



Integrating Verbal and Visual Signs in Meaning Making: A Semiotic Analysis

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Abstract

This study reports a semiotic analysis of the complementary role of verbal and visual signs in meaning making process. As a case study approach, it analyses a number of selected cases from different fields like education, advertisement and multimedia platform consisting both the signs. The analysis has been carried out with the use of Saussurean notion of semiotic analysis particularly the idea of signifier and signified. The findings show that verbal (words, language, text) and visual signs (images, symbols, colours) have complementary role as their integration helps not only in the production of a comprehensive and meaningful text but also in the process of its analysis. Beside producing impactful teaching and advertising materials, this integration helps to have engaging digital texts. Development of cognitive methods and guidelines regarding the better use of multimodal communication in different fields can help in the production and analysis of more nuanced and impactful texts or messages in the present era of ever-growing use of digital technology in communication.

Keywords

Compositional interpretation, Meaning making, Multimodal communication, Verbal and visual sign

Introduction

Although the use of multimodal communication either through spoken, written or visual forms has long been a common practice, the advancement of new technology such as the internet, social media and digital audio-video plat forms has revolutionised the production, delivery and reception of multimodal texts (Dressman, 2015). In this rapidly growing digital world, people are more inclined to the use of multimodality in communication such as the use of sounds, signs, gestures, images, and symbols particularly to make the message effective and easy to understand (Kress, 2009). Beside, its use in day-to-day communication practices, multimodality has occupied an important space in school and college curriculum in in order to make the teaching and learning practices effective (Callow, 2019). The television news reader narrates the

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news story supplying relevant photos and videos to make the news effective, convincing and reliable. A photographer gives caption to give background information. The police report, for example, investigating someone's death such as a suicidal case can be found detailing the case along with adequate photographs. A documentary film can be found the story teller telling the story with the observed scenes. A painter can be found using captions or catalogue in paintings. The field researchers often supply photos and visuals of the field visit to support the textual descriptions and many more.

In the situation of the growing use of multimodal communication practice, it is relevant to comprehend how the integrated form of communication works. The use of verbal signs helps in communicating the message but the inclusion of visual signs adds additional clarity and makes the entire communication process effective. It is also because the use of multimodal communication pattern better serves the purpose of information transfer and social influence (Mehu, 2015). This is the reason that verbal and visual signs are considered as complementary to each other instead of mutually exclusive for having an effective communication act. Moriarty (1994) states that visual interpretation was comparatively considered a complex phenomenon in the earlier days when conventionalised mode of sign system was absent but in the recent days it has become an important mode of communication as the viewers could manage visual interpretative functions independently. It does not mean that people conglomerate both the methods all the time. For example, Torrez et al. (2019) conclude that people prefer visual mode of communication if they are motivated to have communication with proximity. To reverse the case, they prefer verbal mode of communication in other situations. However, the use of multimodality enriches communication by adding additional layers of interpretation. The use of emoji while sending messages, for example, gives emotional tone to the message itself and helps to give clarity in the expression. Relying on this context, this study has analysed the selected cases considering how the integration of both verbal and visual signs contributes in meaning making. The analysis not only considers how the interaction of verbal and visual signs makes the process of meaning making effective but also examines how the isolated use of verbal and visual texts can mislead the interpretation and meaning making.

Research Methodology

Employing a qualitative research approach, this study brings semiotic analysis of a series of cases considering their use of verbal and visual signs for communication. The cases obtained from diverse online databases, belong to different fields including education, advertisement, and digital media platforms. The cases are analysed to see how the complementary role of verbal and visual signs effectively contributes in meaning making process. Words, phrases and sentences such as captions are the verbal signs used in this study while photographs, images and symbols are employed as visual signs. The theoretical support comes primarily from Saussurean semiotic analysis that incorporates the division of signifier and signified.

