

Multimodal Discourse Analysis of Image - Text Relations in International Hotel Homepages

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ABSTRACT

Tourism industry is a major source of income for many countries, including Thailand. Advertising plays a vital role in tourism and hospitality industry. It also has a significant impact on consumer decision making. Online advertising on a website is a vital tool and is widely used in tourism businesses as it helps them to advertise and market their products and services globally. Importantly, homepage is the most important part of the website in the future. So, it needs to be able to provide effective information and encourage potential customers to engage and revisit the website. Images are extremely important and widely used in tourism advertisement as they entice the viewers' attention and help them construct an image of certain destinations, products and services in their mind. Therefore, effective use of visual element to accompany the textual content is important. This research aims to analyze status and logico-semantic relations between textual and visual elements located in the content area of international hotel homepages, and also to find out if there is any visual element that can be used to substitute the texts in these homepages. Twenty four hotel homepages from eight different countries were selected for the analysis. The system of status and logico-semantic relations by Martinec & Salway (2005) was used as the analysis framework. The results of the present study show that there are 3 different status relations and 3 different logics-semantic relations found in this corpus. It is also found that there are certain visual images that can be used as text substitution.

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บทคัดย่อ

อุตสาหกรรมการท่องเที่ยวเป็นแหล่งรายได้หลักในหลาย ๆ ประเทศรวมถึงประเทศไทย การโฆษณาเมืองท่องเที่ยวในอุตสาหกรรมการท่องเที่ยวและโรงแรม ยังไปกว่าหนึ่งการโฆษณาข้างส่วนผลกระเทศต่อการตัดสินใจของผู้บริโภคเป็นอย่างมาก การโฆษณาหรือประชาสัมพันธ์ธุรกิจในหน้าเว็บไซต์เป็นเครื่องมือสำคัญที่ธุรกิจท่องเที่ยวใช้กันอย่างกว้างขวาง เพราะเว็บไซต์ช่วยเสนอข่าวสารและข้อมูลค่าและบริการไปได้ทั่วโลก โฆษณาหรือหน้าแรกของเว็บไซต์อีกหน้าที่สำคัญที่สุด ดังนั้นหน้าแรกของเว็บไซต์จึงต้องให้ข้อมูลที่เป็นประโยชน์และสามารถกระตุ้นให้กลุ่มลูกค้าที่มีกำลังซื้อ รู้สึกมีส่วนร่วมและต้องการเข้ามายื่นเว็บไซต์อีกในอนาคตได้ รูปภาพมีความสำคัญมากและถูกใช้ซ้ำๆ แต่ยังแพร่หลายบนสื่อโฆษณาการท่องเที่ยว เพราะรูปภาพสามารถดึงดูดความสนใจของผู้อ่านและช่วยให้ผู้อ่านสามารถจินตนาการ และมองเห็นภาพสถานที่ท่องเที่ยว ผลลัพธ์ที่และบริการต่างๆ ได้ดังนี้ การใช้รูปภาพเพื่อมาประกอบกับข้อความอย่างมีประสิทธิภาพเจิงเป็นเรื่องสำคัญ งานวิจัยชิ้นนี้มุ่งที่จะวิเคราะห์สถานะและความสัมพันธ์เชิงความหมายระหว่างรูปภาพและข้อความที่อยู่ในเพื่อที่นี่ที่นั่นที่บรรจุเนื้อหาในหน้าโฆษณาของโรงแรม และระบุว่ามีรูปภาพใดที่สามารถนำมายใช้แทนที่ข้อความได้หรือไม่ งานวิจัยนี้วิเคราะห์โฆษณาของโรงแรม 24 แห่งที่ตั้งอยู่ในประเทศไทย 8 ประเทศ โดยใช้ระบบของสถานะและความสัมพันธ์เชิงความหมายระหว่างรูปภาพและข้อความที่คิดกันโดย Martinee & Salway (2005) มาเป็นเครื่องมือในการวิเคราะห์ งานวิจัยชิ้นนี้พบว่ามี สถานะ 3 สถานะระหว่างรูปภาพและข้อความ และความสัมพันธ์เชิงความหมาย 3 ประเภท ยังไปกว่านั้นงานวิจัยชิ้นนี้ยังพบว่ามีรูปภาพบางประเภทที่สามารถนำมายใช้แทนที่ข้อความได้อีกด้วย

Introduction

Tourism industry is a significant source of income for many countries, including Thailand. After the implementation of ASEAN Economic Community (AEC) in 2015, the competitiveness and challenges within tourism and hospitality industry among ASEAN countries have increased due to the free flow of tourism professions and free flow of investment. Thailand has emerged as a tourism center of the region and is expected to have more tourists from ASEAN countries. However, in order to create awareness and attract tourists from ASEAN and other countries, delivering the right information, in the right way, in the right place, at the right time is the key to success.

There are many different means of media available for advertisement and promotion which aim to attract different groups of population. However, a website is considered a vital tool for tourism businesses to advertise and market their products and services globally. It also helps increase credibility of a company and broaden a customer base. Fundamentally, the most important part of the website is its homepage or the first page of the website (McGovern & Norton, 2001; Kyrnin, 2007; Parker, 2012; Myers, 2012; Landa, 2013). Homepage is the first thing that new visitors encounter when they enter a website. Thus, if the business wants to make a positive impact on its potential customers, its website homepage needs to give enough information on the products or services the company offers. Besides, it also needs to encourage potential customers to engage and revisit the website (Parker, 2012).

