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Image-text Relations: Existing and Nascent Uses

One significant aspect of how knowledge is constructed is in interaction between different semiotic modes. Following on my earlier work (Martinec and Salway, 2005), where a variety of relations between images and text were postulated, I will develop a suggestion that a part of the image-text relations system is more appropriate for use in print media, whereas another part is more suited to new media. This is because there are certain characteristics of new media design that favour the use of the latter part of the system. I will also argue that the said new media design features have either not yet been exploited enough for the use of image-text relations or, in other cases, such use has been over-extended. The situation seems typical of what I call nascent uses of a system – in this case of an existing system, since all the relations contained in the image-text relations system have already been used in print. In my presentation, I will specify the features of new media design that favour nascent uses of the image-text relations system. I will also speculate about possible effects of these nascent uses on knowledge construction.

References:

Martinec, Radan and Andrew Salway (2005) "A system for image-text relations in new (and old) media." *Visual Communication*, 4(3), 337-371.