Organisational Discourses:

Electronic windows on the work of HIV/AIDS-care organisations

by
Cecily Solomons

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Supervisor: Prof Christine Anthonissen
Co-supervisor: Dr Simone Conradie
Faculty of Arts and Social Sciences
Department of General Linguistics

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Declaration

By submitting this thesis electronically, I declare that *Organisational Discourses: Electronic windows on the work of HIV/AIDS-care organisations* and the entirety of the work contained therein is my own, original work, that I am the sole author thereof (save to the extent explicitly otherwise stated), that the reproduction and publication thereof by Stellenbosch University will not infringe any third party rights and that I have not previously in its entirety or in part submitted it for obtaining any qualification.

Cecily Solomons

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Abstract

This thesis is interested in textual features of websites which cover the same kind of content, but represent different organisations and address different kinds of audiences. Specifically, it investigates how information on HIV/AIDS is multimodally represented on the webpages of two non-governmental organisations (NGOs) and two governmental organisations. First, the websites of the national Department of Health and of a provincial Department of Health (Western Province) are scrutinised. Second, the websites of the Treatment Action Campaign (TAC) and Avert, NGOs with a special interest in the prevention and treatment of HIV/AIDS in southern Africa, are investigated. The aim of the research is to consider aspects of layout, the use of multimodality, and the introduction of selected themes and concerns foregrounded in the selected websites.

The focus of the thesis is on the transmission of information, particularly through the electronic media, by investigating multimodal elements (language, images, sound, colours) and the layouts of websites, in order to identify possible interpretations which the intended audiences may afford the various texts.

The analysis of the sites relies theoretically on the metafunctions developed by Halliday (1985) in his systemic functional linguistic framework. It also refers to an extension of Halliday's work developed to allow multimodal discourse analysis that considers aspects of visual design and placement, developed by Kress and van Leeuwen (1996, 1998) and Kress (2003, 2005). These approaches focus on text, multimodal elements, the placements thereof on a page as well as the coherence between design of layouts and communicative modes that intend to send a convincing and meaningful message.

The thesis also refers to Critical Discourse Analysis in that it considers matters of language and power in internet based communication. It seems that the governmental sites are set up with an audience in mind who needs to be informed on policy matters, while the NGO sites are set up with a more vulnerable audience in mind. One kind of web-communication is likely to alienate the exact people who should be receiving state support and treatment in the face of HIV/AIDS. Another is aimed more at supporting activism against the perceived lethargy of the state. A third supports various charities that reach out to communities where HIV-infection rates are particularly high.

The interpretation of multimodal pages requires knowledge of website design for educational purposes as well as information on usage of the internet to get sufficient information. Further,

access of the intended audience to electronic communication needs to be considered as this will determine whether the seriousness of the illness and possible prevention or treatment, is well communicated, especially to those who have been identified as most vulnerable to new infection.

The thesis finds that electronic communication cannot be the first step to circulating information related to HIV/AIDS. Non-governmental and governmental institutions are still dependent on other forms of media than websites, thus on the printed media, radio and television, and on campaigns or community based projects to communicate with particular audiences. Electronic communication is complex in that it works with various modes (visual, verbal, audial) and requires some technical sophistication from producers and receivers of texts. Theories of communication and discourse analytic methodologies can assist in our understanding of how the internet succeeds or fails in circulating critical health care information. However, to gain a reliable understanding of how the internet functions in transmitting HIV-information to all interest groups, received knowledge of other areas of scholarly interest in health care communication, such as multilingualism, sociology, anthropology, behavioural sciences, cognitive psychology or brain research elaborations, would eventually have to be considered as well.

Diskoerse binne Organisasies:
Elektroniese Vensters op die werk van MIV/Vigs-hulporganisasies
OPSOMMING

Hierdie tesis stel belang in tekstuele kenmerke van webwerwe wat dieselfde tipe inhoud weergee, maar verskillende organisasies verteenwoordig en verskillende tipes gehore aanspreek. Dit ondersoek spesifiek hoe inligting oor MIV/Vigs multimodaal op die webbladsye van twee nie-regeringsorganisasies (NRO's) en twee regeringsorganisasies aangebied word. Die webwerwe van die Nasionale Departement van Gesondheid en die Provinsiale Departement van Gesondheid (Wes-Kaap) word eerstens noukeurig ondersoek. Tweedens word die webwerwe van die Treatment Action Campaign (TAC) en Avert, NRO's met spesiale belang in die voorkoming en behandeling van MIV/Vigs in suidelike Afrika, ondersoek. Die doel van hierdie navorsing is om oor aspekte van uitleg, die gebruik van multimodaliteit en die invoering van spesifieke temas en sake wat op die geselekteerde webwerwe beklemtoon word, na te dink.