Images are widely used in tourism and leisure operators in their advertising as they help the

viewers construct an image of certain destinations, places, products and services in their mind (Morgan & Pritchard, 2000). Importantly, when any picture is combined with texts, it can tell a more powerful story. A website should be the company's best story teller. Therefore, effective use of visual element to accompany the textual content is important. A picture is worth a thousand words, yet different people can perceive those thousand words differently. Therefore, text can be a useful tool to deliver the idea that cannot be perceived with images alone and vice versa. All in all, a homepage needs a good balance between textual and visual elements to deliver an effective information and to engage visitors to continue browsing the website. However, there is a lack of multimodal discourse analysis research on visual and textual relations in online hotel advertisement. Thus, this study aims to fill this research gap and investigate textual and visual elements presented on international hotel homepages, following the research objectives and research questions below;

Research Objectives:

1. To determine the status relations between the visual and textual elements found in the homepages of popular international hotel websites
2. To investigate the logico-semantic relations between the visual and textual elements found in these homepages
3. To pinpoint whether if there is any visual element that can be used to substitute the text in these homepages

Research Questions:

1. What are the status relations between the visual and textual elements found in the homepages of popular international hotel websites?
2. What are the logico-semantic relations between the visual and textual elements found in these homepages?
3. What are visual elements (if any) that can be used to substitute the text in these homepages?

Literature Review

Promotional genre in tourism

Promotional discourse aims to inform and promote ideas, products, or services to particular group of people. Advertisement is a form of promotional discourse for marketing communication that can help deliver promotional marketing messages to the target customers. In the context of tourism industry,

its advertising is different from those in other industries in terms of its products. Particularly, most of the products and services available in tourism industry are both tangibles and intangibles. A tangible product is the product that can be seen, such as a hotel, while an intangible aspect of tourism cannot be seen or touched by customers, such as a package holiday. Customers buy a holiday package or a concert ticket on the basis of symbolic expectations. These symbolic expectations can be demonstrated through words, pictures, sounds and other media. Therefore, leisure and tourism experiences are being established in customers' imagination through media and advertising. It is stated that tourism marketing is all about selling of dreams, and that tourism is by itself an illusion. Therefore, it is essential for tourism and leisure marketing to be able to promote the intangible values and experiences and help create the perceived value of the products. Particularly, tourism and leisure operators use a lot of images in their advertising in order to help the viewers construct an image of certain destinations, places, products and services in their mind (Morgan & Pritchard, 2000). Therefore, tourist brochures and tourist advertisements usually consist of several images and texts altogether.

One of the most effective ways for businesses to promote their products and/or services is to advertise through online advertising. The Internet is one of the primary tools used for searching information and it allows consumers and businesses to communicate to one another easily. Additionally, consumers nowadays use the Internet to seek for information, and rely on those pieces of information to make decisions and reservations (Sabaruddin *et al.*, 2015). Especially, consumers these days can go through countless travel websites to look for and learn about travel information, images, and online reviews. With a wide-reaching access to the travel information that can be done online, there is a rapid growth of travel websites to facilitate consumers for online searching. Basically, the goals of a website are varied. For example, some companies may use websites to provide information, sell products or services, build company's reputation, or serve as an online store (Minnick, 2016). Even so, Gregory *et al.* (2010 cited in Sabaruddin *et al.*, 2015) asserted that information is the primary reason why individuals visit a website. Besides, the information on the web is considered as the most fundamental element of a website.

Visual communication

Normally, a homepage consists of both textual and visual elements altogether. Photos and other visual contents are the best tools used to attract customers and give customers a preview of what to expect. The artifact that contains both visual and textual elements is called multimodal artifact or visual text. To clarify, visual texts refer to picture books, graphic books, photographs, advertisements, and

any moving image such as television shows and films. Some visual texts allow the audience to read both text and image at the same time. As a visual text consists of both textual and visual elements, the visual elements or visual images provide a mental *scaffold* for the readers when they extract information out of the text (Eitel *et al.*, 2013). Visual images found regularly on websites and marketing artifacts are logos, fonts, colors, and layouts. These specific visual images help increase companies' credibility and stability (van den Bosch, 2005). Moreover, according to Bateman (2014), images or visual elements could significantly improve an ability of the reader to understand such text. Therefore, it is crucial to pay attention to visual texts and how images communicate to the audience.

Multimodal Discourse Analysis (MDA)

This current study employed Multimodal Discourse Analysis (henceforth MDA) referring to an integration paradigm in discourse studies. MDA is an extension of a language study combining a language study and other resources, such as images, scientific symbolism, gesture, action, music, and sound. Multimodal discourse is considered as a new field of study, therefore the terminology used in MDA is explained as concepts. For instance, an integration of language and other resources used to generate meaning in 'multimodal' incident (e.g. printed materials, videos, websites, three-dimensional objects (3d), and day-to-day events) can be called by various names such as 'semiotic resource', 'modes' and 'modalities'. MDA itself is also variously called 'multimodality', 'multimodal analysis', 'multimodal semiotics' and 'multimodal studies'.

