

1. **Aeroflot advert:** —introducing wide boiled aircraft for your comfort
2. **Airline ticket office, Copenhagen:** —We take your bags and send them in all directions.
3. **A menu in Vienna:** —Fried milk, children sandwiches, roast cattle and boiled sheep
4. **A sign on a car in Manila, Philippines:** —Car and owner for sale.
5. **At a Korean restaurant in Auckland, New Zealand:** —We do not re-use the food.
6. **Athens hotel:** —Visitors are expected to complain at the office between the hours of 9 and 11 A.M. daily.
7. **Belgrade hotel elevator:** —To move the cabin, push button for wishing floor. If the cabin should enter more persons; each one should press a number of wishing floor. Driving is then going alphabetically by national order.
8. **Hotel elevator, Paris:** —Please leave your values at the front desk.
9. **Hotel in Japan:** —You are invited to take advantage of the chambermaid.
10. **In a New Zealand restaurant:** "Open seven days a week, and weekends too.
11. **Instructions on a Korean flight:** —Upon arrival at Kimpo and Kimahie airport, please wear your clothes.
12. **Japanese hotel room:** —Please to bathe inside the tub.
13. **Sign at Mexican disco:** —Members and non-members only.
14. **Tokyo hotel's rules and regulations:** —Guests are requested NOT to smoke or do other disgusting behaviors in bed.
15. **War museum on the River Kwai, Thailand:** —The Museum is building now - sorry for the visitor.

Mass Media and Multimodal Texts

Mass media refers to the type of communication that uses technology to simultaneously reach a wide audience. The five types of mass media are print, radio, regular broadcast television, cable television, and telecommunications, such as the Internet or satellite services. Television and the Internet are multimodal in nature.

A **text** is —multimodal when it combines two or more of the five semiotic systems (Anstey & Bull, 2010):

1. **Linguistic or textual system**, comprising aspects, such as vocabulary, generic structure, and the grammar of oral and written language;
2. **Visual system**, consisting of aspects, such as color, vectors, and viewpoint in still and moving images;