

NINA NØRGAARD

Modality.
Commitment, Truth Value and Reality Claims Across Modes in
Multimodal Novels

This article presents exploratory work in the newly emerging field of *multimodal stylistics*. By bringing together literary studies, linguistics and multimodal semiotics, multimodal stylisticians aim to extend the stylistic tool box by developing methodological frameworks applicable to the description and analysis of literary texts which – in addition to wording – make use of other semiotic modes such as typography, visual images, colour and layout for their meaning-making. The approach to multimodality deployed and examined is that proposed, for instance, by Kress and van Leeuwen (e. g. 1996; 2001) and Baldry and Thibault (2006). According to Kress and van Leeuwen (2001, 2) »common semiotic principles operate in and across different modes«. Following this line of thought, the article sets out to examine modality as a cross-modal semiotic principle.

After a brief introduction to the field of multimodal stylistics, the concept of modality is presented in its (Hallidayan) linguistic context as a verbal resource for the expression of speaker commitment by means of modal verbs, adverbials, modalised sentences and metaphorised modality. From here, the concept is transferred to the context of visual communication where it concerns the truth value of the visual representation, described at a »lexico-grammatical« level in terms of the visual modal parameters of articulation of detail, background, light, shadow, depth and colour (Kress/van Leeuwen 1996). Subsequently, the concept of modality is applied to the analysis of two explicitly multimodal novels, with particular focus on the realisation of modality in visual images and typography. The texts put up for analysis are Alexander Masters' *Stuart. A Life Backwards* and Jonathan Safran Foer's *Extremely Loud and Incredibly Close*. While Kress and van Leeuwen's modal parameters prove to apply well to the analysis of modality at a lexico-grammatical level of the photographic images, analysis of the two novels reveals that modality also appears to be at play at a discourse level as a result of the multimodal interplay of the verbal and the visual. The analysis of Masters' and Foer's sporadic use of special typography, in turn, reveals that although some of Kress and van Leeuwen's modality parameters may be applicable to typography, the descriptive system is clearly less adequate in a typographic context where further work is needed before workable tools can be added to the multimodal stylistic tool kit.

References

- Baldry, Anthony/Paul Thibault, *Multimodal Transcription and Text Analysis*, London 2006.
- Bateman, John A., *Multimodality and Genre. A Foundation for the Systematic Analysis of Multimodal Documents*, Hampshire/New York 2008.
- Boeriis, Morten, A Mode Instantiation Model, in: Nina Nørgaard (ed.), *Systemic Functional Linguistics in Use, Odense Working Papers in Language and Communication* 29 (2008), 237–250.
- Bordwell, David/Kristin Thompson, *Film Art. An Introduction*, New York 2008.
- Foer, Jonathan Safran, *Extremely Loud and Incredibly Close*, London et al. 2005.
- Gibbons, Alison, »I contain multitudes«: Narrative Multimodality and the Book that Bleeds, in: Ruth Page (ed.), *New Perspectives on Narrative and Multimodality*, London 2010, 99–114.

- Halliday, Michael, *An Introduction to Functional Grammar*, London/Sydney 1994.
- Hodge, Robert/Gunther Kress, *Social Semiotics*, New York 1988.
- Kress, Gunther/Theo van Leeuwen, *Reading Images. The Grammar of Visual Design*, London/New York 1996.
- , *Multimodal Discourse. The Modes and Media of Contemporary Communication*, London 2001.
- , Colour as a Semiotic Mode. Notes for a Grammar of Colour, *Visual Communication* 1:3 (2002), 343–368.
- Lupton, Ellen, *Thinking with Type. A Critical Guide for Designers, Editors, & Students*, New York 2004.
- Masters, Alexander, *Stuart. A Life Backwards* [2005], London/New York 2006.
- McIntyre, Dan, Integrating Multimodal Analysis and the Stylistics of Drama. A Multimodal Perspective on Ian McKellen's *Richard III*, *Language and Literature* 17:4 (2008), 309–334.
- Nørgaard, Nina, *Systemic Functional Linguistics and Literary Analysis. A Hallidayan Approach to Joyce. A Joycean Approach to Halliday*, Odense, Denmark 2003.
- , The Semiotics of Typography in Literary Texts. A Multimodal Approach, *Orbis Litterarum* 64:2 (2009), 141–160.
- , Multimodality and the Literary Text. Making Sense of Safran Foer's *Extremely Loud and Incredibly Close*, in: Ruth Page (ed.), *New Perspectives on Narrative and Multimodality*. London and New York 2010, 115–126.
- , Multimodality. Extending the Stylistic Tool Kit, in: Dan McIntyre/Beatrix Busse (eds), *Language and Style*, Houndmills, Basingstoke 2010, 433–448 (Nørgaard 2010b).
- O'Halloran, Kay, *Mathematical Discourse. Language, Symbolism and Visual Images*, London/New York 2005.
- Simpson, Paul, *Language, Ideology and Point of View*, London 1993.
- Toolan, Michael, *Language in Literature. An Introduction to Stylistics*, London 1998.
- Van Leeuwen, Theo, *Speech, Music, Sound*, London 1999.
- , *Introducing Social Semiotics*, London/New York 2005.
- , Typographic Meaning, *Visual Communication* 4:2 (2005), 137–143 (van Leeuwen 2005b).
- , Towards a Semiotics of Typography, *Information Design Journal + Document Design* 14:2 (2006), 139–155.
- Wheatley, J., An Examination of Modality in the Opening Chapter of *Silas Marner*, in: J. Payne (ed.), *Linguistic Approaches to Literature. Papers in Literary Stylistics*, Birmingham 1995, 45–57.

Full-length article in: JLT 4/1 (2010), 63-80.

How to cite this item:

Abstract of: Nina Nørgaard, Modality. Commitment, Truth Value and Reality Claims Across Modes in Multimodal Novels.

In: JLTonline (15.11.2010)

Persistent Identifier: urn:nbn:de:0222-001354

Link: <http://nbn-resolving.de/urn:nbn:de:0222-001354>