Multimodal research has expanded significantly in the early 21st century because language researchers and linguists have become more interested in investigating the integration of language with other resources. Especially, communication is inseparably multimodal by nature and is not only limited to language (O'Halloran, 2011). A good example of multimodal research in the early 21st century was from Koteyko & Nerlich (2007) who analyzed probiotic web advertising. Their aims were to find out how the producers of probiotic food products generated trust on their websites, and to examine the basic themes of images used on the websites. Eight websites of major probiotic products were investigated in their research, and they found similarities in terms of website structures of four probiotic websites which were: (1) *information about company/company history*; (2) *information about the brands*; (3) *information about probiotic bacteria*; and (4) *a section on science and 'healthy eating' advice*. In the section '*information about the brand*', they found that there was a lot of combination of language and images. They listed some image themes that were found on the companies' websites such as *children playing/running/enjoying themselves; adults and children laughing together*

representing 'happy' family life, and so on. To conclude, they claimed that all the probiotic websites share the same values which were *family*, *wild nature/rustic imagery*, and *importance of good impressions*.

Image-text relation analysis

There are several models that can be used to analyze image-text relations, for example, Barthes (1977), Carney & Levin (2002), and Martinec & Salway (2005). Each model classifies relationships that can occur between image and text differently. The following section will explain each of the mentioned models, respectively.

The first model, Barthes (1977) discussed '*a classification of image-text relations*', which proposes three possibilities of how images and texts relate to one another; namely, (a) text supporting image (anchorage), (b) image supporting text (illustration), and (c) the two being equal (relay).

The first relation from Barthes (1977) is *text supporting image* or anchorage. It means that language has elucidative function which is used to describe images. The second relation is *image supporting text* or illustration, images are used to elucidate or realize the text. That is, images have a complementary relationship to words. For the last relation, *relay* or the two being equal, Barthes (1977) explains

"while rare in the fixed image, this relay-text becomes very important in film, where dialogue functions not simply as elucidation but really does advance the action by setting out, in the sequence of messages, meanings that are not found in the image itself(p.41)".

Barthes (1977)'s three general '*classifications of image-text relations*' above served as a classic foundation of image-text relations for many scholars such as Kress & van Leeuwin (1996) and Martinec & Salway (2005).

The second model by Carney & Levin (2002) discussed the functions of images and text. However, this model does not touch upon the cases where text serves a function to images, or the cases where image and text are equally important. Instead, Carney & Levin (2002) proposed 5 distinct functions of images; namely, *decorational*, *representational*, *organizational*, *interpretational*, and *transformational* images.

Firstly, *decorational* pictures serve to decorate the text, and these images contain little or no extra information to the text. Examples of *decorational* pictures are the picture of the sun located in

a brochure of Egypt.

Secondly, representational pictures portray what is described in the text, partially or completely. However, some representational pictures illustrate more than what the text describes, for example, a picture of painting and a text narrating the content of the painting.

Thirdly, organizational pictures represent structural information the text describes. That is, images are used to portray information in steps, for example, images showing what to do during emergency in steps, and a map of a hiking trail.

Fourthly, interpretational pictures help illustrate information that might be difficult to describe or communicate, such as pictures of working machinery or complex models.

Fifthly, transformational pictures refer to images that describe textual information in a literal sense. However, these images may not illustrate the intended information literally. Carney & Levin (2002) gave an example from the picture of the town Bellevue. This picture contained an image of a bell which was used to represent the word “Bell” of the town Bellevue. The bell image was used as a literal interpretation of the text.

The third model is from Martinec & Salway (2005) who believed that Barthe’s classification might not cover all image-text relations, so they proposed “*a generalized system of image-text relations*” which consists of 2 parts; status and logio-semantics. This model can be used to describe image-text relations where the images serve the text, where the texts serve the images, and where image and text are equally dependent or independent of each other. Martinec & Salway (2005) claimed that individual image-text relation has both status and logico-semantic relations. However, one image can have more than one relation, and different components of the image and text can portray different relations.

The status relations from Martinec & Salway (2005) refer to relationship status between text and image which can be either an equal or an unequal relationship. An *equal relationship* occurs when a whole image relates to a whole text. In particular, the word ‘whole text’ refers to “*a paragraph or smaller units, such as clause complexes, clauses, and even words, whenever these are the units that images relate to* (p.349)”. So, the whole text can refer to photo captions, image titles, or longer textual units.

There are 2 types of equal relationship; *image & text independent*, and *image & text complementary*. When an image and text are independent, one mode does not modify the other. Additionally, image and text do not combine as one. Rather, individual mode exists in a parallel manner. That is, both the image and the text can be understood individually. However, if image and text are complementary, one mode needs the other mode for successful communication. To clarify, when image and text have independent and complementary status, the whole image relates to the whole text.

Differently, if the status between image and text is unequal, one mode is subordinate to the other and cannot be understood individually. To identify whether text is subordinate to image and vice versa, Salway & Martinec (2002) indicated that the subordination can be realized by the size of image and text. That is, if the image area in a multimodal artifact is larger than the text area, the text is subordinate to image. In contrast, if the text area is larger than the image area, the image is subordinate to text.