The Notion of Linguistic Sign: Verbal and Visual

Ferdinand de Saussure, the father of modern linguistics, developed a dyadic model of semiotic analysis, an analysis that is “concerned with how meanings are made and how reality is represented (and indeed constructed) through signs, sign systems, and processes of signification” (Chandler, 2022, p. 2). Saussurean dyadic model is an attempt to “develop a systematic understanding of how language works” (Rose, 2022, p. 75). He defined language as the system of sign considering sign as the coupling of signifier (form of the sign) and signified (referent or meaning). Elaborating Saussure's notion of signifier and signified, Rose further states, “The signified is a concept or an object, for instance ‘a very young human unable to walk or talk’. . . . The signifier is a sound or an image that is attached to a signified; in this case, the word ‘baby’” (p. 75). Rose clarifies that signifier is the sound or image of the word that is used to refer to certain object or thing. Sound stands for the pronunciation of the word, for instance, while image is the letter image representing that word. The signified is the concept of the object which is referred by the letter image and its pronunciation. All the words we write or pronounce are linguistic signs formed out of the combination of signifier and signified.

Saussurean model of semiotic analysis identifies the relationship of signifier and signified as arbitrary and language specific. In *Course in General Linguistics*, he states that the “bond between the signifier and

signified is arbitrary” (p. 62) established by the convention or the frequent use. The relationship of the sound /kæt/ or the letter image ‘cat’ with ‘the carnivorous mammal that we keep as pet animal mainly for controlling mice’ in the house, for example, is arbitrarily established out of the convention. This relationship is language specific as the same concept or the signified can be referred by different signifiers depending on the differences of the cultural and linguistic contexts of that language. Fromkin et al. (2007) state, “When you are acquiring a language, you have to learn that the sounds represented by the letters ‘house’ signify the concept house” (p. 15). The same concept of house in English is represented by other distinct signifiers in other languages. For instance, it is ‘maison’ in French, ‘Ɔdaŋ’ in Twi, ‘dom’ in Russian and ‘casa’ in Spanish. Even in the case of onomatopoeic words, ‘buzz’ and ‘murmur’ for example, which are said to simulate the sound associated to the objects or action they refer, one language does have different signifier than that of another. A Nepali speaker, for instance, understands a cock crowing as ‘kukhurikan’ while it is ‘cock-a-doodle-do’ for English, ‘kikiriki’ for French and ‘kukkokiekuu’ for Finnish.

Besides the analysis of verbal signs, there is an important role of the interpretation and analysis of visual signs in communication. As per Bleiker (2018) we are living our lives in visual age having its influence in both private and public dimensions. Meyer et al. (2018) state that if verbal signs can take the form of written documents or recordings, visual signs can be in the form of graphs, charts, cartoons, and photographs. These signs are either iconic or indexical or symbolic (Burks, 1949) and can be observed motivated to have special logic and rationale behind signifier selection. For example, in the advertisement showing a famous football player wearing a brand of sports shoes, the success of the player, his popularity and personality are given special consideration. Such qualities are signified, and the rationale behind selecting the player wearing special brand of shoes is that consumers like to buy that brand of shoes to gain some of such qualities of that player.

According to Hasyim and Arafih (2023a) meaning is either denotative or connotative in Saussurean model of semiotic analysis. Denotative is the literal meaning identified out of the direct relationship between signifier and signified. In contrast, connotative is quite symbolic and intended meaning that is often influenced by socio-cultural and ideological backgrounds. Such an influential role often makes the exploration of connotative meaning difficult either it is in the verbal or visual communication or the integration of both the modes. Danesi (1999) states that connotation codes and signs are heavily used in verbal communication mode in order to identify the intended message essential to make the entire communication process successful. Somov (2006) talks about visual artwork and avers that the success of visual communication depends on the exploration of connotative meaning. Despite their emphasis on different modes of communication as the first elaborates different dimensions of verbal communication and the second deals with the visual mode of communication, both the studies stress on the importance of the exploration of connotations for meaningful communication activity. The exploration of connotative meaning out of the texts is a complex task that needs the integration of verbal and visual elements.

Integrating Verbal and Visual Signs in Meaning Making

The process of integrating verbal and visual signs in meaning making has become a common practice in the present multimodal world where people usually merge words and images in the production of messages. The use of multiple modes is based on the principle that each communicative mode either verbal or visual contributes to the overall process of message production as well as delivery. Scholars (Khalid et al., 2017) suggest that the use of verbal and visual signs in producing the texts is important since different modes fulfill different pedagogical functions supportive enough in both the expression of things and its interpretation. They provide additional information about the subject in comparison to what they do in isolation that makes the message more intelligible. As they convey the same information in different ways performing different pedagogical functions, the message becomes comprehensive. In some cases, verbal and visual signs are found conveying conflicting thoughts but it is an intentional act of invoking readers’ critical thoughts.

