TEXT-IMAGE DISCOURSE OF ENVIRONMENTAL SLOGANS: A DISCOURSE ANALYSIS STUDY

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Abstract
This study is a multimodal discourse analysis study; it investigates the correlation between image and text. It studies the environmental slogans that contain text and image correlated together, with reference to other techniques that are used within these slogans, hence it analyses the semiotic side of slogans with reference to the semiotic tools like colors that are integrated within these slogans. Four different environmental slogans within the analysis show that the tools and texts are not the same, while the message is one and unique, different texts, color, gestures and draws might help to convey the same message to others, all these details are analyzed relation to the text.

Keywords: *Multimodal, Text- Image, Discourse, Semiotics, Environment, Slogans, Colors.*

INTRODUCTION

Pictures comprise more effective tools to convey messages even more than words, but at the same time sometimes, few words or one unique utterance might affect others more than pictures, these unique tools of conveying messages to others might be blended together, hence they can be joined within one image for contributing a coherent and effective tool of communication, the theoretical background shows how they are related and how they correlate to deliver these messages. The crucial side of multimodal discourse studies is that images and text fit together into integrated presentations via coherence relations that are analogous to those that connect text spans in discourse (Alikhani and Stone 2018). An eclectic model is suggested for the purpose of investigating the way in which the text and pictures are related to each other though figurative devices like repetition which can support delivering different messages concerning the environment.

MULTIMODAL DISCOURSE ANALYSIS

(Jewitt, 2014) States that Multimodal discourse analysis can be defined as the meaning study that comes out of the relation between text and image or other different resources, this integration has emerged by different studies especially within the field of multimodal discourse analysis, it seeks to analyze the picture in relating to the text, different models for analysis as different genres fall under such an immersion, one of these routes is the semiotic analysis of the picture in relation to the text. Picture tells something as a semiotic sign, while the text works on supporting this image or this semiotic effect of it. All these gather in order to deliver the message of the pictures for the purpose of communicating meaning.

Although it involves the study of blending language with other visual different sources in media (Bateman, 2014), the daily slogans and environmental calls to keep it safe and clean might provide a rich base for analysis. A number of multimodal texts by mostly humanities-based experts focused towards automated recognition of multimodal meanings in large data sets to cope with the sheer volume of data being generated.

Multimodality is a kind of analysis that reveals more than one mode used in making or producing a certain message. Kress (2010: 1) verifies multimodal discourse analysis as follows:

"Using three modes in one sign - writing and image and colour as well - has real benefits. Each mode does a specific thing: image shows what takes too long to read, and writing names what would be difficult to show. Color is used to highlight specific aspects of the overall message".

This definition is about how these three modes being used to show the function of the message. They interact with one another as a means of communication. Multimodal is mainly based on Halliday's (1978-1989) "social semiotic approach to language". Halliday's concept states that language is one of the ways of semiotic resources such as gesture, images or music that people use to communicate.

Multimodal use of discourse can be in printed genres or in televised ones (Paltridge, 2012). (Paltridge, 2012) goes further in defining multimodal discourse analysis that is how these modes of commemoration like pictures,

film, video and sound are put together with words to give meaning. It explains print genres and also web pages, film and television programs. Multimodal discourse analysis shows how texts are made and how semiotic tools such as colour, framing, focus and the place of elements that give a share in producing meanings in these texts. Still multimodal is integration between linguistic and nonlinguistic forms, particularly the picture and other text within the frame of the picture (Cuayáhuitl et al., 2015; Hunter et al., 2015).

The examples used in this study cover actions of text within the image, how they are related to each other as well as what is the role of colors and how do they affect others.

Multi-modal shows how pictures and informative text can be blended to complete a cohesive and more effective piece of communication, it investigates these implications of text and image across the cognitive science. It is not that easy, but so important for understanding and automating the type of image- text representations. Different models in fact have been suggested to show the ways that we can analyse how picture is related to the text and how these images and text are integrated to fit together (Alikhani and Stone, 2018).

ENVIRONMENTAL SLOGANS

Environment is a word that means a lot like air, water, earth and planets. Restrictions are made, sin as we know the ecosystem supports all life on Earth. It is correctly said that the healthier the planet and its people. The objective of the UN Decade on Ecosystem Restoration is to halt and reverse the degradation of ecosystems on each continent and in every ocean. It may help to end poverty, combat climate, and change and prevent mass extinction. Laws and invitations spread out to warn or urge people to save this environment. It can be saved by different slogans one of these are Environmental slogans. Environmental slogans might consist of text only without any image related or attached to that text; it can comprise text, images or even videos.

Publishing such environmental slogans through the channels of social media plays a crucial role in the way in which these slogans might affect others, its social effect might control others and reform the way they recognize them (Castells 2010). To the best knowledge of the researcher, a lot of employed strategies with the text – image   immersion of environmental slogans depend on the multi-modal media interaction as well as on a big amount of semiotic   and cultural resources, its explanation stemmed out the audience not the form the slogan (Papacharissi, 2011) & (Castells 2010).

Our destination in this study is text- image environmental slogans. The study analyses these slogans and investigates how these texts are related to the image from a semiotic point of view, surely it is a type of multi-modal discourse analysis study.

Through the study, the researcher investigates the amount in which the text can be understood in relation to the image, check whether the meanings of images are completely detached from the text itself, or they are blended together in a verbal and non-verbal environment to produce the message that must be delivered, (Barthes, 2014) argues that images, and their symbolic meanings are always contingent upon verbal texts. Essentially what Bathes wants to do in his (Rhetoric of the image), is to check the image and understand it as well as to examine the message and the way that it participates in framing an ideology and special worldview. He seeks how ideology is charged by images and how these images are transmitted into an educational message for the society.

