MULTIMODAL AND INTERCULTURAL ANALYSIS OF TODAY’S ONLINE NEWSPAPERS

Rosalba Rizzo

This poster analyses the thematics of the current economic and financial crisis as represented in three online daily newspapers in different parts of the English-speaking world: South Africa, Australia and Ireland.

These newspapers are less well known than major online newspapers such as The Guardian, The Times, The Washington Post, The New York Times and so on. However, we will be concerned with the different editorial policies adopted by these newspapers to inform their readership about the state of the market both domestically and worldwide. We will indicate the main differences in the overall textual and cultural approaches adopted and how intertextual relationships are created to more well-known newspapers.

All this raises questions about how online newspapers construe their relationships with their readership in a global market. Are there in fact South African, Australian and Irish viewpoints? In attempting to answer this and other questions we will use a combined multimodal and intercultural approach.

References