Verbal sign either written or pronounced complements the interpretation of visual sign in the process of meaning making as it helps image interpretation with clarity, context and depth of its meaning. Despite conveying emotions, impressions and ideas, visual images can direct for multiple meanings depending on the viewer’s socio-cultural and linguistic background. To make the interpretation more focused, verbal texts can

hint for the intended meaning of the visual sign or the observed scene. Barthes (1977) states, “The text helps to identify purely and simply the elements of the scene and the scene itself; it is a matter of a denoted description of the image . . . The text is indeed the creator's (and hence society's) right of inspection over the image; anchorage is a control, bearing a responsibility . . . for the use of the message” (pp. 39-40). He clarifies how the use of verbal sign such as the written text helps in identifying different elements of visual sign or image. By using them, the writer can clarify the intended message while the interpreter can approach that meaning and message or at least reach to its closer. Supplying the text either it is caption or title or article helps to illustrate the visual image as it lessens the possibility of going beyond the intended meaning. Visual image is complemented by written or spoken text exactly similar to the way visual image complements the textual message.

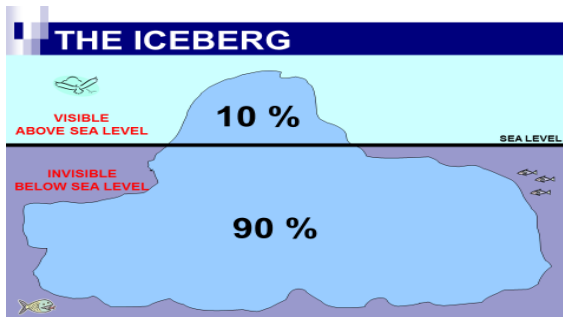
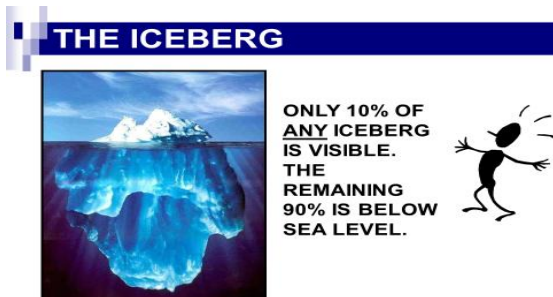
Like the complementary role of verbal sign to effectively convey the meaning of visuals, visual images play significant role in making the written message more effective. A message becomes effective when it conveys the intended meaning and causes the receivers respond to it. Talking about such a role of visual images, Signorile (1987) says, “. . . just as words connote concepts, pictures, too, serve to bring things to the mind, not the eye. . . This fact is the reason why visual art is able to generate so much interest as art” (288). His point is that visuals make the contents interesting, comprehensive and memorable. Similarly, Rose (2022) explains that visual signs are open for the compositional interpretation with a detailed analysis of the contents, colours, lightings and spatial organisation of the image. The interpretation of the compositional parts helps to produce refined concepts and meanings, thereby contributing the process of meaning making.

Education

Teaching based on merely the verbal delivery of the lessons has been considered to be a traditional method as it cannot help students in understanding the complex subjects and ideas in an interesting and effective manner. This is the reason that studies (Bambaeero & Shokrpour, 2017; Megawati & Hartono, 2020) state on the importance of employing both verbal and non-verbal communication modality of delivering the lessons to make teaching more impactful and help the students obtain better academic progress. In the present days of scholars preferring multimodality in teaching, verbal-cum-visual materials are considered to be effective materials either it is the case of simplifying the complex contents in the classroom or orienting the students to the important lessons of life including the tips to make their lives comfortable, balanced and successful. With this concern at the background, a textbook can also be found employing maps, figures, timelines, diagrams as well as explanatory texts to make the contents comprehensible. It is not strange if a biology teacher explains the cardiovascular lessons using both verbal and visual signs as such a mixture helps the abstract concepts to be tangible either it is technology assisted classroom employing PowerPoint with overhead projector, or the traditional one with printed textbooks, charts, maps as well as figures. Similarly, the motivational speakers motivate the students and give them moral lessons and tips by employing the integration of both verbal and visual texts.

