

Modal Synergy of Dynamic Multimodal Discourse: Take Multimodal Discourse of TV Weather Forecast as an Example

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Abstract: This paper aims to take multimodal discourse of TV weather forecast as an example to discuss the synergy between dynamic multimodal discourse modes. Firstly, the theoretical framework of dynamic multimodal discourse analysis is discussed according to the comprehensive theoretical framework of multimodal discourse analysis. Then, based on this framework, a multimodal discourse analysis of a TV weather forecast multimodal discourse about 1 minute and 40 seconds is carried out from four aspects. This paper finds that in the multimodal discourse of TV weather forecast, Host's spoken language is the main mode. In order to effectively realize the overall meaning of the speaker, it needs to be supplemented or strengthened by other visual modes.

Keywords: TV Weather Forecast; Multimodal Discourse; Framework; Modality; Coordination

1. Introduction

With the development of modern technology, the communication mode and communication media used by people have changed greatly. Human communication is no longer the situation of language dominance, but is completed by multiple modes. Including space, gestures, staring, body posture, movement, music, three-dimensional things, spoken language, written language, images, Charts, etc. This phenomenon of using multiple senses such as hearing, vision and touch, and multiple symbolic resources such as language, image, sound and action to communicate is multimodal discourse. The introduction of new symbols means the introduction of new functional components. (Yang Xinzhang and Xin Zhiying 2010:27-28) In recent years, Chinese scholars have also begun to pay attention to the study of multimodality in multimodal discourse. Chen Yumin and Wang Hongyang (2008) used the analytical framework of image conceptual meaning to explain the image characteristics and the relationship between image and text in Chinese textbooks. Zhang Delu (2009a) proposed a comprehensive theoretical framework of multimodal discourse analysis and explored the relationship between multimodal discourse modes, and studied the modal coordination and coordination of multimodal classroom discourse under the guidance of this framework. Various multimodal discourse analysis in China mainly focuses on the study of static discourse (images, symbols, charts, etc. on the mass media), and the study of dynamic discourse (speeches, television, movies, etc. in real situations) is rare. Television weather forecast is a typical dynamic multimodal discourse. This paper first discusses the synergetic relationship between the modes of multimodal discourse in TV weather forecast by referring to the existing comprehensive theoretical framework of multimodal discourse analysis (Zhang Delu 2009a).

2. Dynamic multimodal discourse analysis framework

Zhang Delu (2009a) proposed a comprehensive theoretical framework of multimodal discourse analysis, which is composed of four levels: cultural level, context level, content level and expression level, based on the comprehensive multi-symbol model framework provided by Lim (2004:220-246) in the study of multimodal discourse formed by pictures and language. In a certain cultural context, subject to the domination of ideology and the restriction of genre system, the speaker should choose the meaning expressed according to the specific situational context (field, tenor, mode) and communication purpose and reflect it in the appropriate mode and genre structure. The selected meaning can be embodied by

images, that is, by visual mode (vocabulary and grammar), or by sound. That is, it is embodied by the auditory mode. The key factor in system selection is to make good use of the relationship between different modes to make different modes cooperate with each other to build the overall meaning of dynamic multimodal discourse. Because the meaning reflected by different modes belongs to the same communication event, it needs to be integrated into one to have communication meaning. This cooperation between modes is mainly manifested at the formal level of modes, that is, at the lexical and grammatical level. Zhang Delu (2009a) summarized the relationship between such multimodal discourse forms into two categories: complementary relationship (reinforcement and non-reinforcement) and non-complementary relationship (overlap, inclusion and context).

3. Corpus and research methods

3.1 Corpus

The evening weather forecast of CCTV1 is broadcast in two parts after the news broadcast. The first part is the overall forecast of the weather in the next three days by the host; The second part is the specific urban weather forecast. This paper selects the second part of the CCTV1 evening weather forecast on May 23, 2009 as the corpus with a length of about 1 minute and 40 seconds. The paraphrase of the corpus is carried out with reference to the official website video data.

