

Contents

Preface and Acknowledgements — V

Part I: Introduction

Jana Pflaeging, John A. Bateman, and Janina Wildfeuer

Empirical Multimodality Research: The State of Play — 3

Part II: Charting Paths for Empirical Research: Theoretical and Methodological Reflections

John A. Bateman

Dimensions of Materiality — 35

John A. Bateman and Tuomo Hiippala

From Data to Patterns — 65

Barbara Tversky and Angela Kessell

Thinking in Action — 91

Ralph Ewerth, Christian Otto, and Eric Müller-Budack

**Computational Approaches for the Interpretation of Image-Text
Relations — 109**

Part III: Empirical Inroads: Case Studies and Results

Andreas Rothenhöfer

**“I can’t see why you’re laughing”: Multimodal Analysis of Emotionalized
Political Debate — 141**

Christian Mosbæk Johannessen, Mads Lomholt Tvede, Kristoffer Claussen Boesen,
and Tuomo Hiippala

A Corpus-Based Approach to Color, Shape, and Typography in Logos — 159

VIII — Contents

Hartmut Stöckl

Pixel Surgery and the Doctored Image — 187

Jiaping Kang and Zhanhao Jiang

Multimodal Discourse Analysis Based on the GeM Model — 211

Loli Kim and Jieun Kiaer

Conventions in How Korean Films Mean — 237

Dušan Stamenković and Janina Wildfeuer

An Empirical Multimodal Approach to Open-World Video Games — 259

List of Contributors — 281

Index — 285