Case 1

Iceberg Figures: A Lesson of Life



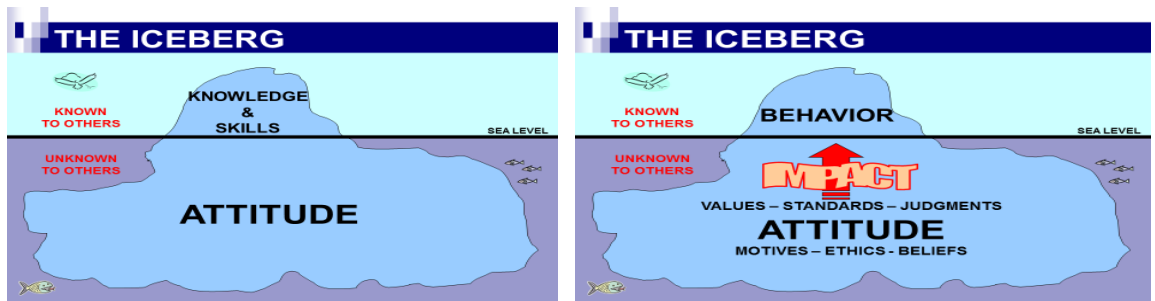


Figure 1

Source: www.google.com

The first and the second figures are primarily visuals despite having few written words. Providing a literal sense regarding the visible and invisible portion of iceberg, they show that only ten percent of the iceberg is visible while ninety percent is below the sea level. Without a comprehensive verbal text, the image of the iceberg as a visual signifier conveys only the literal meaning. In the process of meaning making, exploration of literal meaning is not sufficient as it fails to give a deeper insight.

The third and the fourth figures are combined with short verbal texts which act as a significant aid in the exploration of intended meaning. As a part of intertextuality (how a text is affected by another text), the integration of verbal and visual elements provides a better insight into the deeper meaning as the visual anchors the abstract ideas while the verbal text provides the context for interpretation. Without visuals, written words as verbal signifier fail to meet the clear signified. For example, without the image of iceberg, the words would remain merely a collection of words concerning knowledge, skills, attitude and other attributes of human behaviour.

By considering the interaction of both the elements, the teaching on the reality of life can be effective since students as viewers can easily grasp the intended meaning that the iceberg is just the metaphor used to teach the lessons of our life. It aligns with a study conducted in Indonesia by Purwaningtyas (2020) that the integration of texts with images helps the students to understand the subject matter as the use of images helps to express the things unable to be conveyed with the use of words alone. The conglomerated form of both the signs helps students in understanding how human life is like the state of iceberg in the sea. Like the visible portion of iceberg, people see our behavior, knowledge and skills while our beliefs, attitudes, motives, value systems, judgments and such other underlying forces which remain at the background foregrounding our performance remain unknown to others. Judging an individual with a superficial observation proves to be a foolish act.

Case 2

An Image of a Cat and a Crab: Rivalry or Friendship?



*Figure 2*Source: www.google.com

This visual image is amalgamated with a short caption. It can be an interesting material for school going children particularly from lower grades about making new friends. If the students are exposed with this picture without written text 'Make New Friends,' they can come up with multiple meanings: the cat is about to kill and eat the crab; the cat is afraid of the crab suddenly found on its way; the cat and the crab are ready to fight with each other; the cat is having a friendly look at the crab found on the way, and many more. Similarly, the written text 'Make New Friends' despite giving the sense of a verdict to make new friends doesn't become as effective and convincing in isolation as it is accompanied by the visual image. In isolation, it fails to give the sense of an appropriate context. Without adequate understanding of the context, the analysis of the signs remains inappropriate particularly because the same sign can have multiple meanings in different contexts. The children are likely to understand this imperative sentence as a command for making new friends but without any background.

