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Elements in Corpus Linguistics
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MULTIMODAL NEWS ANALYSIS ACROSS CULTURES

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Multimodal News Analysis across Cultures

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Abstract: Corpus-based discourse analysts are becoming increasingly interested in the incorporation of non-linguistic data, for example through corpus-assisted multimodal discourse analysis. This Element applies this new approach in relation to how *news values* are discursively constructed through language and photographs. Using case studies of news from China and Australia, the Element presents a cross-linguistic comparison of news values in national day reporting. Discursive news values analysis (DNVA) has so far been mainly applied to English-language data. This Element offers a new investigation of Chinese DNVA and provides momentum to scholars around the world who are already adopting DNVA to their local contexts. With its focus on national days across two very different cultures, the Element also contributes to research on national identity and cross-linguistic corpus linguistics.

Contents