



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

*Sabrina Francesconi*

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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.

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