The complementary role of visual image and written text at the top of the image convincingly orients the children to have the meaning of the text. This integration makes them obtain the message about making new friends putting aside the sense of discrimination. However, the way the cat seems cautious while being closer to the crab gives the meaning of the need of being careful in the selection of friends. As a signifier, the picture is successful in signifying how careful we need to be in the process of selecting the friends and having trust upon them. In the long journey of life, children have to make new and new friends but they have to be selected carefully based on how they respond to them. A deer, for example, cannot make a tiger its friend since the tiger does not respond with love and care although in some cases we see how the opposites also remain close. The closeness is determined on how the opposing forces respond to each other. The excavation of this meaning is replicated due to the integration of verbal and visual signs in the process of meaning making.

Case 3

Elephant Image: A Site for Compositional Interpretation*Figure 3*Source: www.goolge.com

The visual image of two elephants tightly attached with each other and the written text on it is meaningful. The compositional interpretation which aims to “describe the image as attentively and as fully as possible” (Rose 72) can help in carefully observing multiple component parts and obtain the meaning as an important lesson of life. For example, two grown up elephants are at the center of the picture. Their heads are so tightly attached to each other that the tusks are crossing each other and so are the trunks. The two eyes visible seem closed. This visual signifier can have different possible signified. A viewer, for example, can assume that these elephants are fighting, or by contrast, they are sharing love and companionship. This possibility of a single picture referring to multiple meanings at once makes this visual sign complex for analysis. This complexity “requires the use of written text to specify which of the many possible meanings a particular image might have” (Rose, 2022, p. 76). This is the reason that the writer often uses written texts complementing visuals undergoing the notion that verbal and visual signs are not mutually exclusive but complementary to each other. The meaning of this picture becomes comprehensive with the use of written text that says, ‘The most satisfying two-letter word . . . “we” . . . Use it.’ Now the intended meaning is clear that the feeling of ‘we’ is a pleasing thing. Being together either in pain or in pleasure is rewarding. It is far better than being lonely. Without the visual image, only the written text, although it is not ambiguous, cannot convey the intended meaning effectively. By effectively communicating the importance of companionship, this complementary role of visual image and textual message has given an important lesson. This sort of texts can be an important material particularly for the school going children regarding the importance of collaboration and cooperation in their life including academic activities.

Advertisement

Advertisement is one of the best examples of how the integration of verbal and visual signs can produce compelling messages. As a “form of information carried out by an institution or company that contains messages about a product to attract public interest in the product” (Apriana & Pratiwi, 2022, p. 203), advertisement employs those strategies which could encourage the consumers and promote the brand. Eynullaeva and Woodward-Smith (2022) state that influential advertisement can be produced with the integration of texts with images. The use of words, phrases, sentences either in spoken or in written form to advertise the product is a common practice while the practice of integrating pictures, symbols or visual imageries is rapidly growing. Despite the increasing use of visual signs in advertisement, a “single picture may contain numerous highly sophisticated interrelated signs and multiple levels of meaning for many viewers or readers” (Bulmer & Buchanan-Oliver, 2006, p. 50). It is also because visual signs are not only culturally and contextually bound but also affected by the interpretation of the viewer’s background. As a result, there is the possibility of multiplicity of meaning and the complexity in the process of meaning making. This complexity is minimised by integrating verbal language with pictures, thereby leading the richness of meaning and aligning with a common notion that ‘a picture paints a thousand words’. Advertisers stress on using persuasive, engaging, emotional and memorable advertisements in order to have what Bulmer and Buchanan-Oliver (2006) call ‘rhetorical consequences’ referring to the production of influential advertisement that could attract the consumers. They establish the credibility of the advertisement, touch the emotions of the consumers, and support the advertising claim with logical arguments. The use of visuals with minimal texts either captions, slogans or any sort of catchy statements draws the attention of the consumers. Once their attention is drawn, the use of verbal signs further guides them to have the intended message often convincing them to buy the product.

Case 4*A Beauty Product: Skincare Oil*

Figure 4

Source: www.google.com

This advertising photograph creates the sense of elegance and luxury interpreted by integrating verbal and visual elements. Placed on the surface of soft fabric under soft lighting, and surrounded by delicate flowers and precious gemstones, it gives the sense of a high-quality product. Adding verbal element, the caption “Embrace the Essence of Luxury” indulges the viewers to associate the product with a sort of fashion and aesthetic refinement.

