

## ***A Multimodal Textual Analysis of Negation in Princess Diana Panorama interview 1995: A Critical Stylistic Approach***

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### **Abstract**

This paper proposes a version of the *Critical Stylistics* model that explores how multimodal meanings of negation are made and projected in Princess Diana Panorama interview 1995. A framework integrating *Critical Stylistics* and *Visual Grammar* models introduces the multimodal textual conceptual function of negation developed from Jeffries (2010a). Applying Jeffries' (2014, 2016) concept of textual meaning, the analysis shows that the linguistic text and images are two independent texts contributing differently but collaboratively to the meanings of negation made and projected in the multimodal texts.

I argue that a critical stylistic approach is applicable to images, but it needs an equivalent visual model to propose a tool that can analyse the meaning-making of negation in multimodal texts. I adopt Jeffries (2010a) critical stylistic approach and adapt it for images, making use of Kress and van Leeuwen's (1996, 2006) model of visual grammar and drawing on their notion that images are texts to develop the multimodal conceptual function of negation. The proposed tool can show how the linguistic text and the accompanying images while using resources specific to their underlying structure construct meanings that result in a coherent portrayal of the world of events reported through negation. The multimodal textual conceptual function of negation uses the notion of co-text to reduce the number of possible interpretations an image might suggest, producing a more systematic replicable analysis.

### **Keywords**

Critical Stylistics, Visual Grammar, Multimodal textual analysis, Textual meaning, co-text,

### **Short CV**

University lecturer holding a PhD from the University of Huddersfield/ United Kingdom with experience in intermediality and multimodality research. Participated in, and hosted, various academic activities aiming at introducing intermediality and multimodality as promising fields that can provide overarching analytics enriching research in linguistics, social semiotics, stylistics, and media communication to better understand the potentials of these

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fields in understanding meaning making processes. Introduced and designed intermedial and multimodal curriculum for undergraduate students at the school of education/Al-Muthanna University/ Iraq in an attempt to educate and prepare better teachers who take into consideration the importance of these two aspects in teaching primary and high school students. Gained certificates from several conferences for presenting different research topics in intermediality and multimodality as part of the research activities related to these academic events.

### **Previous research Activities:**

Post Graduate Conference/ University of Huddersfield/Huddersfield/ United Kingdom 2015, 2016. 2017 and 2018

International Association of Literary Semantics Conference (IALS 2017)/ University of Huddersfield /Huddersfield/ United Kingdom

3rd Conference of the International Association for Cognitive Semiotics Toronto (IACS3)/ Canada 13-15July 2018 (Ryerson University)

PALA Conference 2018 Birmingham University/ Birmingham/ UK 25 – 28th July 2018

(Certificates of participation are available to attach on request)

### **Current research activities**

- Presenting genuine works on multimodality as part of the research sessions held at Al-Muthanna University/Iraq.
- Evaluating several MA and PhD theses as well as papers published in national and international journals
- A member of the editorial board of “Journal of Stylistics and English Language Studies”:  
<https://sites.google.com/view/journal-of-stylistics-englang/about/editorial-board>
- Participated in PALA conference 2023
- Senior reviewer of the (ECE2023) Conference  
(certificate available to attach on request)

### **Other Research Activities:**

- i- A member of the satellite group of Multimodality at Leeds since 2016. This group is run by Associate Professor in Multimodal Communication Elisabetta Adami/ Leeds University/ United Kingdom. The satellite group usually holds a session once a week discussing various topics and issues in the fields of intermediality and multimodality hosting scholars who adopt and adapt different perspectives in the intermediality and multimodality research.
- ii- A member of Multimodal researchers group interested in sharing and hosting different activities related to intermediality and multimodality research. Some scholars hosted in the online webinars by this group include:

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- John Bateman /Bremen University/ Germany
- Dr. Michele Zappavigna, University of New South Wales, Australia
- Dr Sara Van Meerbergen, Stockholm Univeristy/Sweden
- Dr Fariha Hayat, Iqra University, Pakistan

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