

**Reading Tourism Texts: A Multimodal Analysis
(Tourism And Cultural Change) By Sabrina
Francesconi**



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This volume explores the relationship between tourism and travel texts and contemporary society, and how each is shaped by the other. A multimodal analysis is used to

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Dec 9, 2011 Journal of Tourism and Cultural Change Sabrina Francesconi* English for tourism promotion: Italy in British tourism texts. The multimodal analysis of the brochure will show that both visual and verbal texts promote the

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Francesconi S. (2014), Reading Tourism Texts: A Multimodal Analysis, .. and Writing in Tourist Brochures , Journal of Tourism and Cultural Change, 9:4, pp.

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augmented when tourism texts are uploaded on the Net and become hypertexts. The main to general discourse since such multimodal texts are examples of

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Multisystemiotic Talks. Intertextuality of multimodal texts Linguistic and multimodal perspectives on tourism and its marketing

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texts communicate different cultures to museum visitors, who are all tourists in a Keywords: corpus linguistics, keywords, quantitative analysis, semantic domain , . language of tourism; Francesconi (2014) and Cappelli (2013a) for multimo- an examination of French walltexts from a cultural and multimodal angle. It is the

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in communicating the cultural meanings they build through both tourist texts and images. Therefore, the analysis Gazing at Italy from the East: A Multimodal Analysis of Malaysian Tourist Blogs. 49 .. From the syntactic point of view, utterance structures change from blog to blog and within .. Francesconi, Sabrina. 2014.

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in theory and analysis / ed. by Johannes .. Francesconi, Sabrina, 1976-. tourism texts : a multimodal analysis / Sabrina (Tourism and cultural change 36) . .

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