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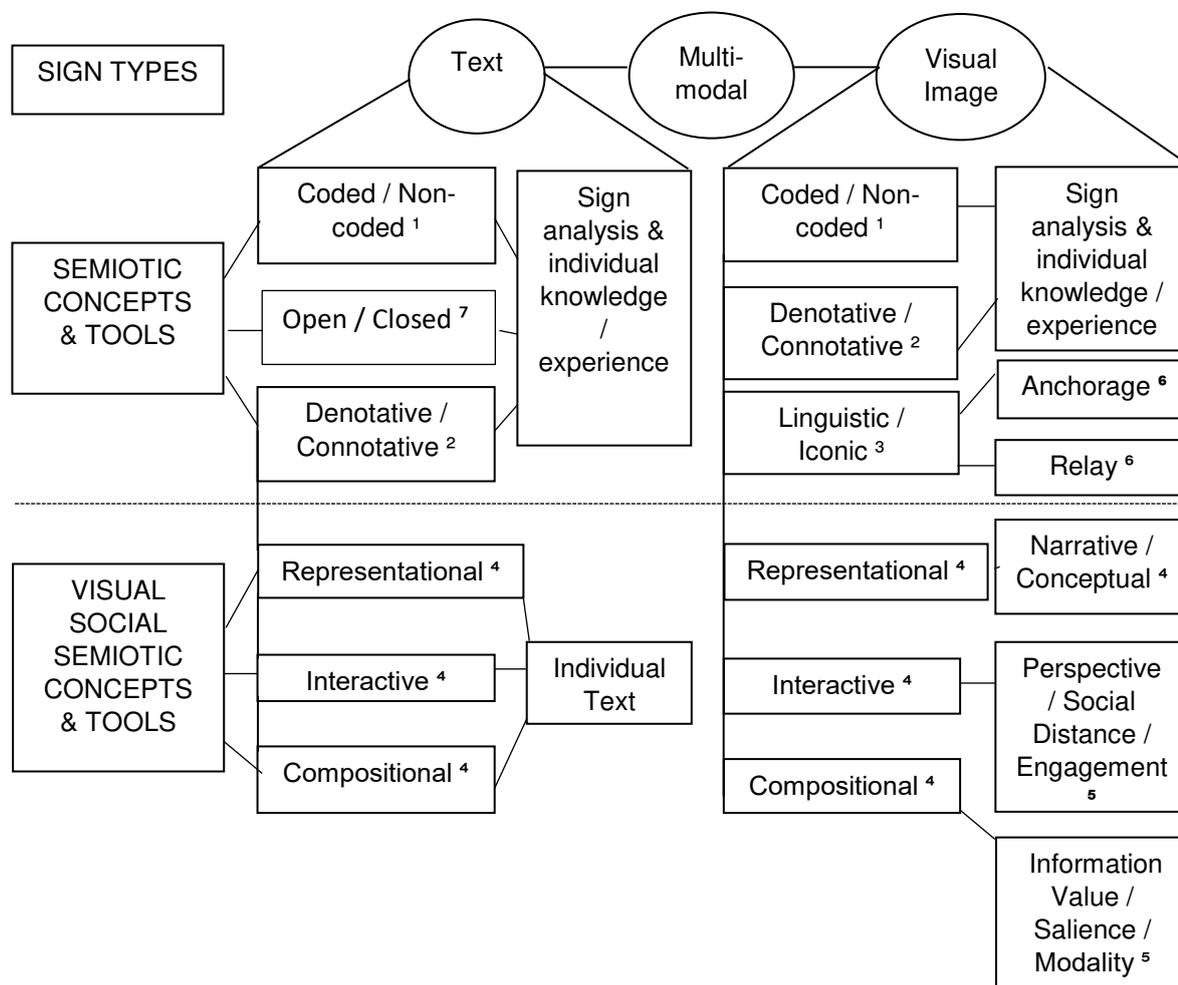
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<sup>1</sup> Coded / Non-coded	Barthes (1967; 1977); Morton (2006); Penn (2000)
<sup>2</sup> Denotative / Connotative	Barthes (1967); Morton (2006); Penn (2000)
<sup>3</sup> Linguistic / Iconic	Barthes (1977); Karlsson (2004); Penn (2000); Medway (1996)
<sup>4</sup> Conceptual / Narrative	Kress & Van Leeuwen (2006); Jewitt & Oyama (2001); Morton (2006)
<sup>4</sup> Representational / Interactive / Compositional	Kress & Van Leeuwen (2006); Jewitt & Oyama (2001); Morton (2006)
<sup>5</sup> Modality (realness)	Jewitt, Bezemer & O`Halloran (2016); Harrison (2003); Jewitt (2014)
<sup>6</sup> Anchorage / Relay	Barthes (1977)
<sup>7</sup> Open / Closed	Eco (1979)

Figure 1: social semiotic analytic framework