Die tesis se fokus in op die oordrag van inligting, veral deur die elektroniese media, deur multimodale elemente (taal, beelde, klank, kleur) en die uitleg van webwerwe te ondersoek, om sodoende verskillende moontlike interpretasies wat die bestemde gehoor aan die verskeie tekste mag heg, te identifiseer.

Die analise van die webwerwe steun teoreties op die metafunksies wat deur Halliday (1985) ontwikkel is in sy grammatikale raamwerk, *Systemic Functional Grammar*. Dit verwys ook na 'n uitbreiding op Halliday se werk, wat deur Kress en Van Leeuwen (1996, 2005, 1998) en Kress (2003) ontwikkel is om multimodale diskoersanalise toe te laat wat aspekte van visuele ontwerp en plasing oorweeg. Hierdie benaderings fokus op teks, multimodale elemente, die plasing daarvan op 'n bladsy en die koherensie tussen die ontwerp, uitleg en kommunikatiewe modusse. Dit kyk na hoe hierdie elemente saamwerk om 'n oortuigende en betekenisvolle boodskap uit te stuur.

Hierdie tesis verwys ook na aspekte van Kritiese Diskoersanalise wat betrekking het op kwessies van taal en mag in internetgebaseerde kommunikasie. Dit kom voor asof die regeringswebwerwe ontwerp is met 'n gehoor in gedagte wat oor beleidskwessies ingelig

moet word, terwyl die NRO-webwerwe ontwerp is met 'n meer weerlose gehoor in gedagte. Lg. gehoor word ingelig oor die siekte en behandelingsmoontlikhede eerder as beleid. Een soort web-kommunikasie sal waarskynlik dié mense wat juis regeringsondersteuning teen MIV/Vigs behoort te ontvang, vervreem. 'n Ander soort is meer daarop gerig om aktivisme teen die staat se vermeende traagheid te ondersteun. 'n Derde soort kommunikasie ondersteun verskeie liefdadigheidsorganisasies wat uitreik na gemeenskappe waar MIV-infeksiekoerse besonder hoog is.

Die interpretasie van multimodale webwerwe vereis kennis van webwerf-ontwerp vir opvoedkundige doeleindes asook inligting oor die gebruik van die internet om voldoende inligting te bekom. Verder moet die bestemde gehoor se toegang tot elektroniese kommunikasie in ag geneem word, aangesien dít sal bepaal of die erns van die siekte en moontlike voorkoming of behandeling, goed weergegee word, veral aan dié wat s besonder blootgestel is en dus hoë risiko loop vir nuwe infeksie.

Die tesis bevind dat elektroniese kommunikasie nie die eerste stap kan wees in die proses om inligting oor MIV/Vigs te sirkuleer nie. Nie-regerings- en regeringsorganisasies is steeds afhanklik van ander media as webwerwe, soos drukmedia, radio, televisie en veldtogte of gemeenskapsgebaseerde projekte, om met bepaalde gehore te kommunikeer. Elektroniese kommunikasie is kompleks omdat dit met verskeie modusse (visueel, verbaal, oudio) werk en tegniese sofistikasie van vervaardigers en ontvangers van tekste vereis. Teorieë van kommunikasie en diskoersanalise-metodologieë kan ons insig in hoe die internet daarin slaag (of nie) om belangrike gesondheidsorginligting te versprei. Om egter 'n betroubare begrip vir die werking van die internet as verspreider van MIV-inligting aan alle belange-groepe te verkry, moet kennis van ander areas van belangstelling in gesondheidsorg-kommunikasie, soos veeltaligheid, sosiologie, antropologie, gedragswetenskappe, kognitiewe psigologie of brein-navorsing, ook uiteindelik oorweeg word.

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CHAPTER 1: INTRODUCTION

1.1 Background

Since the early 1990s Human Immune deficiency (henceforth HIV) and Acquired Immune Deficiency Syndrome (henceforth AIDS) have been monitored as a potentially devastating disease in South Africa. Statistics of the Department of Health showed that the country had a number of approximately 5, 24 million infected people living with HIV in the end of 2009[1]. The total amount of new infections in 2010 was estimated at 410 000[2]. According to the Joint United Nations Programme on HIV/AIDS (UNAIDS) these estimated numbers makes South Africa one of the countries most seriously affected by the epidemic[3]. Hence, the government is challenged to reduce the infection rates with appropriate prevention and treatment strategies. South Africa cooperates with institutions and organisations worldwide, e.g. non-governmental organisations, social development institutions, political affairs, economic developments and pharmaceutical companies, in order to control the disease. Although the country is particularly hard hit by the epidemic, it is a matter of concern worldwide – no country can ignore the threats of this particularly aggressive infectious disease for which to date no cure is available.

