

A Multimodal Approach towards Intersemiotic Translations of 'The Great Gatsby'

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Abstract : The present study dealt with the multimodal analysis of two cinematic adaptations of The Great Gatsby as intersemiotic translation. The assessment in this study went beyond the faithfulness based on repetition, addition, deletion, and creation which limit the analysis from other aspects. In fact, this research aimed to pinpoint the role of multimodality in examining the intersemiotic translations of the novel into film by means of analyzing different applied modes. Through a qualitative type of research, the analysis was conducted based on the theory proposed by Burn as Kineikonic mode theory derived from the concept of multimodality. The results of the study revealed that due to the applied modes, each adaptation represents a sense and meaning different from the other one. Analyzing the results and discussions, it was concluded that not only the modes have an undeniable role in film adaptations, but rather multimodal analysis including different nonverbal modes can be a useful and functional choice for analyzing the intersemiotic translations.

Keywords : cinematic adaptation, intersemiotic translation, kineikonic mode, multimodality

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