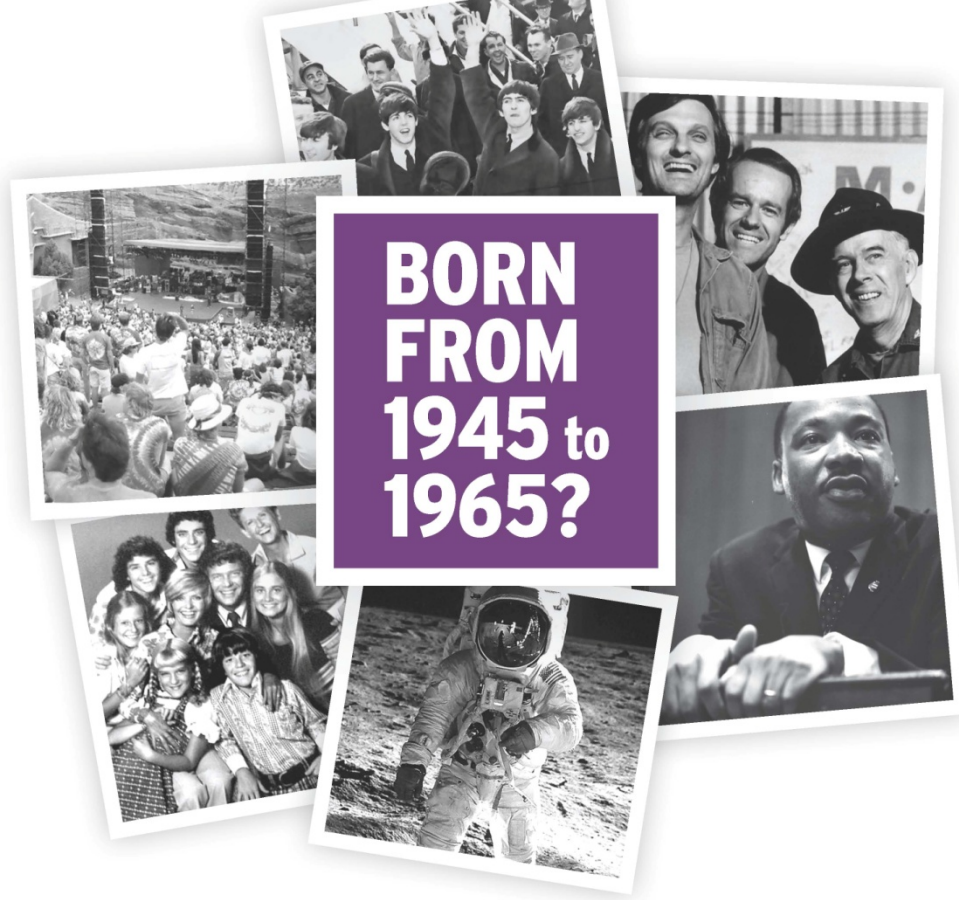
Methodology ctd



- How meanings are apportioned to different semiotic resources — the complementarity of realization across semiotic resources.
- The corpora will be compiled by applying the GeM model (Bateman, 2008) and its XML-based schema.
 - annotate the base units & rhetorical organisation
- How the general health-related information is constructed in lexicogrammar parameter through language and images.
 - carriers of information & art of persuasion

Multimodal corpora

No 27 of the NYC corpus



BABY BOOMERS HAVE THE HIGHEST RATES OF HEPATITIS C.

Talk to your doctor about getting tested.
Early detection can save lives.



U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention

www.cdc.gov/knowmorehepatitis



No 27 of the NYC corpus

Poster for 'Know More Hepatitis' campaign
(It targets the baby boomer generation and reminds people that 1 in 30 Americans born from 1945 to 1965 has Hepatitis C.)

Title: BORN FROM 1945 to 1965?

6 separate photos put together in an interesting combination to show the iconic years (picture montage)

Text: BABY BOOMERS HAVE THE HIGHEST RATES OF HEPATITIS C.

Talk to your doctor about getting tested.
Early detection can save lives.