To draw Saussurean notion of signifier and signified in the discussion, the elegant placement of this product surrounded by beautiful flowers and gemstones stands for the signifier while the notion of elegance and luxury is the signified. The soft lighting and golden colour signify the product’s precious material value making an appeal to the elite consumers to use this brand for luxurious life. Likewise, the caption “Embrace the Essence of Luxury” is a short verbal text that guides the viewers to make the sense of visuals employed in the advertisement. The stylish font of the verbal text reiterates the message that this brand is classic and refined, and its production is to boost the consumers’ sophisticated life.

The meaning making process is guided by the integration of verbal and visual signs in the form of a short caption complementing the photograph. A study by Apriana and Pratiwi (2022) concludes that the viewers are guided to grasp the function and meaning of the advertisement with the way verbal language is used in combination with the visual shapes, placement and the entire structure of the photograph. Aligning with this study, the caption in the advertisement of this skincare oil complements the visuals in the process of message delivery that the product is not a photograph decorated for observation but a high-quality product for consumption. Without this caption, the viewers can limit themselves in enjoying merely the beautiful picture instead of appreciating the quality of this brand. It becomes ambiguous and is likely to fail in making the consumers feeling, believing, and buying the product. Similarly, the caption without the visual can be abstract or vague signifying almost nothing. The stylish font of the text is likely to be visually appealing but conveying no intended message. It can remain disconnected and futile. It is only the integration of both the signs that makes this advertisement persuasive, thereby encouraging the consumers to have this brand and boost their luxurious and sophisticated life.

