Multimodal corpus analysis of representations of travel destinations: two methodological approaches

Ekaterina Ignatova
PhD Student, Lancaster University
e.ignatova@lancaster.ac.uk
Corpora and Discourse International Conference (CAD 2018), 22nd June 2018

Introduction
In recent years there has been a surge of interest to utilizing multimodal approaches for analysing tourism discourse (e.g. Francesconi, 2011, 2014). However, methodological frameworks for studying the representation of travel destinations in multimodal texts have not received much attention.

Aim
To discuss two multimodal approaches to city representation analysis in travel-related texts.

Methodology
The main focus of my research is the similarities and differences in the representation of the two cities in language and images. The language analysis is similar in both approaches but the images analysis is different.

Language analysis
• keyness comparison using Wmatrix
• concordance analysis of keywords
• collocation analysis using LANCELOT
• concordance analysis of collocations

Preliminary results of keywords analysis in Moscow corpus

<table>
<thead>
<tr>
<th>Moscow</th>
<th>London</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cathedral</td>
<td>bridge british</td>
</tr>
<tr>
<td>Armoury</td>
<td>Red Square</td>
</tr>
<tr>
<td>Snow covered</td>
<td>Russian emperor</td>
</tr>
<tr>
<td>10th century</td>
<td>Moscow metro station</td>
</tr>
<tr>
<td>The Hermitage</td>
<td>Metro station</td>
</tr>
<tr>
<td>1929</td>
<td>English</td>
</tr>
</tbody>
</table>

Preliminary results of keywords analysis in London corpus

<table>
<thead>
<tr>
<th>Moscow</th>
<th>London</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cathedral</td>
<td>bridge british</td>
</tr>
<tr>
<td>Armoury</td>
<td>Red Square</td>
</tr>
<tr>
<td>Snow covered</td>
<td>Russian emperor</td>
</tr>
<tr>
<td>10th century</td>
<td>Moscow metro station</td>
</tr>
<tr>
<td>The Hermitage</td>
<td>Metro station</td>
</tr>
<tr>
<td>1929</td>
<td>English</td>
</tr>
</tbody>
</table>

Images analysis

Approach 1
Stratified random sample of 9 large images (3 random images in each of the 3 categories) from each corpus.

Stage 1: Simplified version of social semiotics visual analysis
- Represented participants
- Conceptual
- Narrative
- Interaction
- Contact
- Social distance
- Modality
- High modality
- Low modality

Stage 2: Comparative and interpretative analysis based on visual semiotics theory (Barthes, 1977) and framework of visual techniques (Dunn, 1996)

Colours
Visual clichés
Connotational procedures
Significant omission

Approach 2

Images analysis

Tourist or Cathedral?

Approach 1
+ Deeper insights into what visual elements, structures and techniques are used to represent travel destinations
+ Only a limited number of images can be analysed
+ Some techniques allow to “cherry-pick”
+ Findings will be researcher’s interpretations of the images

Approach 2
+ A larger number of images can be analysed
+ Allows to identify and compare patterns
+ Analysis might produce different keywords for the same represented object
+ Some images might have several different represented objects

Example of image with two represented objects

Conclusion
Each approach has its advantages and drawbacks.

The two approaches complement each other and can be used individually or in combination depending on the time limit and research questions.

References