QR code

Logo for HHS and CDC

Website info

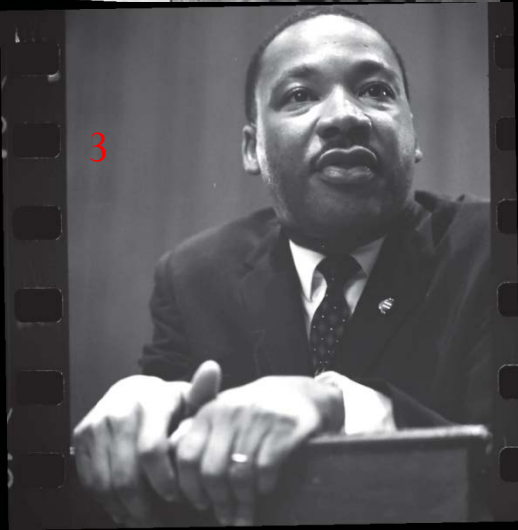
Logo for 'Know More Hepatitis' campaign
Publication No.



1. the Beatles band (John, Paul, George and Ringo) landed at JFK airport in the NYC, 1964

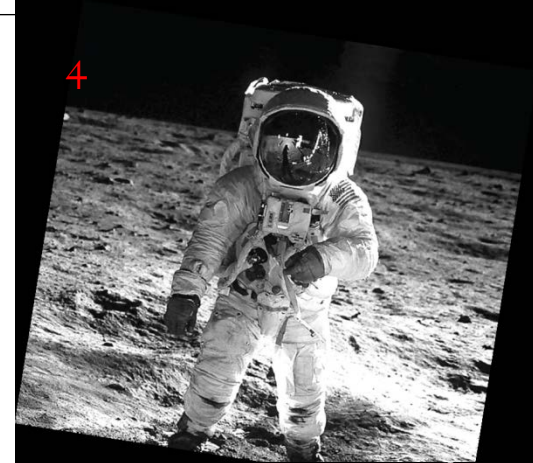


2. Alan Alda as Hawkeye Pierce in M*A*S*H (TV series 1972 – 1983)



3. Martin Luther King (1929 – 1968), iconic preacher who spearheaded the civil rights movement in the US

4. Neil Armstrong took the first walk on the moon in 1969 – “One small step for man, one giant leap for mankind.”



5. The Brady Bunch, an American sitcom aired from 1969 to 1974 on ABC



6. Woodstock Music Festival, held at Yasgur's farm, Woodstock NY, 1969. (a typical example of the hippie culture)





**BORN
FROM
1945 to
1965?**

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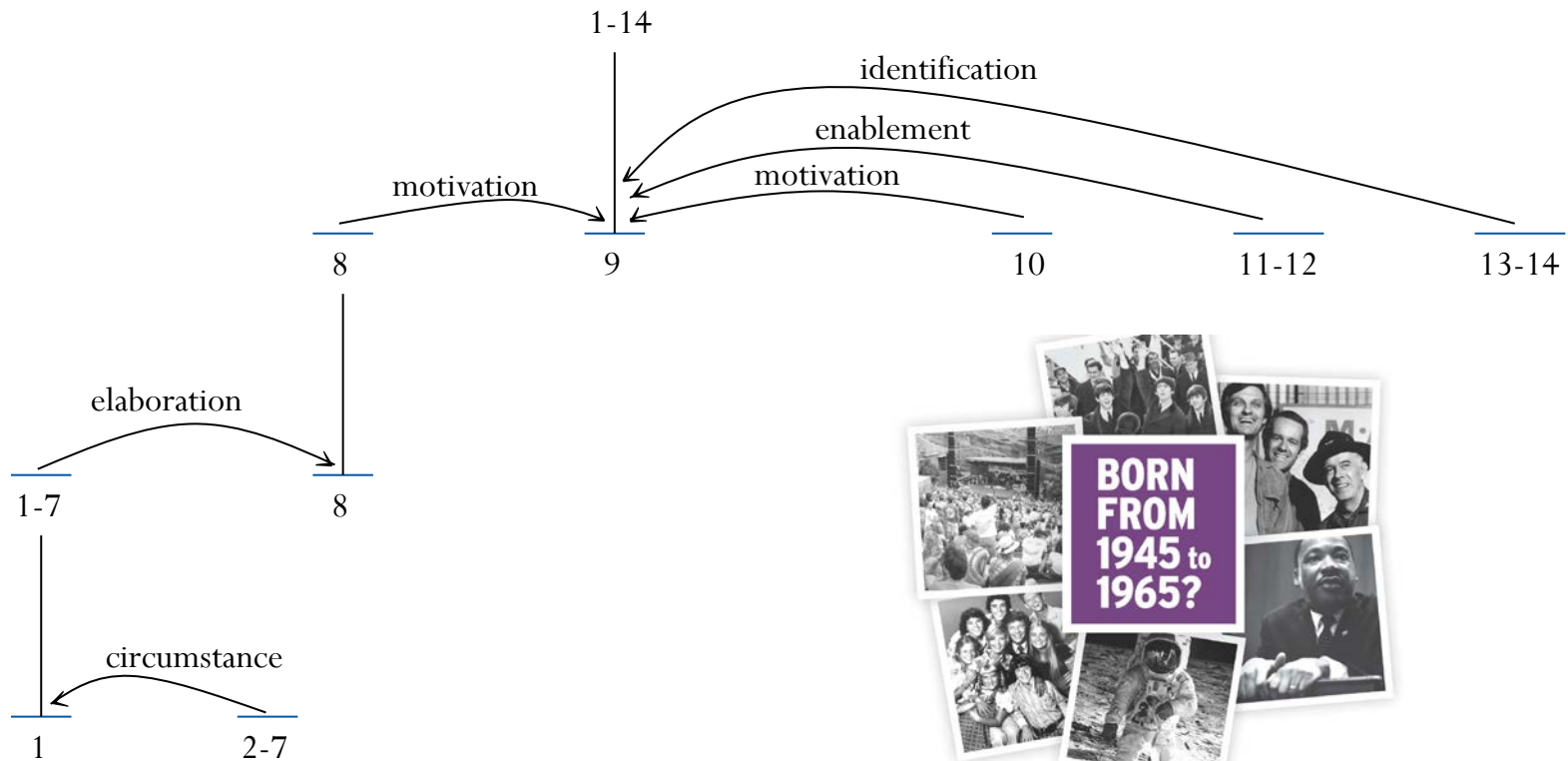


KNOW
MORE
HEPATITIS

XML file of the base units (No 27 of the NYC corpus)

```
<?xml version="1.0" encoding="UTF-8"?>
- <gemBase>