As for the *logico-semantic relation*, there are 5 major types; *exposition*, *exemplification*, *extension*, *enhancement*, and *projection*. *Exposition* can be realized by the level of generality of the components in the image and the text. Particularly, both text and image display the same information in different modes, and neither of them adds new information to each other. Secondly, *exemplification* can be realized by either image or text elaborating each other. The level of generality of texts and images is different. For example, an image illustrates a part of the text by exemplifying what the text explains or vice versa. Thirdly, *extension* means either image or text adds new information to each other. In other words, the information added goes beyond what is represented in either the image or the text. Fourthly, *enhancement* means either image or text enhances each other by qualifying it with reference of time, place, and cause-effect. Lastly, there are 2 types of *projection*; *locution* and *idea*. *Locution* is when either text or image plays a role in a verbal projection or the ‘word-by-word’ re-representations. For example, the image is used to project a text or vice versa. *Idea* is when either text or image plays a role illustrating the thinking process. Usually, this kind of image-text relations is found in comic strips. Martinec & Salway (2005) provided the system of independent and complementary image-text relations as seen in Figure 1.

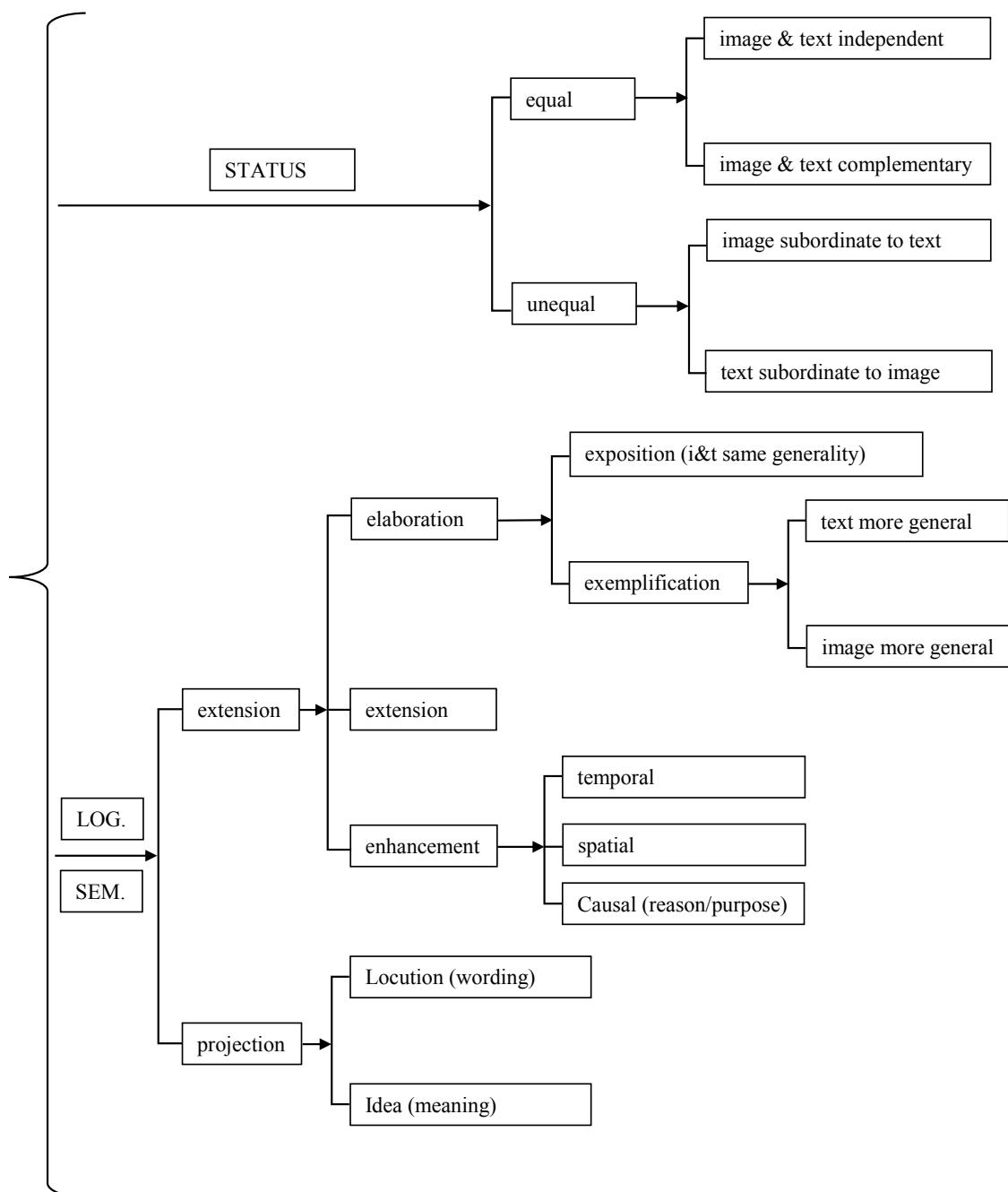


Figure 1 The System of Status and Logico-Semantic Relations by Martinec & Salway (2005)