The first step towards the aim of decreasing the number of infected people is providing consultation and universal access to treatment, care and prevention. But how do the government as well as non-governmental organisations communicate with several audiences, each with different characteristic features, in order to make people aware of the illness and implement as well as accomplish their objectives?

Nowadays, electronic media provide common and effective ways for organisations to reach audiences and give them access to information about HIV/AIDS. In the process, communication does take place between different organisations and groups, but at the same time vulnerable groups are excluded from the discourse due to limitations imposed by poverty, unequal educational backgrounds or cultural and ideological positions.

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[1] http://www.statssa.gov.za/publications/P0302/P03022010.pdf
[2] http://www.statssa.gov.za/publications/P0302/P03022010.pdf
[3] http://data.unaids.org/pub/Report/2010/southafrica_2010_country_progress_report_en.pdf

This study aims to explore how the national and provincial Department of Health (Western Cape) as well as two NGOs, namely Treatment Action Campaign (TAC) and Avert, design their websites to present themselves. Specifically, the study considers which methods are used to communicate the main goals of each organisation. Electronic communication makes it possible to use several modes to make meaning. Nevertheless, it is important to select different modes carefully in order to display coherence between information and visual design. The reader must be able to understand the multimodal elements of the website, in order to gain proper understanding of the intended message of the designer. Hence, the analysis will consider the intended audience or imagined readers of the various websites, such as individuals at risk of infection, infected people, sponsors, health care providers, government or political movements. It is assumed that presentation strategies are co-determined by the perceived recipients of the message.

1.2   Research aims

The focus of this study is on organisational online discourses and specifically on the communication strategies used by organisations in communicating with audiences with a view to assisting in HIV/AIDS information and subsequent care.

Given that South Africa has an estimated 5, 24 million HIV infected people[4], health care organisations and the government are continually trying to find effective ways to decrease the spread of the epidemic and to manage the disease. For this reason, it is essential for these organisations to use effective means of communication when interacting with their intended audiences, with each other and with their sponsors. This thesis aims to analyse the selected websites in terms of communicative methods that are used in the text itself; it aims to consider a number of multimodal features of the selected texts. Differences and similarities between the websites will be described, analysed and interpreted in order to identify generic features of HIV/AIDS web-discourses intended to make a difference in the treatment and management of a debilitating disease of epidemic proportions.

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[4] http://data.unaids.org/pub/Report/2010/southafrica_2010_country_progress_report_en.pdf

1.3   Research questions

The following research questions guided the research.

What are the main themes and concerns foregrounded in the selected websites established to support, ideologically and practically, HIV/AIDS care in South Africa?

What are the main communicative features typically used in organisational and media discourses conducted via the internet?

What specific communication features are used in electronic communication via the websites of two specific non-governmental HIV/AIDS-care organisations, and of the government's regional, as well as national HIV/AIDS-care sites?

Which modes do the selected organisations use on the internet to present themselves to their potential audience, to articulate their main concerns and goals, and how do the various modes interact to convey the message?

1.4   Research design

This research is based on empirical and theoretical investigation of a number of electronically circulated texts. The field of electronic communication has become a major tool for communication worldwide in the past years. This is a fast-changing field so that due to technological developments, web designers must give attention to several factors and their approaches must be adapted from time to time.

As I have indicated, I will identify and analyse the main concerns and themes that are foregrounded on four websites, namely those of two non-government organisations (NGOs), the Treatment Action Campaign and Avert, and those of two governmental departments, the provincial Western Cape Department of Health (PDoH) and the national Department of Health (NDoH). Communication forms used on the websites to interact with the organsations' intended audiences are investigated, by exploring the way in which the organisations address their audiences and determining who is interacting with whom. Further, the focus will be on general website features which include, but should not be limited to visual design elements, in order to identify what impact the structure of a website may have on the interpretation of information by a reader.

1.5   Chapter outline

In chapter 1, background information has been provided on the distribution and effects of HIV/AIDS in South Africa and the challenges organisations face in having to prevent further infections as well as to raise awareness of the disease in different target groups.

Chapter 2 presents different approaches to multimodal discourses, i.e. single modes and multimodality in electronic media discourses. The theoretical background will focus on the elaborations of three metafunctions developed by Halliday (1985) and the extended view of functions and meaning making resources of Kress and van Leeuwen (1996) and Kress (2003, 2005), which includes text analysis, semiotics and the placements of multimodal elements on pages. Further, features of electronic communication and interpretation of visual elements are investigated, in order to consider the possible meanings a person viewing one of the websites, may construct based on the various communicative elements.

