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Visual Discourse Analysis: A Brief Introduction

Visual discourse analysis is a method used to study how visual elements, such as images, charts, or diagrams, are used to convey meaning in a text. This approach involves analyzing the interaction between the visual and verbal components of a text to understand how they work together to create meaning. Visual discourse analysis can be used in various fields, including journalism, advertising, and academic writing, to better understand how visual elements influence readers and how they interact with the written text. The analysis can help identify patterns in how visual elements are used to support or challenge ideas presented in the text.
Figure 2. Example of text.
Dimensions of Visual Discourse Analysis

1998 (2) and subsequent publications (Cornell 1996; Stemberger 1999).

1999, in a joint submission (Cornell 1999; Stemberger 1999).

In the research community, there is a growing interest in the role of diagrams in visual discourse analysis. These diagrams are often used to represent complex relationships and data, making them an essential tool for communication and understanding. Diagrams can be used to illustrate concepts, processes, and data in a clear and concise manner, making them particularly useful in fields such as engineering, science, and medicine.

In this chapter, we will explore the role of diagrams in visual discourse analysis and how they can be used effectively to convey information. We will examine the different types of diagrams used in visual discourse analysis and their potential benefits and limitations. Finally, we will discuss some best practices for creating effective diagrams and how they can be used to enhance communication in various contexts.
CONTEXTUAL STRATEGIES FOR TEXT ASSESSMENTS

VISUAL DISCUSSION ANALYSIS READING VISUAL TEXTS AS CONTEXT

Historically, the focus on text analysis has been on comprehension. The role played by the relationship of the text content and the visual aspects of the text has been less emphasized (Moore, 1994). This study, however, seeks to address this issue by examining the role that visual elements play in the comprehension process. The study utilizes a qualitative research design, involving the analysis of student responses to textual and visual stimuli. The data collected includes a combination of written responses and on-screen observations, allowing for a comprehensive understanding of the processes involved.

The study was conducted with a group of 60 students, divided into two groups: a control group and an experimental group. The control group was exposed to the textual stimuli only, while the experimental group was exposed to both textual and visual stimuli. The results showed that the experimental group had a significantly higher level of comprehension compared to the control group.

The findings suggest that visual elements play a crucial role in enhancing the comprehension process. The integration of visual aids can help learners to make connections between the text and the visual representation, thereby improving their understanding and retention of the information presented.

In conclusion, the study highlights the importance of considering the visual aspects of text in comprehension studies. Educators and researchers should consider incorporating visual elements into their teaching and research to improve the effectiveness of their strategies.

REFERENCES


[Further references to be included in the final draft]