

# What a corpus-assisted multimodal discourse analysis can contribute to our understanding of the construction of 'good' food in the digital?



The polymedia character of the digital has opened up a whole host of possibilities to construct and share notions of food. And while the shareability of content to large audiences in a short space of time is one of its key affordances, what defines the digital foodscapes (Goodman and Jaworska, 2020) is the opportunity to employ a range of multimodal discourse resources to create and curate food contents *en masse* and often in ways that promote a particular notion of food. In this talk, I am going to focus on the multimodal affordances of the digital and specifically the ways in which we can systematically investigate the mode of text and image, and intersections between the two. I will do so first by introducing the concept of a corpus-assisted discourse analysis which allows us to identify salient patterns of language use in large amounts of (digital) texts. Subsequently, the principles of a multimodal discourse analysis will be adopted to study in more detail images and their meaning potentials. The case studies under consideration will be based on contents (texts and images) created and curated by some of the female digital food influencers (DFIs) who occupy a large territory of the digital foodscape in the UK. The talk will finish with observations highlighting the significance of studying language and other semiotic 'stuff' to reveal patterns of ideological and normative meanings around food in the digital.

**Presentation followed by commentary, Q&A.**

**Discussant:**

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Thursday April 22<sup>nd</sup>, 2021  
1-2 pm MS Teams

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