

Barbara Jane Wilcox Hemais*

Pontifícia Universidade de Católica do Rio de Janeiro
Rio de Janeiro, Brazil
bhemais@esp.puc-rio.br

WORD AND IMAGE IN ACADEMIC WRITING: A STUDY OF VERBAL AND VISUAL MEANINGS IN MARKETING ARTICLES

Abstract

This article investigates the relationship between visuals and written text, with the objective of contributing to a fuller understanding of the image-text relation in research writing. More specifically, the paper examines the written text in relation to the figures that have geometric shapes and vectors, in a sample of articles in marketing studies. Based on the grammar of visual design (Kress & van Leeuwen, 1996/2006), the study gives evidence that texts refine meanings in theoretical models, and visuals show general meanings that may make the theories more accessible to readers. The analysis indicates that, with their particular capacities for making meanings, image and text contribute together towards advancing marketing theory. The paper discusses the findings in terms of present knowledge of the function of visuals in research writing and it explores implications for the teaching of academic writing.

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Key words

journal article, research writing, visual language, marketing.

* Corresponding address: Barbara Jane Wilcox Hemais, Rua Visconde de Caravelas 98, apto. 1207, Botafogo, Rio de Janeiro, RJ, Brasil, CEP 22271-042.