

Contents

<i>List of Contributors</i>	ix
-----------------------------	----

1 Shifts toward Image-Centricity in Contemporary Multimodal Practices: An Introduction	1
HARTMUT STÖCKL, HELEN CAPLE AND JANA PFLAEGING	

PART 1

Advances in Theory

2 Image-Centricity – When Visuals Take Center Stage: Analyses and Interpretations of a Current (News) Media Practice	19
HARTMUT STÖCKL	

3 Intertextual Reference in Image-Centric Discourse: Analytical Model, Classification, and Case Study	42
NINA-MARIA KLUG	

4 The New Visuality of Writing	64
THEO VAN LEEUWEN	

<i>Commentary: The Critical Role of Analysis in Moving from Conjecture to Theory</i>	86
JOHN A. BATEMAN	

PART 2

Historical Developments in Image-Centric Practices

5 On the Emergence of Image-Centric Popular Science Stories in <i>National Geographic</i>	97
JANA PFLAEGING	

- 6 Previewing News Stories: How Contextual Cohesion
Contributes to the Creation of News Stories 123
SAMEERA DURRANI

- Commentary: Image-Centricity and Change in
Journalistic Cultures* 146
MARTIN LUGINBÜHL

PART 3

The Relative Status of Image and Language

- 7 Image-Centric Practices on Instagram: Subtle Shifts in
'Footing' 153
HELEN CAPLE

- 8 Emoji-Text Relations on Instagram: Empirical Corpus
Studies on Multimodal Uses of the Iconographic Mode 177
CHRISTINA MARGIT SIEVER AND TORSTEN SIEVER

- 9 "And then he Said ... No one has more Respect
for Women than I do": Intermodal Relations and
Intersubjectivity in Image Macros 204
MICHELE ZAPPAVIGNA

- Commentary: Reflections on the Relative Status of Image
and Language* 226
CAREY JEWITT

PART 4

Image-Centric Practices as Global Design Strategies

- 10 Multimodal Mobile News: Design and Images in
Tablet-Platform Apps 233
JOHN S. KNOX

- 11 Images as Ideology in Terrorist-Related Communications 253
PETER WIGNELL, SABINE TAN, KAY L. O'HALLORAN,
REBECCA LANGE, KEVIN CHAI, AND MICHAEL WIEBRANDS

12 Putting the Data Center Stage: Graphs, Charts, and Maps in the News Media	275
MARTIN ENGBRETSSEN	
<i>Commentary: Image-Centric Practices as Global Design Strategies</i>	297
TEAL TRIGGS	
<i>Index</i>	303