Part II
Developments in Multimodal Discourse Analysis

Introduction

Part II consists of four chapters that examine multimodal texts of different genres and highlights how the complexity of discourse strategies in these types of texts evolves with new forms of communication and technology and how new analytical tools are created and implemented to keep up with the evolution of what is meant by text.

In Chapter 6, Nord discusses reader positioning in a modern Swedish garden book *Din trädgård* (‘Your Garden’). The text, through the method of analysis, is shown to contrast with older books on gardening by being polyfunctional: intended for both ‘inspiration’ and hands-on advice. In Chapter 7, Maiorani analyses Hitchcock’s *Psycho*, a classic film from the pre-internet era, to show how the very notion of space as a semiotic dimension has changed and how this can shed new light on the way films can be analysed as interactive multimodal messages. In Chapter 8, Stoian presents a small-scale, multimodal study of three images from comparable holiday advertisements on websites, each one in a different language (English, Spanish and Romanian), from a cultural perspective. In Chapter 9, Taylor addresses the question of access to audiovisual texts, such as films or television programmes, for people disadvantaged by being deaf, hard of hearing, blind or sight impaired. He draws on SFL-based multimodality to explore the multifaceted considerations that need to be taken into account in the transposition and translation of audiovisual texts.