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# **A Multimodal Discourse Analysis of Selected English Medical Guiding Video Clips on Covid-19**

**A Thesis**

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## Abstract

There has been an increasing interest in the multimodal analysis of various genres, yet some areas are still need this type of analysis among which are medical guiding video clips on Covid-19 with which this study is concerned. However, some controversy may exist over the types of modes used in these videos and their roles in constructing the intended messages of these videos. This creates a real need to investigate this genre and remove the controversy stated above.

The study is based on the hypotheses that medical video clips on Covid-19 employ both linguistic and extra-linguistic elements that have complementary role, but these videos are mainly extra-linguistically based. The study also hypothesizes that extra-linguistic elements have greater role in involving viewers, but linguistic elements have greater role in revealing the speaker's intended ideology.

To achieve its aims and verify its hypotheses, the study adopts two kinds of procedures: theoretical and practical. The theoretical procedures consist of presenting a theoretical framework of multimodal discourse analysis including its etymology, definition, principles, types, characteristics, approaches, models of analysis, and related previous studies. On the other hand, the practical procedures consist of analyzing five medical guiding video clips quoted from YouTube channel *Mytonomy*, *Violin MD*, *Provincial Health Services Authority (PHSA)*, *Dr. Mike Hansen MD channel*, and *NOVA PBS Official channel*. The selected videos have been analyzed in the light of an eclectic model based on Fairclough (2001), and Kress and Van Leeuwen (2006).

Qualitative as well as quantitative research methods are adopted in this study. The qualitative method is represented by the detailed analysis of every single selected video clip. On the other hand, the quantitative analysis represented by the use of statistical tables and figures to discuss the frequency and percentage of linguistic and extra-linguistic elements in the whole samples of the selected videos.

The results of analysis show that designers of medical guiding video clips on Covid-19 construct the intended messages of their videos by using both linguistic and extra-linguistic elements, but they tend to depend more on extra-linguistic elements. The results also show that viewers are got involved into these video clips mainly via extra-linguistic elements especially camera angle and gaze, while the speakers tend to express their ideologies mainly via linguistic elements. These results verify the hypotheses adopted in the study.

The study ends up with a number of recommendations and suggestions for further research based on the study findings.

# **Chapter One**

## **Introduction**

### **1.1 The Problem**

Since the early 1990s, multimodal studies have witnessed a great development. Numerous new theories have flourished in this field such as social semiotics, and Halliday's (1978, 1994) systemic functional grammar. Formerly, scholars tended to focus on grammars of individual modes like visual design (Kress & Van Leeuwen, 2006), sound and music (Van Leeuwen, 1999), gestures (Martinec, 2000), and how these various modes are integrated and co-deployed in multimodal texts (Royce, 1999, 2007; Lemke, 1998; O'Halloran, 2003, 2008).

Recently, there has been an increasing interest in the study of dynamic multimodal discourse like films and videos due to their efficiency in persuading audience and shaping their attitudes and ideologies. Medical institutions have increasingly made use of video clips in their campaigns to instruct people on how to deal with Covid-19 pandemic. Almost no day passes without viewing these clips via different media tools like TV, websites, YouTube, etc.

The increasing number of these videos on Covid19, which has influenced the different aspects of people's life, creates a real need to investigate this sort of texts from the viewpoint of various disciplines among which is multimodal discourse analysis with which this study is concerned. The problem addressed in this study is represented by the sort of controversy that may exist over the type of linguistic and extra-linguistic elements used

in these video clips, and the role of these elements in constructing the meaning and the messages intended by these instructive videos. In other words, the problem of the study can be represented by the problematic questions stated below:

1. What are the main linguistic elements used in medical guiding video clips on Covid-19?
2. What are the main extra-linguistic elements used in medical guiding video clips on Covid-19?
3. How do verbal, visual and audio resources work together to construct meaning and convince viewers in what is presented by medical guiding video clips on Covid-19?
4. What are the benefits of using multimodal discourse analysis in medical guiding video clips?
5. Is the relation between linguistic and extra-linguistic elements in medical guiding video clips on Covid-19, complementary or exclusive?

## **1.2. The Aims**

The study aims at finding out:

1. the types of linguistic and extra-linguistic elements employed in medical guiding video clips on Covid-19,
2. whether the video clips under study mainly depend on linguistic or extra-linguistic elements in achieving their aims,
3. whether the work of these elements is complementary or exclusive,
4. how meaning is constructed in these videos,

5. which modes contribute more to conveying the intended messages of the clips,
6. how the viewers are addressed, and
7. the advantages of studying multimodal discourse in medical video clips.

### **1.3. The Hypotheses**

It is hypothesized that:

1. Medical guiding video clips on Covid-19 employ both linguistic and extra-linguistic elements, but they are mainly extra-linguistically-based.
2. The role of linguistic and extra-linguistic elements in medical guiding video clips is complementary.
3. Meaning in medical video clips is constructed by employing multimodal resources.
4. The addressed viewers are got involved into the video clips via extra linguistic elements especially camera angle and gaze.
5. Linguistic elements in medical video clips have greater role than extra-linguistic ones in revealing the speaker's ideology and knowledge.

### **1.4 The Procedures**

To achieve the aims of the study and verify its hypotheses, the following steps are followed:

1. introducing a theoretical framework of multimodal discourse analysis including its principles, approaches and models,
2. adopting a modal of analysis,
3. selecting a sample of medical guiding video clips on Covid-19,
4. analyzing the selected videos according to the adopted model using appropriate statistical tools, and
5. drawing conclusions based on the study findings, providing recommendations and suggestions for further research.

## **1.5 The limits of the study**

The present study is limited to:

1. A Multimodal discourse analysis of selected English medical video clips on Covid-19.
2. The selected videos are quoted from five YouTube channels namely : *Mytonomy, Violin MD, Provincial Health Services Authority, Dr. Mike Hansen MD channel & NOVA PBS Official channel(The Public Broadcasting Service).*
3. The adopted model is based on Fairclough (2001),and Kress and Van Leeuwen (2006).

## **1.6 The Significant of the Study**

The findings of this study are wished to be significant for those interested in linguistics in general and in multimodal discourse analysis in particular. The findings can also be valuable for the researchers in the area of social semiotics and communication studies. The study can also be useful for those interested in the medical English.