SEMIOTICS AND COLORS

In its oldest sense, Semiotics might refer to the study within philosophy of sign and symbol systems in general. In this approach, linguistic, psychological, philosophical and sociological characteristics of communicative systems are studied together. In the second part of the twentieth century, the term 'semiotics' came to be applied to the analysis of patterned human communication in all its sensory modes, i.e. hearing, sight, taste, touch and smell. Semiotic studies in this sense vary in the degree to which they have progressed. This emphasis has been taken up mainly by anthropologists, linguists, psychologists and sociologists. The study of visual communication is known as kinesics. Color can be defined as a sign that includes two things in every culture (Eco, 1985). In studying the meaning of colors in advertisements three levels of semiotic theory are being applied: iconic, indexical and then finally symbolic. More importantly, the meaning of colors is recognized through the context of individual product category.

(Kress and Leeuwen, 2002) also mentioned that color is described as Meta functional in terms of Halliday with ideational, interpersonal and textual functions. In some situations colors convey these three Meta functions together, bust sometimes certain color does not full these functions.

Leeuwen sustains that color represents as semiotic resource ways through its materiality and technologies. Looking at the semiotic analysis of colors as in technologies doesn't mean that color meanings are neglected, rather the focus will be on the developments of the meaning that colors create (Leone 2009).

MODEL OF THE STUDY

The model of analysis is an eclectic one that comprises Paltridge and Halliday's view of multimodal discourse analysis, Paltridge states that text and pictures are blended together by the virtue of semiotic tools like

framing, colors and focus, the type of focus and place of these elements give a share in producing meaning in these slogans.

What Halliday referred to is also a type of modes interacting together in order to produce a message as a tool for communication, Halliday states that language is the main way of semiotics like images, gestures and people. The model of the study can be represented as follows:
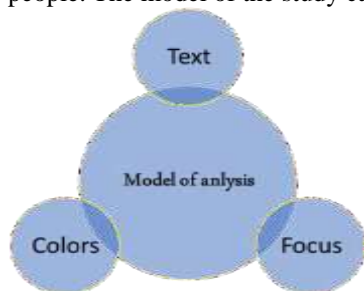

Figure. Models of Analysis

DATA OF ANALYSIS

Four different environmental slogans are chosen for analysis, these slogans are gathered from different websites.

Analysis of the Data
Think Green

In this one, think green, a phrase that refers to the cognitive side of the seer. It tends to be an invitation in a form of order, think green might motive thinking in green environment, natural environment, thinking away from the factories and man-made stuffs which are reflected by power cables at the right side of picture.
The green color implies iconic reference to the nature specifically the green nature, while the grey color contains implicit reference to the earth itself.

Things within the shape of head represent the human mind, it is a correlation between the word (think) and (mind), a lot of details reflect the environment and thinking about it within the mind. The small car inside the picture is turned upside down, reflecting that cars are not something good to the nature, also there are bikes, sun, butterflies and clouds, all these details reflect a healthy environment within the slogan that represents kind of invitation for thinking in nature and thinking about nature.

Save the World Together

There is an iconic reference to the planet earth, the green leaf represents a symbolic reference to the nature, the green background symbolizes the green color of nature, and the white color represents the clean environment while the blue color reflects the energy and the urgent wish to work.

The text (SAVE THE WORLD TOGETHER) represents an implicit invitation to keep the nature. The shape of the Earth metaphorically represents the world. The text in general motivates others for working in teams in order to save the environment and nature. The phrase (Green Energy) reflected in the line of energy at the bottom of the slogan they are correlated with each other.

Better Environment, Better Tomorrow

The third sample is (Better environment, better tomorrow), the figurative tool (repetition) is clearly used for the purpose of emphasizing.

There is certain semiotic reference within this slogan, the phrase (Save the planet) comprises the grey color that is a symbol for the planet , since it is reflected in both the color of the background as well as the bold grey color of the text, the slogan contains trunks and leaves as reference to the nature and trees which are reflected in the green color of the planet symbol on the left.

Don't Be Greedy, It's Time to be Greeny

This slogan kind of rhymed one, the words (greedy) and (greeny) fit to each other in one rhyme, the main purpose of such rhymed structure is to simplify the process of memorization of such slogans.

There is a symbolic reference to the unclean environment that is reflected in the black color of the background. While the foreground comprises the phrase written with the green bold color, it refers to the nature. There is a repetition within the slogan, hence the word (be) repeated twice for the purpose of emphasizing the implicit message within the text.

The focus is the greet color, i.e the nature especially the clean and protected one. While unclean or polluted the black color in the background, the juxtaposition reflected in both green and black color, hence the (don't be greedy) goes hand in hand with the black color which represent the greediness and dirt, while greeny

refers to clear and clean natural environment. The dewdrops symbolize fresh and clean nature.

CONCLUSIONS

Pictures can deliver different messages and affect others through effecting their mental conceptions and the way in which they conceptualized colors, text and rhetorical devices together. The study shows that color can support the abstract meaning of the image; hence there is a correlation between the meaning of the images and colors that are used. Also we can conclude that figurative devices within the environmental slogan can work hand in hand to deliver the meaning behind the slogan. Colors and texts are not chosen haphazardly, they work together in delivering different types of messages related to the environmental slogans, specific rhymes also can be used within the environmental slogans to deliver certain messages, the most used color within these slogan are white, green and black, they are used to refer for the negative side of misusing factorial tools and man-made stuffs that might affect the peace of environment.

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