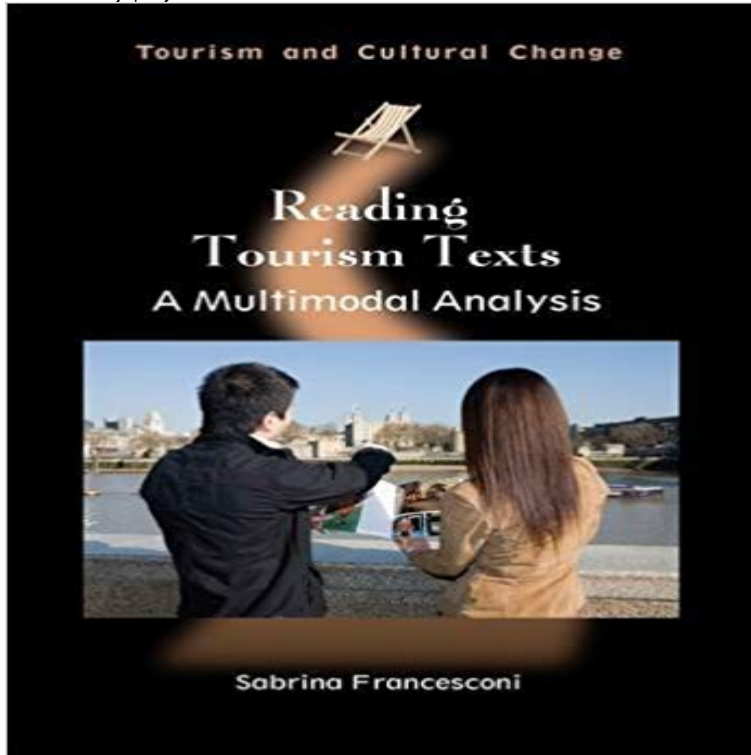


Reading Tourism Texts: A Multimodal Analysis (Tourism and Cultural Change)



This volume explores the relationship between tourism and travel texts and contemporary society, and how each is shaped by the other. A multimodal analysis is used to consider a variety of texts including novels, brochures, blogs, websites, radio commercials, videos, postcards and authentic tourist pictures and their meaning-making dynamics within the tourism discourse. The book looks at the ways in which these different texts have influenced how tourists and travellers have been viewed over time and how we envision ourselves as tourists or travellers. It puts forward multimodal analysis as the best framework for exploring the semiotic potential of these texts. Including examples from the UK, Malta, Canada, New Zealand, India, Jamaica and South Africa, this volume will be useful for researchers and students in tourism studies, communication and media studies and applied linguistics.

Welcome to the blog of Joan le Grande. I'm changing the blog to english so forgive me the dutch articles before. I already translated a few, keeping it up! Anyway, stay tuned for lifestyle articles and reviews about games or other nerdy stuff. Enjoy! Categories Comics Games Playstation 4 Wii U Lifestyle Posted by Joan le Grande in Games, Playstation 4 Leave a comment Tagsexperience, first look, Games, Playstation 4, Playstation VR review, ps4 VR review, virtual reality YES YES YES. I'm super hyped about the VR, but you obviously knew that already because of my last blogpost. There were a few hiccups because I ordered it online and I was working during the time it came. I stressed, freaked, jumped and finally gave up on the thought I got to play on the day it came out. But luck was on my side and when I got home, 20 minutes later the VR glasses arrived! In this post I will take you with me on my first experience with virtual reality. Was it as awesome as I hoped? Or is nauseating and not really my cup of tea? Read and find out!

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