Chapter 3 outlines the methods used in empirical investigation and the sources of data collection. Background information to the selected websites is given as well a description of the approaches that have been used in this study.

Chapter 4 presents general background information and the main objectives of the selected websites. The structure of the websites are described according to three metafunctions developed by Halliday (1985) in his systemic functional theory of language and the extended view thereof to multiple semiotic resources of Kress and van Leeuwen (1996) and Kress (2003). The focus is on main topics, intended audiences, attraction to read information, the coherence of multimodal elements and the interactive communication tools that organisations use. This will assist in answering the research questions of the study.

In chapter 5 the findings of the research are discussed according to the overall view of the website, considering how the placement and coherence of multimodal elements can influence the message that a reader may get. Attention is also given to the presentation of the organisation, whether they can reach their intended audiences with the structure and provided topics on the website to achieve their main aim, i.e. the prevention of HIV/AIDS.

Finally, chapter 6 presents conclusions, summarising findings of this study and suggests further recommendations for future studies.

CHAPTER 2: THEORETICAL AND ANALYTICAL FRAMEWORK

In this chapter, an overview of the theoretical and analytical framework of the thesis is given. The study will follow procedures generally used in media discourse analysis and multimodal discourse analysis. Therefore three main approaches will be considered, namely (i) Multimodal Discourse Analysis with reference to Systemic Functional Theory which underpins this approach, (ii) Critical Discourse Analysis and (iii) approaches to visual Social Semiotics that attend specifically to visual cues. These approaches will structure my investigation of the main concern of the study, i.e. communication forms that selected organisations and the government use on their websites to interact with their target audience and achieve their primary communicative aims. The focus will be on the external presentation of organisations, as well as on the usage of various modes in presenting pertinent aspects of the foregrounded topics in electronic media discourses. The approaches will be used to identify, analyse and interpret common features of websites as they are illustrated in verbal and visual elements.

2.1   Media Discourse

As this study will analyse media texts produced in the "new media", i.e. in electronic format, it is necessary to clarify the term "media discourse". First the notion of 'discourse' has to be clarified. Media discourse is a particular kind of discourse which in the literature is defined differently by different scholars. Bell and Garrett (1998) start by first distinguishing between the terms "text" and "discourse". They point out that a definition of 'text' and 'discourse' depends on the field within which it is used, even if there are a number of core elements that are shared across disciplines. For example in sociology 'discourse' would be related to exchanges of ideas in different social contexts, whereas in linguistics 'discourse' would refer to language and the use of language in certain social domains (Bell and Garrett 1998:2).

Traditionally, scholarly literature distinguished between 'text' and 'discourse' (written and spoken language). This distinction can no longer be used due to the development of multimodality and intertextuality of verbal messages. In the current analysis of language in electronic media discourse, many modes of presenting and communicating are involved in modern media through the usage of speech, music, sounds, effects and image. The term

"discourse" in a media context can be best understood by considering Cook's (1992) definition of Discourse Analysis:

> It is not concerned with language alone. It also examines the context of communication: who is communicating with whom and why, in what kind of society and situation, through what medium, how different types of communication evolved, and their relationship to each other (Cook 1992:1).

Technological developments provide new possibilities and forms of text, i.e. different 'genres' such as e-mail, chat lines or blogs, to exchange messages. Recent theories, as mentioned by Cook (1992) try to involve several elements in definitions, which are adapted to newer technologies.

2.1.1 Electronic communication as new media form

The internet is a common mass communication tool to access information in a quick and effective way. Due to technological developments in the last years many changes were made in the field of communication and media. A shift from reading books or printed media to reading information and communicating on the screen via the world wide web also became more popular and has had an effect on communication strategies (Kress 2003:1, 5). Before the change and increase of communication via the internet, mostly written texts (printed media) were used, now more images, sounds, and graphics (still or with movement) on the screen are utilised.

The development from reading printed information towards reading on the screen has increased over the past years, which makes it easy for senders and readers to access information from all over the world, which is an advantage for international, as well as local organisations to initiate contact and communicate with their audiences (Kress 2003:6). Kress speaks of a "revolution in the landscape of communication", given the social, economic, communicational and technological changes stemming from this development in the media (Kress 2003:9).

Given that communication is today more interactive, the sender of a message, as well as the reader, have the possibility to interact with each other, seeing that both can write back via email, chat or blog on a webpage very quickly, whereas in the past the sender could spread information through, for example, books and newspapers, and it was more difficult to get feedback in an easy and quick way (Crystal 2001:2).

