

Visual Images of Medical Textbooks in E-Learning Environments: A Multimodal Discourse Analysis

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In the continuous development of Discourse Analysis theory, the Multimodal Discourse Analysis method is a new research direction for e-learning environments, interested in communication signals other than language such as pictures, colors of performances and languages. The theory of Systemic Functional Linguistics by Kress and van Leeuwen leads to an important advance in discourse research associated with visual signals. In language teaching and creating materials for English as Foreign Language (EFL) with the advent of the information age, visual images play a motivational role in supporting the effectiveness of teaching materials and stimulate students' interest to learn language in more creative ways. This study investigates the representation mode of fifteen visual images in a medical textbook proposed by using the framework from Kress and van Leeuwen. In the whole, applying the image analysis framework of Multimodal Discourse Analysis method to image signal analysis of medical textbook discourse shows the importance of images as a meaning-making resource in e-learning environments.

Keywords: multimodal discourse analysis, visual images, medical textbook, e-learning environments

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