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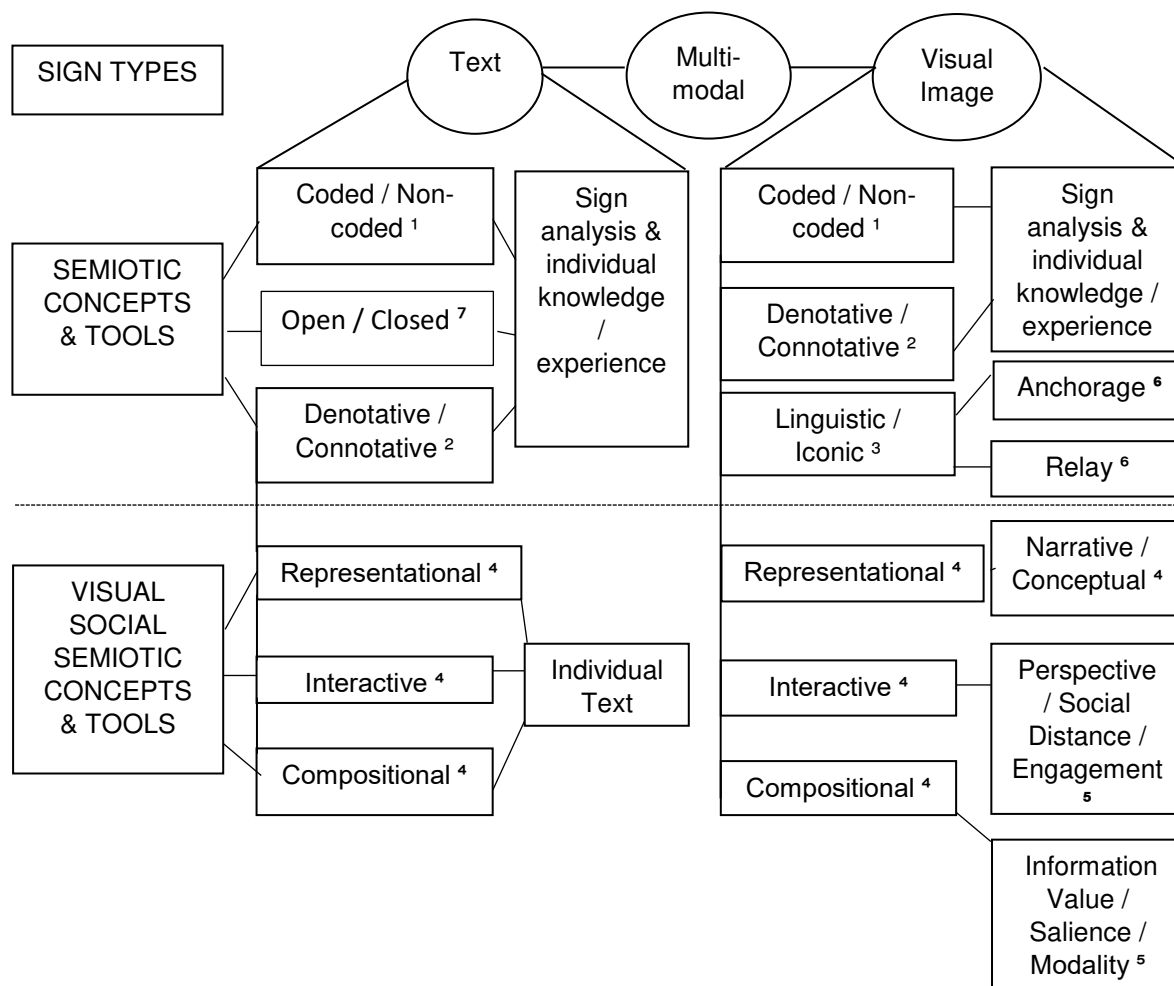
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¹ Coded / Non-coded	Barthes (1967; 1977); Morton (2006); Penn (2000)
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⁴ Conceptual / Narrative	Kress & Van Leeuwen (2006); Jewitt & Oyama (2001); Morton (2006)
⁴ Representational / Interactive / Compositional	Kress & Van Leeuwen (2006); Jewitt & Oyama (2001); Morton (2006)
⁵ Modality (realness)	Jewitt, Bezemer & O`Halloran (2016); Harrison (2003); Jewitt (2014)
⁶ Anchorage / Relay	Barthes (1977)
⁷ Open / Closed	Eco (1979)

Figure 1: social semiotic analytic framework