

Multimodal Discourse Analysis of Egyptian Political Movies: A Case Study of 'People at the Top Ahl Al Kemma' Movie

Authors : Mariam Waheed Mekheimer

Abstract : Nascent research is conducted to the advancement of discourse analysis to include different modes as images, sound, and text. The focus of this study will be to elucidate how images are embedded with texts in an audio-visual medium as cinema to send political messages; it also seeks to broaden our understanding of politics beyond a relatively narrow conceptualization of the 'political' through studying non-traditional discourses as the cinematic discourse. The aim herein is to develop a systematic approach to film analysis to capture political meanings in films. The method adopted in this research is Multimodal Discourse Analysis (MDA) focusing on embedding visuals with texts. As today's era is the era of images and that necessitates analyzing images. Drawing on the writings of O'Halloran, Kress and Van Leeuwen, John Bateman and Janina Wildfeuer, different modalities will be studied to understand how those modes interact in the cinematic discourse. 'People at the top movie' is selected as an example to unravel the political meanings throughout film tackling the cinematic representation of the notion of social justice.

Keywords : Egyptian cinema, multimodal discourse analysis, people at the top, social justice

Conference Title : ICCFMS 2017 : International Conference on Cinema, Film and Media Studies

Conference Location : London, United Kingdom

Conference Dates : June 28-29, 2017