Methodology

The hotel homepages included in this study were selected by using three sampling methods; purposive, quota, and stratified samplings. Firstly, the countries participating in this corpus were purposively selected based on their rankings on the 'top ten most visited countries around the world' provided by The World Tourism Organization (2015). Secondly, quota sampling method was applied. The ranking of the top three most visited cities in each country provided by the website *TripAdvisor* was utilized in this process. According to this ranking, China, Macau and Hong Kong can be merged into the same location as Hong Kong and Macau were listed in the top most visited cities in China. So, they cannot stand as a separate country from China. All in all, there were 8 destinations in total to be analyzed in this study. Thirdly, this research used stratified random sampling method to select the data. Since the present study aims to analyze hotel homepages from 8 countries, sometimes there are multiple languages used in these official websites. However, this present research would like to focus solely on English language websites. So, if any of the websites that is listed in the top 3 ranking did not provide the English language version, those sites were excluded. Instead, the websites placed in the later ranking were chosen. The screenshots of the 24 hotel desktop homepage were made on 1 October 2016 and they were coded into names HUS01-02, HSP01-03, HCH01-13, HFR01-03, HIT01-03, HUK01-03, HGE01-03, and HTH01-03 respectively. The names of 24 hotels selected to be in the current corpus are listed in Table 1.

Table 1. The Present Research's Hotel Corpus

Destination	Hotel name	Coding
United States		
• New York city	• Casablanca Hotel Times Square	HUS01
• Chicago	• The Langham Chicago	HUS02
• Charleston	• Wentworth Mansion	HUS03
Spain		
• Barcelona	• The Serras Hotel Barcelona	HSP01
• La Olivia	• Avanti Hotel Boutique Fuerteventura	HSP02
• Seville	• Corral del Rey	HSP03
China		
• Hongkong	• The Ritz-Carlton Hong Kong	HCH01
• Beijing	• Beijing Double Happiness Courtyard Hotel	HCH02
• Shanghai	• Mandarin Oriental Pudong	HCH03
France		
• Paris	• Tamise Hotel	HFR01
• Nice	• Hyatt Regency Nice Palais de la Mediterranee	HFR02
• Marseille	• Intercontinental Marseille-Hotel Dieu	HFR03

Table 1. The Present Research's Hotel Corpus (con.)

Destination	Hotel name	Coding
Italy		
• Rome	• Deko Rome	HIT01
• Florence	• Grand Amore Hotel & Spa	HIT02
• Venice	• Hotel Al Ponte Antico	HIT03
United Kingdom		
• London	• Hotel 41	HUK01
• Edinburgh	• The Raeburn	HUK02
• Llandudno	• Elm Tree Hotel	HUK03
Germany		
• Berlin	• Das Stue	HGE01
• Munich	• The Charles Hotel	HGE02
• Hamburg	• Fairmont Hotel Vier Jahreszeiten	HGE03
Thailand		
• Bangkok	• Mandarin Oriental Bangkok	HTH01
• Chiangmai	• The Dhara Dhevi Chiangmai	HTH02
• Pattaya	• Royal Wing Suites & Spa	HTH03

This present study used '*the generalized system for image-text relations*' proposed by Martinec & Salway (2005) as a model when analyzing the relations between images and texts presented on hotel homepages. This is because this framework considers that images and texts have different degrees of relevancy which can be used to describe image-text relations where the images serve the text, where the texts serve the images, and where the image and the text are equally dependent or independent of each other. Therefore, this particular framework is more likely to cover the possibilities of different image-text relations than other frameworks that view image solely as text subordination.

As for the analysis procedure, after the screenshots were made, the present study then divided each homepage into 3 parts; namely, header, content area, and footer, according to the combination of the key elements of the webpage proposed by West (2013) and a wireframe proposed by Minnick (2016). To clarify, the header area is where the navigation bar, the company's logo, and the header images are located, which is displayed on the top of the homepage. As for the content area, it contains the highest amount of information including textual and visual elements. Then, the footer area is located in the lowest part of the homepage which usually contains copyright, legal notice, and social media buttons. The visual and textual elements located in the content area of the homepage and the header images that had textual description were used for image-text relation analysis in this study. Since the homepages organized their contents in grid boxes and there were several grid boxes in one homepage, one homepage usually consisted of several units of analysis. The researchers thus analyzed all images

that were accompanied by texts. The Figure 2 shows how the present study divided a homepage into 3 parts. The blue boxes in Figure 2 show units of analysis in HUS01.

