University of Hawaiʻi at Mānoa
Department of East Asian Languages and Literatures

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In partial fulfillment of the requirements for the Degree of Doctor of Philosophy

Kristyn Martin

Will defend her dissertation

From Behind the Scenes to On the Screen: Multimodal Analysis of *Telop* on Japanese Television

Friday, January 25, 2019, 2:00 -5:00 PM
Moore 155A

Abstract

Turn on the television in Japan, at any time of day, and the odds are that you will find yourself bombarded with text: bright, colorful, even animated text, appearing in time with a funny statement, summarizing what's going on, and excitedly telling you what's next after the commercials. These words on the screen are telop, intralingual subtitles that are a common and increasingly frequent phenomenon on Japanese television. Despite telop's prominence and rich multimodal nature, however, little research has taken advantage of it as an analytical source of data. As an innovative use of text integrating resources from various modes to an unprecedented degree, telop has the potential to make significant contributions to sociolinguistic studies.

While the concept of multimodality has gained increased attention in sociolinguistic research, studies have remained limited in the degree of multimodal analysis they incorporate due to limitations in the media analyzed. This study combines multimodal discourse analysis of Japanese television programs featuring telop with field research in the television industry in Japan in order to demonstrate how three major sociolinguistic aspects are impacted by the multimodal innovation of telop: multimodal communication, the expression of affect, and the authorship of meanings conveyed.

Faculty, students, and the general public are invited.

Advisor: Prof. Haruko Cook