  <unit id="u-27.01">BORN FROM 1945 TO 1965?</unit>
  <unit id="u-27.02" alt="Photo: The Beatles band"/>
  <unit id="u-27.03" alt="Photo: Alan Alda"/>
  <unit id="u-27.04" alt="Photo: Martin Luther King"/>
  <unit id="u-27.05" alt="Photo: Neil Armstrong"/>
  <unit id="u-27.06" alt="Photo: The Brady Bunch"/>
  <unit id="u-27.07" alt="Photo: Woodstock Music Festival"/>
  - <unit id="u-27.08">
    BABY BOOMERS HAVE THE HIGHEST RATES OF
    <unit id="u-27.08.1">HEPATITIS C</unit>
    .
  </unit>
  <unit id="u-27.09">Talk to your doctor about getting tested.</unit>
  <unit id="u-27.10">Early detection can save lives.</unit>
  <unit id="u-27.11" alt="QR code"/>
  <unit id="u-27.12">www.cdc.gov/knowmorehepatitis</unit>
  <unit id="u-27.13" alt="Logo: HHS and CDC"/>
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</gemBase>
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RST diagram



**BABY BOOMERS HAVE
THE HIGHEST RATES OF
HEPATITIS C.**

Talk to your doctor about getting tested.
Early detection can save lives.



Thank you for your attention!