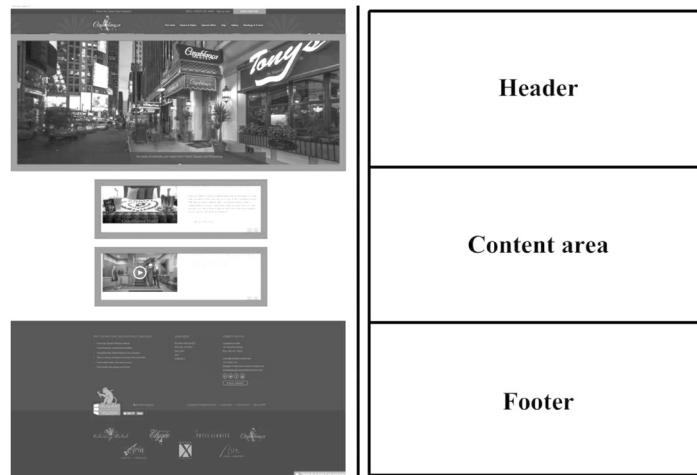


Figure 2 The homepage layout of HUS01

To increase reliability of the analysis, inter-coder reliability was conducted to analyze 30% of the hotel homepages. The two invited inter-coders are experienced professors in English Language Teaching. One invited coder holds a Ph.D. degree in linguistics and the other received an Ed.D. degree in Applied Linguistics. This reliability was guaranteed by the percentage of agreement between the two coders. One of the researchers of this present study introduced the analysis framework and the coding scheme to these invited coders and made sure that the coders were familiar with the frameworks and the coding scheme and confident to code the data by themselves. Then, each coder coded the similar case separately, and then the final coding was compared. The final result showed that the percentage of agreement is 100% which means perfect agreement.

Results and Discussion

In this part, Table 2 and Table 3 below provide a summary of image-text status and logico-semantic relations found in the current hotel corpus. These presented status and logico-semantic relations are arranged according to their frequency. As for the status relations, twenty-three homepages out of twenty-four had *unequal (text subordination)* relation, ten out of twenty-four had *equal (independent)* relation, and three out of twenty-four had *unequal (image subordination)*.

Regarding logico-semantic relations, twenty-two out of twenty-four had *extension* relation, thirteen out of twenty-four had *exemplification (image more general)* relation, and twelve out of twenty-four had *enhancement by place* relations.

Table 2. Summary of image-text status relations in the hotel corpus

Status relations	List of hotel corpus	Total (N=24)	Percentage
Unequal (text subordination)	HUS01, HUS02, HUS03, HSP01, HSP03, HFR01, HFR02, HFR03, HGE01, HGE02, HGE03, HIT01, HIT02, HIT03, HUK01, HUK02, HUK03, HTH01, HTH02, HTH03, HCH01, HCH02, HCH03	23	95.83%
Equal (independent)	HTH01, HGE01, HGE03, HCH01, HCH02, HCH03, HSP03, HIT01, HIT02, HUS03	10	41.66%
Unequal (image subordination)	HSP01, HUS03, HGE03	3	12.50%

Table 3. Summary of image-text logico-semantic relations in the hotel corpus

Logico-semantic relations	List of hotel corpus	Total (N=24)	Percentage
Extension	HGE01, HGE02, HGE03, HSP01, HSP03, HFR01, HFR02, HIT01, HIT02, HIT03, HUK01, HUK02, HUK03, HCH01, HCH02, HCH03, HUS01, HUS02, HUS03, HTH01, HTH02, HTH03	22	91.66%
Exemplification (image more general)	HSP01, HSP03, HTH01, HFR01, HFR03, HGE01, HGE02, HUS02, HUS03, HUK03, HIT02, HCH02, HCH03	13	54.16%
Enhancement by place	HUS01, HGE02, HUK01, HUK03, HCH02, HCH03, HIT02, HIT03, HUS02, HSP03, HTH01, HFR01	12	50%

According to these findings, three out of four status relations were found in the present hotel corpus. The status '*Unequal (text subordination)*' occurred the most frequently which was 95.83%, followed by the status '*Equal (independent)*' which achieved 41.66%. Lastly, the status '*Unequal (image subordination)*' occurred 12.50%. As for the logico-semantic relations, three out of eight possible image-text relations were found in the corpus. The relation '*Extension*' was found in almost every hotel homepage which achieved 91.66% occurrence. Next, the relation '*Exemplification (image more general)*' occurred less frequently, or 54.16% of the hotel corpus, followed by the relation '*Enhancement by place*' which occurred 50%. All status relations and logico-semantic relations were elaborated with some examples, as follows;

Status relation: unequal (text subordination), this status relation is found in almost every hotel homepage except HSP02, and that means neither text nor image can stand on its own and is dependent on the other. Usually, in the content area of the homepage, the hotels present their content in grid boxes and each individual box contains both text and visual image together. As for the space of the text and image, it is found that visual image is normally positioned in the center and acquires about 50-60% of the grid boxes. Therefore, visual image is the main focus and that makes text being subordinate to image. A good example of unequal (text subordination) can be seen in Figure 3, in which the visual image part occupies approximately 70-75% of the grid box which makes the text subordinate to image.



Figure 3 Example of unequal (text subordination) from HFR01

Status relation: equal (independent), as for this status relation, both visual and textual elements can stand independently on their own. In other words, either textual or visual content can be understood on its own without being dependent on the other. It was found that a lot of hotels in this corpus used map to accompany their text when they provided contact detail information such as address, telephone number, and email address.

Figure 4 shows that a map indicating a location of the hotel HCH03 was accompanied by the contact details which were address, phone, and email. It can be said that either visual image and text can stand alone independently without relying on each other. So, image and text have equal (independent) status.

