



## BOOK REVIEW

<b>Title:</b>	Text and Image: A Critical Introduction to the Visual/Verbal Divide
<b>Author:</b>	John A. Bateman
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Text and image: A critical introduction to the visual/verbal divide by John A. Bateman is an introductory textbook to multimodality and visual-verbal, or text-image relations. It is very useful for scholars in the fields of applied linguistics, media, communication, and visual design who are interested in research into multimodality and the relationships between text and images. This book gradually introduces us to various aspects of visual-verbal relations from different perspectives (e.g. social semiotics, visual communication, psycholinguistics, rhetorical approaches, and cognitive metaphor theory) through a variety of vivid examples and illustrations (e.g. magazines, advertisements, picture books, comics, and an embroidered cloth) as well as easy-to-follow diagrams which help explicate some difficult concepts and frameworks. It is, therefore, suitable for both academics who have some prior knowledge but would like to further explore other approaches to the topic and novice researchers with no solid background in multimodality who would like to do research beyond the mere focus on linguistic features. The book does not only offer a broad survey of visual-verbal relation theoretical frameworks but also a critique on some weaknesses of research in this area.

This 14-unit textbook features three main parts and five modules which guide us through (1) the basic concepts of text, image, and their relations, (2) the context in which texts and images coexist and interact to create meanings, and (3) frameworks for analyzing visual-verbal relations.

The first part of the book comprises Module 1, clarifying the concepts of multimodality, meaning multiplication, and text-image relationships, arguing for the need to conduct studies on text-image relations, and warning against the simplified application of linguistic theory to an analysis of visuals due to different properties of texts and images.



The second part of the book, consisting of Module 2 and Module 3, discusses visual contexts, or the contexts which feature visual-verbal relations, and provides key approaches to an analysis in each context with the aim to explicate how different contexts integrate texts and images in different ways and how each different approach sheds light on a different aspect of interest. Module 2 is concerned with visual narratives with the focus on the role of text-image relationships; it offers some relevant approaches to a visual-verbal analysis of picture books in Unit 4 and comics and sequential arts in Unit 5. This module explains the characterization and the abstract structure of picture books and comics, and also uses diagrams to clarify these concepts. Module 3 addresses visual persuasion with the focus on visual rhetoric in advertisements. It starts with classical rhetoric and its developments towards the rhetorical application to visuals and visual-verbal relations in Unit 6, and then further explains key concepts of a rhetorical approach to analysis of text-image relations in advertisements in Unit 7.

Whereas the second part of the book centers upon the contexts and relevant approaches to a visual-verbal analysis in each context, the third part, comprising Module 4 and 5, focuses on a variety of specific frameworks for analyzing text-image relationships.

Consisting of Unit 8, 9, 10, and 11, Module 4 discusses frameworks which draw upon linguistic theory. In Unit 8, multimodal cohesion and text-image relations are addressed. This unit explicates the linguistic model of cohesion as introduced in the work of Halliday and Hasan (1976) from the systemic functional linguistic (SFL) perspective, the relevant aspects of this concept which are applicable to an analysis of text and image, and a main visual-verbal framework for addressing cohesion (Royce, 2007) as well as a subsequent one developed from this framework (Liu & O'Halloran, 2009). Unit 9 involves the concept of metaphor in text-image relations. It starts with the traditional definition of metaphor and then explicates its extension to an analysis of visuals. It also presents the work of Forceville (1996), one of the main proponents in the field of visual metaphor as well as some other works which have been further developed in this area. Unit 10 pertains to the modeling of visual-verbal relations on grammar based on the assumption in the socio-functional systemic linguistic perspective that the linguistic theory on functions and organization of language is applicable to other modes of communication as well. This unit discusses clause-combining relations (how clauses are combined into clause complexes) and their application to an analysis of text-image relationships as in the work of Martinec and Salway (2005) and some other frameworks. Unit 11 involves the modeling of text-image relations as discourse. It discusses conjunctive relations and Rhetorical Structure Theory (RST), explains their application to an analysis of visual-verbal relations, and points out the advantages and drawback of the approaches.

Module 5, including Unit 12, 13, and 14, shifts its focus from linguistic theory to context of use. Unit 12 discusses two frameworks with pragmatic orientation for analyzing texts and images (Stockl, 1997; Bucher, 2011). Unit 13 argues for the need to employ empirical methods and introduces some exemplary approaches (e.g. situation models and scaffolding text comprehension, eye-tracking methods, and corpus-based approaches). The last unit briefly points out different topics for future work on multimodality and argues for the need to take caution when using approaches which combining two different perspectives (e.g. the use of linguistic theory to analyze visual-verbal relations in comics).

To recapitulate, this book can be seen as a quite comprehensive survey of frameworks and concepts on multimodality or to be more specific on text-image relations. It explains the basic concepts and the specific frameworks in a reader-friendly way and points out some challenges in this fledgling field of study (e.g. some issues regarding an application of a linguistic theory to an analysis of visuals).

## THE REVIEWER

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