Case 5

An Advertisement: Interior Decoration

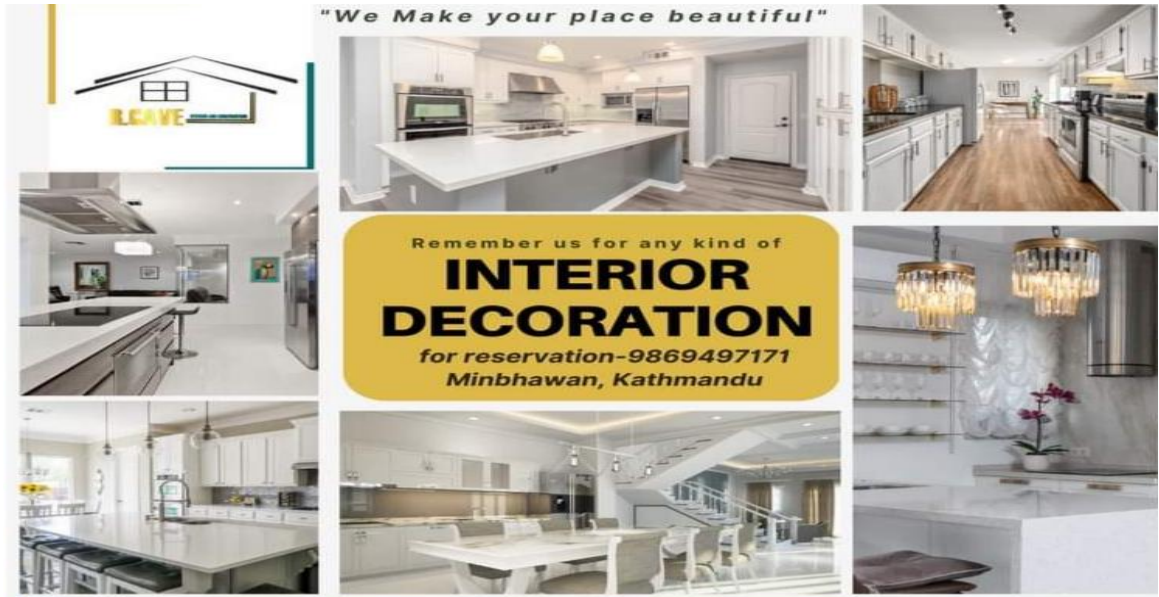


Figure 5

Source: Facebook Wall of R. Cave Interiors & Construction

Shared on the Facebook wall of R. Cave Interiors & Construction in Nepal, this advertisement replicates how digital platform can be used in producing and delivering persuasive advertisements. As a common platform to transmit the messages up to the target audience, the practice of using Facebook for advertising the products and services is growing rapidly particularly in the latter days. The given advertisement consists of different photographs including decorated kitchen, guest room, ceiling pendant, arranged chairs, and kitchen tables under beautiful lighting with white and golden colour. Using these signifiers in terms of images and colours, the advertisers try to state how professionally smart they are in terms of setting beautiful and luxurious interior decoration. Placing the sophisticated furniture on the surface of golden and brown carpet, they attempt to give the sense of elegance and luxury available to those who select R. Cave Interiors & Construction for their interior decoration. Likewise, the verbal texts “We Make your place beautiful” and “Remember us for any kind of INTERIOR DECORATION” are integrated with the images to supply the linguistic clues offering a call-for-action. The central placement of imperative text formed with lucid and direct language amidst visually appealing and catchy images engages the viewers along with leading them to have the intended meaning. Besides enhancing the clarity of the message and preventing the possibility of misleading viewers, it helps the advertisers to make a persuasive appeal regarding how they can transform house spaces into aesthetically appealing interiors. The use of contact number and office address adds their reliability and accessibility. The advertisers could be observed producing compelling and comprehensive advertisements regarding their products and services by strategically integrating verbal and visual signifiers with their signified or meaning.

Digital Media Platform

The development of broadband internet and the invention of digital devices and tools have brought significant visible changes in the world of communication. Arguing 21st century as the age of digital media platform, Hasyim and Arafah (2023b) state that the use of digital media is in the process of ever-growing to conduct both academic and non-academic activities. Digital media, Rab (2007) states, “combine texts, images, sounds and data and we, the recipients, perceive these complex messages in a more complex way – multi-media reception via multi-channel networks” (p.14). This practice of combining verbal and visual elements has grown rapidly along with the rise of digital media platforms like social media, websites, and

applications. In order to make the messages more engaging, persuasive and meaningful, these digital media platforms supplement visual contents with explanatory texts.

Case 6

A Farewell Message on Ratan Tata's Demise

"Today, Ratan Tata left this world, but he will continue to live in the hearts of many. He was not only a successful businessman but also a compassionate individual. We aspire to be as helpful and successful as him, and every businessperson should learn from his behavior. We all wish to become as supportive as Ratan Sir. May his soul rest in peace, wherever he is. Ratan Sir was a humble man who never showed arrogance despite his success, and we are inspired to be like him. Goodbye, Sir, from R. Cave Interior and Construction Pvt. Ltd."