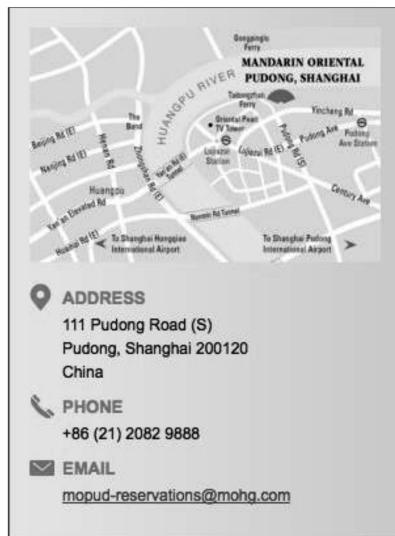


Figure 4 Example of equal (independent) from HCH03

The next examples were from Figures 5 and 6 in which many hotels tried to increase their credibility by indicating their awards received or testimonial written by their customers. Figure 4 shows that the visual element displays a logo of *Travellers' Choice Award 2016* received from the website *TripAdvisor* and the textual part displays '*reviews & highlights*' with testimonial from their actual customer saying "*Simply outstanding!*". Both textual and visual elements can stand alone without relying on each other. Therefore, image and text have equal (independent) status.



Figure 5 Example of equal (independent) from HTH01



Figure 6 Example of equal (independent) from HSP03

Interestingly, this kind of visual image has equal (independent) relation to the text. Hotels can present their awards without any textual support. From Figure 6, it can be seen that this visual image can be understood independently without any further textual paragraph. That is, the hotel HSP03 was the winner of boutique hotel awards 2013. Additionally, there were 6 hotels or 25% that omitted the textual element when presenting the awards they received, namely, HUS03, HSP02, HSP03, HTH03, HUK02, and HUK03. Therefore, the award images as seen in Figure 5 can be used to substitute text to some extent.

Status relation: unequal (image subordination), it was found that only 3 hotels or 12.5% of all hotels in the present corpus have this image-text status relation. As for this relation, neither text nor image can be understood independently. In contrast to the relation *unequal (text subordination)*, the space of the text compared to image was larger which was the main focus on the grid box. From Figure 7, HSP01 located visual image on the left but the space of image occupied approximately 40% of the whole space. Therefore, the image is subordinate to the text.



Figure 7 Example of unequal (image subordination) from HSP01

Logico-semantic relation: extension, this relation occurs when either textual or visual elements carries extra information that cannot be deducted from each other. It was found that the majority of hotels in the current corpus employed *extension* relation more than others or 91.66%.

From Figure 8, the visual element displays a dog sitting on the mattress while the textual element describes “*For Pets - Everyone’s a V.I.P*”. In this case, an image of a dog helps extend the meaning of the word ‘pets’ as this image adds new information to the content of the text. In this case, a dog image and the text ‘pet’ should not be regarded to have exemplification relation because in exemplification, an image helps enable the readers to see what the text explains. A clear example of exemplification can be borrowed from Martinec & Salway (2005) in which the text indicated ‘*A starfish has five to forty arms*’ and the image illustrated a starfish, so the image of starfish enables the readers to see what the arms look like (p.348).

As for Figure 8, apparently, the word ‘pet’ can refer to a dog, a cat, a bird, a pet snake, and many more, so the image of dog provided new but related information to the word ‘pet’. Therefore, the image and text in Figure 8 had extension relation.



Figure 8 Example of extension from HUK01

Another good example of *extension* is from Figure 9, the visual element illustrates a map of Hong Kong and Shenzhen with several location tags. The textual element indicates “*Discover new places: What’s nearby? - Explore the area by connecting with us on foursquare, where you can discover others’ favorites and share your own.*”. In this case, textual element is the main carrier of information as it carries additional information that goes beyond what is illustrated on the map. In particular, the hotel HCH01 tries to persuade the readers to keep in touch on other social platform which is the application Foursquare.



Figure 9 Example of extension from HCH01

Logico-semantic relation: exemplification (image more general), in this case, either text or image further expands the information that is in one another by giving a more specific example of information. For example, Figure 10 shows the image of Michelle Yeoh, a hollywood actress which was accompanied by the text indicating “*Michelle Yeoh: In her own words - From Asia to the Americas, find out why our celebrity fans love to stay at Mandarin Oriental hotels and where in the world they plan to visit next*”. From Figure 10, the text was written by the hotel itself, not from Michelle Yeoh’s own word. However, Michelle Yeoh’s own speech in quotation mark was provided in a different webpage. Therefore, the text “*Michelle Yeoh: In her own words*” was a clickbait to get web users to click on a link to go to certain webpage, and this certain part of text cannot be considered as projection-locution relation. Besides, it can be seen that the image illustrates what Michelle Yeoh looks like as the text was talking about her. So, in this case, the image elaborates the text by giving an example to the text. In other words, image and text relate by exemplification. In Salway & Martinec (2002), the online news on the website BBC was investigated in which textual element on a webpage was about ‘*Queen in Liverpool for ceremony*’ and was accompanied by a headshot of the Queen Elizabeth II. Salway & Martinec (2005) explained that the queen’s headshot was used to elaborate the text as the image helped specify what the Queen looks like. The image of the Queen and text had exemplification relation. Therefore, similar to Salway & Martinec (2002), Michelle Yeoh’s headshot was used to elaborate the text to describe her appearance visually.