3.2 Research methods

This paper adopts the research method of qualitative analysis supplemented by quantitative analysis. The specific research process is as follows: Based on the multimodal discourse analysis framework of TV weather forecast, the corpus is analyzed from four aspects: cultural context and communication purpose, situational context, multimodal discourse communication mode and the synergy between multimodal discourse modes. The whole corpus is a video of about 1 minute and 40 seconds. In order to facilitate analysis, we can segment the whole video. There are three criteria for segmentation of dynamic multimodal texts such as videos (Zhang Delu 2010c): (1) Text structure (2) Experience significance (3) Foreground things and features

4. Multimodal discourse analysis of TV weather forecast

4.1 Cultural context

Cultural context is the key level that makes multimodal communication possible, including the ideology composed of human's thinking mode, philosophy of life, life habits and all social hidden rules, and the communication procedure or structural potential that can concretely realize this ideology. In terms of weather forecast, weather is a natural phenomenon closely related to everyone's life. It has become a necessity for people to know the weather changes in time. The weather forecast was first broadcast by radio; As one of the media methods closest to the original ecology of life, television is characterized by intuition. It integrates pictures, sounds, words and colors Multi-channel transmission of information. Among these elements, the picture is always the first. China's TV weather forecast has been one of the most popular TV programs with the highest ratings in the country since it was broadcast in 1981. In terms of program packaging, closeness and functionality, it has made a major revision to truly integrate TV and meteorology.

4.2 Scenario context analysis of TV weather forecast

According to the theory of systemic functional linguistics (Halliday 1978), situational context is the concrete embodiment of cultural context, including three variables: (field) the social activities involved in the text; (tenor) the social role relationship of both parties in communication; (mode) Communication medium and channel. In this TV weather forecast, it can be described as follows: (1) Speech field: the actual weather situation and future weather forecast of China in the next 48 hours from 20:00 on May 23 to 20:00 on May 25, 2009. (2) Keynote: China's authoritative television media represent CCTV1 and the general public, the host of CCTV1 evening TV weather forecast program and the national television audience. (3) Language format: CCTV1 uses the audio-visual television media to broadcast the television weather forecast program to the national audience; The communication between the host of the TV weather forecast program and the national audience is unidirectional, and the host has affinity without losing solemnity. Dress appropriately, use words lively,

and tone relaxed. Select standard and fluent spoken Mandarin as the auditory mode to spread the sound meaning of TV weather forecast; Select the dynamic pictures formed by the continuous changes of body media (host's own expression, vision, head movements, upper limb movements, body movements and lower limb movements, etc.) and non-body media (background picture) as the visual mode to spread the image meaning of TV weather forecast.

4.3 Modal coordination of multimodal discourse in TV weather forecast

The cooperation between the two modes is necessary and inevitable in TV weather forecast. Therefore, only by making full use of the three-dimensional transmission advantages of television to overcome the contradiction of insufficient time, and making the two systems of visual mode and auditory mode of television cooperate and complement each other, can more useful information be transmitted to the audience within a few minutes of the program time, improve the interest and acceptance of the audience, and better provide meteorological information services to the audience.

The first type is the suggestive communication mode at the beginning and end stages: this is the communication mode used by the host to broadcast the greeting speech prompt at the beginning of this part and broadcast the transitional speech prompt at the end of this part. The host's oral broadcast, standing in place, facing the audience with his body, his hands drooping naturally, and his eyes facing the audience. Here, the auditory mode is the main mode. The visual mode formed by the host does not participate in the communication process. The visual mode formed by the background map does not contribute much to the meaning of the auditory mode, but still appears as a mode to provide contextual information for the auditory mode. Therefore, the visual mode formed by the background image is not complementary to the auditory mode in the context interaction class.

The second type is to provide information communication mode: this is the communication mode used by the host to provide meteorological information to the audience. It includes the following three secondary types: 1. Preparation type2. Provide a pause type for transition3. Provide for transition to provide the end type

The third type of attention seeking: this is the communication mode used by the host to remind the audience of the weather change and take corresponding measures. The host's oral broadcast, with his body and head facing the audience, his eyes facing the audience, his left hand on his chest to make a gesture with one hand or both hands on his chest to make a gesture and move towards the audience at the same time. Here the auditory mode is the main mode. The auditory mode can not fully express its meaning. The visual mode of the host strengthens the auditory mode. Therefore, the host's visual mode and auditory mode are mutually reinforcing. The visual mode formed by the background image does not make much contribution to the meaning of the auditory mode, but it still appears as a mode to provide contextual information for the auditory mode. Therefore, the visual mode formed by the background image is not complementary to the auditory mode in the context interaction class.

5. Conclusion

From the above analysis, it can be seen that dynamic multimodal discourse analysis needs to select the appropriate mode or mode combination according to the process of time and the communication objectives of each stage. This study not only found three types of multimodal discourse communication modes in TV weather forecast multimodal discourse to achieve different communication goals; It also finds out the relationship between the performance of different modes and modes in various multimodal communication modes adopted to achieve the overall speech meaning of the speaker and achieve the best communication effect.

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