Revealing the Determining Roles of Cybertext Contexts in Socio-Semiotic Multimodal Perspective

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Introduction

The issue of context in language studies has long been the subject of long debate by scientists. Internet technology that is developing very rapidly around linguistics has proven to have major impacts on changing the identity of contexts with unimodal dimensions to cyber-text contexts. This study aims to describe the determining roles of cyber-text contexts in socio-semiotic multimodal perspective.
The dynamics of pragmatics shifting from systemic pragmatics to cyber-pragmatics, and the shifting of context entities from conventional contexts to virtual contexts have a huge impact on interpreting the meaning of cyber-texts. This is related to the idea of Kress and Leuween in multimodality. In their perspective, functionally language must be interpreted by involving various contexts in the form of visual, audio, spatial, aural, and linguistic aspects. These five aspects all symbolize meaning which in systemic functional linguistics is called social semiotics.
Method

The research data were utterances containing identities of cyber-text contexts. The sources of data were divided into two, namely the substantive and the locational ones. The data collection method applied was an in-depth reading method with note-taking technique. This data collection stage ended with the data classification stage. This means that the research data were ready to be analyzed after being carefully classified and typified. Furthermore, these research data were triangulated. The data analysis method applied was the extra-lingual equivalent method. The data analysis stage ended with the interpretation of the results of data analysis carried out by matching the extra-lingual aspects.
Findings and Discussion

This study resulted in the findings of five determining roles of cyber-text contexts in the delivery of intents, namely providing backgrounds, confirming the essence, providing illustrations, inspiring interpretation, and completing information.
Findings and...

The Role of Cyber-text Context as the Background of Speech Meaning; The Role of Cyber-text Context as Confirming the Essence of Speech Meaning; The Role of Cyber-text Context as Illustrative of Speech Meaning; The Role of Cyber-text Context as a Provider of Inspiration for Conveying Meaning; The Role of Cyber-text Context as Complementary Information on the Meaning of Speech Meaning.
Conclusion

As a conclusion, the five determining roles are presented as follows: (1) the role of the cyber-text context as the background of the speech intent; (2) the role of the cyber-text context as confirming the essence of the speech intent; (3) the role of the cyber-text context as an illustration of speech intent; (4) the role of the cyber-text context as a provider of inspiration for delivering speech intent; and (5) the role of the cyber-text context as complementary information on the meaning of the speech intent. In a more comprehensive research it will be possible to find more determining roles. Thus, this research needs to be followed up with broader research.
References


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