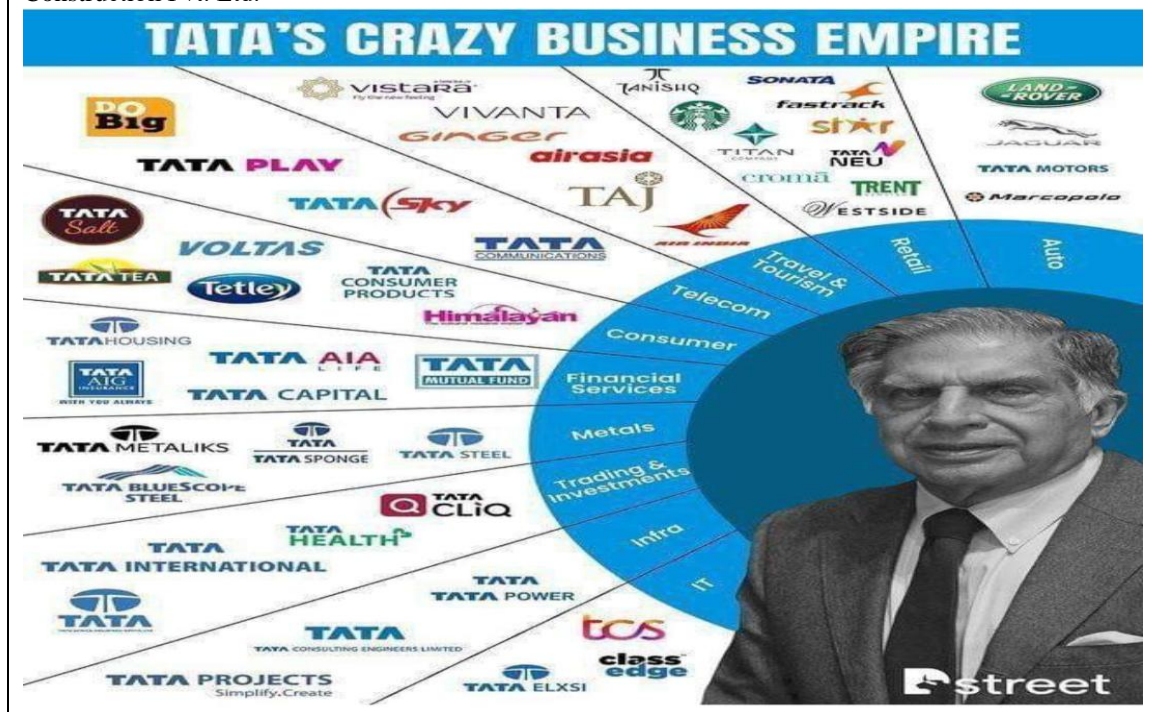


Figure 6

Source: Facebook Wall of R. Cave Interiors & Construction

Shared on the Facebook wall of R. Cave Interiors & Construction, this post tries to pay respect and memory on the demise of Ratan Tata, one of the successful Indian industrialists. The visual with the smiling face of Tata connected to diverse business portfolio of Tata Multinational Corporation including automobiles, steel, IT, retail, travel and tourism, telecom, consumer, finance, and many others accompanies the verbal text. The verbal text incorporates the proper noun to explicitly express a huge respect for Tata as a symbol of success, humility and philanthropy. Signifying him as an inspirational source for many industrialists, entrepreneurs and businesspersons, he is said to reside in the 'hearts of many' with eternal respect and memory. The feeling of closeness is expressed with 'Goodbye sir' while the use of the word 'farewell' conveys the meaning of Tata's demise.

The use of iconic signifiers signifies how Tata Group under the leadership of Ratan conglomerated diverse prestigious businesses both in India and abroad. It is the answer of why many industrialists and business entrepreneurs of diverse fields regard Tata as an eminent industrialist and the source of inspiration. The title "TATA CRAZY BUSINESS EMPIRE" promises an engaging narrative replicating how mind-blowing industrial achievement Tata Group achieved due to the unconventional and eccentric business strategies adopted by Ratan. The dominant industrial position earned by Tata Group has become possible due to the dramatic and awe-inspiring industrial leadership Tata provided. Architectural and structural engineer

by qualification, Ratan invested in diverse emerging business sectors and led them to the point of success. The way he elevated this group from Indian soil to the global map and earned it a global recognition, he proved how visionary leader he was. Likewise, bearing social responsibility, he proved how much he was in favour of flourishing humanity by changing industrial landscape.

The message of condolence is successfully expressed along with earning public respect for the dead as this post combines verbal text with visual regarding how Tata left a remarkable legacy in the world of industrial business. This integration successful attracts public attention along with conveying the intended message.

Conclusion

The analysis of different cases replicates that verbal and visual signs complement each other in the process of meaning making instead of maintaining a hierarchical position. The integration of verbal and visual importantly contributes to convey the meaning of the texts as the verbal sign provides clarity with specific information while the visual sign helps to grasp the attention of the viewers. The production of meaningful texts capable to communicate the intended message due to the use of caption along with visual replicates how this combination facilitates the production of rich, multilayered and impactful communication. Beside producing impactful and interesting educational texts used in teaching and learning practices in the academia, this integration is meaningful in making persuasive advertisements as well as producing engaging and meaningful digital materials. Relying on the findings regarding the significance of integrating verbal and visual signs in meaning making process, this study recommends the need of further studies in the area of cognitive implication of multimodal communication in different fields. Such studies can pay attention in the development of certain guidelines regarding the integration of verbal and visual signs to have more nuanced and impactful messages. In addition, the role of context in influencing meaning making process can also be undertaken for further studies particularly to see how the use of verbal and visual signs in different contexts generates different meanings.

About Author

Thir Bahadur Khadka has been working as an Assistant Professor of English at Central Department of English and Nepali, Graduate School of Humanities and Social Sciences, Mid-West University, Surkhet, Nepal, for over a decade. Along with presenting papers at national and international conferences, Khadka has published research articles and book chapters in various journals and books. Additionally, he has also edited some university journals. His areas of interest include literary theory, diaspora, cultural studies, and ICT.

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