MICHELLE YEOH: IN HER OWN WORDS

From Asia to the Americas, find out why our celebrity fans love to stay at Mandarin Oriental hotels and where in the world they plan to visit next.

Figure 10 Example of exemplification (image more general) from HCH03

Another example can be seen in Figure 11. The textual element presented on the right indicates “*Return to Romance - Stay two nights or more on select dates and we will treat you to all that you need to write your own love story at the Casablanca Hotel. With this exclusive website offer, you will be invited to add a chilled bottle of Prosecco and Rose Petal turn down service. Then just get cozy with a bowl of popcorn and one of the most romantic movie classics and return to romance!*” which was accompanied by the visual image of DVD, popcorn, a bottle of wine, rose petal beautifully presented on a bed. What illustrated on this image were the objects being mentioned in the text. The image elaborated the text by giving examples to the readers of what to expect if they select this special offer from the hotel.

Return to Romance at the Casablanca Hotel

Return to Romance

Stay two nights or more on select dates and we will treat you to all that you need to write your own love story at the Casablanca Hotel. With this exclusive website offer, you will be invited to add a chilled bottle of Prosecco and Rose Petal turn down service. Then just get cozy with a bowl of popcorn and one of the most romantic movie classics and return to romance!

[SEE ALL SPECIALS](#)

Figure 11 Example of exemplification (image more general) from HUS01

Logico-semantic relation: enhancement by place, in this relation, either image or text provides information about the location. In other words, if either text or image adds any circumstantial elements regarding location to one another, the text and its accompanied image have enhancement by place relation. An example of an image enhancing a text by place is from Figure 12. This image displayed a temple, a boat, and a river which were accompanied by the text “*A weekend in - An exotic blend of traditional culture, rich history and hip modern style, Thailand’s capital is one of Asia’s most cosmopolitan and exciting cities*”. In fact, if the readers look at the image alone without reading the textual description, they might not be certain about the location in the photo. However, the text helped specify the place where the image was taken which in this case was *Thailand’s capital*.



Figure 12 Example of enhancement by place from HTH01



Figure 13 Example of enhancement by place from HUK03

From Figure 13, the image of the Elm tree hotel, Llandudno was accompanied by the text “*Local Area - Situated uniquely between the Little Orme and The Great Orme and features two fantastic beaches, North Shore, an award winning beach and West Shore, quiet and rich in sand dunes. Llandudno has kept its Victorian and Edwardian elegance and splendour, despite its modern attractions*”. Similar to Figure 12, the text enhanced the image by indicating the location of the building in the picture. Therefore, the logico-semantic relation is enhancement by place.

Conclusion and Recommendation

According to the findings above, it can be concluded that the most commonly used status relations on international hotel homepages were unequal (text subordination), followed by equal (independent), and unequal (image subordination). That means, the majority of hotels focused more on visual image rather than text. Particularly, hotels tended to organize their contents in grid boxes which contained both visual and textual contents altogether. However, the visual images tended to occupy a larger space compared to the text.

As for logico-semantic relation, the common relations used were extension, exemplification, and enhancement by place. To clarify, usually, when the hotels displayed their content, both visual and textual elements were integrated to express the whole meaning and help making meaning of text as a whole because either text or image added further information to one another.

Additionally, it was also found that there was a certain type of visual image that can be used to substitute text, especially, images that contain text. Six hotels used visual images to showcase their endorsement and award received without any textual support as this kind of visual image can be understood independently on its own. Therefore, it can be used to substitute text to some extent.

The findings on image-text relations and text substitution can be used as guidance and as a material to teach students in tourism and hospitality, and marketing. Moreover, it can also be beneficial to web developers and hoteliers who are responsible for designing the content on hotel homepages. For example, hotel homepages are normally picture-heavy which means hotels are more likely to provide visual information about the hotel ambience, rooms, and other facilities throughout the homepages. As for the size of images and texts used, it is found that the majority of the hotels emphasized visual images more than textual elements. That means, the size of image areas is usually bigger than the size of text areas. Concerning the visual and textual information, the majority of the hotels used textual elements to extend or add more information to the image. Additionally, when hotels mentioned their awards, recognitions, and testimonials, hotel can deliver this information in terms of visual images without

providing any textual descriptions to avoid too text-heavy homepage. However, the visual images used to deliver such information should be text-on-image presentation of hotel information. Besides that, a company's website should also avoid being too image-heavy because without quality text on the website, search engines are not able to understand what the company's business is about, so the company will not appear on the search engine (Clear Web Service, 2011). Therefore, the researchers suggested that hoteliers should try to create a balance between text and visual content on their websites, and combine textual and visual contents together when conveying information to create more impact. Textual content helps give more detailed information about hotel's products and service and at the same time, visual content can help grab attention, illustrate what the text describes, and provide further detail to the textual description. All in all, the results from the present study can help the textual and visual organization design, the image selection, and the textual description on the hotel homepages for an effective communication between hoteliers and their potential customers. Essentially, an effective communication can help hotels to develop a high level of brand awareness, generate more revenue, and ultimately achieve business success.

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