The world wide web (www) has become a common communication medium, although not everyone has access to the internet due to social or educational circumstances. It is essential to acquire knowledge and skills about the use of the internet to get the information one is looking for. Hence, the next section will describe general features of a website.

2.1.2 Layout structure on the World Wide Web (www)

In order to refer to the ways in which web designers make use of website tools to represent all aspects of the institutions to which they belong, I give a brief explanation of key webdesign terminology below. Such terms include *'hypertext', 'lexia', 'item', 'cluster'* and *'web'*. In the design and layout, designers (in collaboration with the managers and owners of a website) choose and place different elements, some foregrounded, some backgrounded, on web pages in a manner which has to some extent become standardised. The layout is intended to draw immediate attention and give quick access to selected categories of information. Kress and van Leeuwen (1996) and O' Toole (1994) are semioticians who examine choices made within web pages, in order to identify different meanings of websites that occur through the selection, set-up, and placement of elements.

Below I give definitions of various key terms as they have been provided by Chiew (in O' Halloran 2004).

A hypertext is described by Chiew (in O' Halloran 2004:133) as "a computer supported online telecommunication technology that makes possible the assembly, retrieval, display and manipulation of texts, which are realisations of a single semiotic resource or a combination of semiotic resources, some of which include visual, linguistic, phonic and music". Thus, the 'hypertext' is a communication medium and platform, which gives web designers the possibility to present their own objectives or even link to several other homepages and to interact with the reader in new communication dimensions.

Chiew (in O' Halloran 2004:135) introduces the terms "lexia", "item", "cluster" and "web" as categories used within hypertexts. A "lexia" refers to the possibility to scroll down on a web site, depending on how many elements the user sees on the computer screen and how the multiple

modes are organised in relation to each other. Hence, a lexia can be short or long on web pages. An "item" is any semiotic meaning making sign, i.e. linguistic, visual, music and phonic. In a multimodal view, it can also be several signs that are used together and complement each other to make meaning (Chiew in O' Halloran 2004:134). The word "cluster" provides information by clicking on the specific items. Information within clusters can influence the reading paths of a website user (Chiew in O' Halloran 2004:134). The setting of clusters can also be influenced by the designer of a web site, seeing that it also has the function to show which information belongs together and should be read in relation to each other. Furthermore, the producer of a web site can lead the user to several topics on his own website as well as to other homepages through links that are set in clusters.

According to Chiew (in O' Halloran 2004:136) the term "web" refers to the interaction of lexia and clusters, which gives the ability to make meaning through several modes. Chiew (in O' Halloran 2004) distinguishes between internal facilities (own facilities on the website, i.e. search engine on a website) and external facilities (links that are provided by the web browser software, i.e. "Forward", "Back", "Home").

The format and way of writing and representing depends on the selected audiences and concern of the message sender, which should be identified before writing a website. Behind the text and images is a logic, which fills a website. Communication between institution and audience arises, whereby the reader receives information with specific elements, which need to be filled with own interpretations and understanding, based on the interest, experience and concern of the reader. Hence, communication through the hypertext medium has an interactive form of discourse between sender and reader.

2.2 Modes of communication

Today, a combination of language and several modes are increasingly used on websites, in order to communicate effectively and reach the intended audiences, by using modern communication tools. Kress and van Leeuwen (1996) point out that less attention was given to the extension of different communicational modes in the field of linguistics, and only recently research interest arose, due to technological changes in the new media, seeing that spoken or written texts are not

the main components of communication anymore - due to possibilities of computer technologies other modes also exist. Hence, institutions must adapt and consider new developments to communicate in an appropriate way with their audience, i.e. usage of different modes to describe several situations, to attract the target groups and accentuate interest for their own purposes. The author can choose the balance of text or other modes on the website, which also introduces the interest of the designer of the page (Kress 2003:48).

The interaction via visual communication allows one to present oneself, by using different features and modes of the new media, depending on the goal the sender has, as well as on the message that the receiver should get. Hence, interaction forms can be chosen out of a range of elements, i.e. texts, images, different colours, music, sound etc. to get the attention of the audience (Kress 2003:5, 11).

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                        ┌──────────────┐
                        │    Modes     │
                        └──────┬───────┘
                ┌──────────────┴──────────────┐
        ┌───────────────┐            ┌──────────────────┐
        │  Linguistic   │            │ Multimodal Modes │
        │(i.e written   │            │(i.e. visual      │
        │   texts)      │            │ images, sound,   │
        │               │            │ video, slideshow)│
        └───────────────┘            └──────────────────┘
```
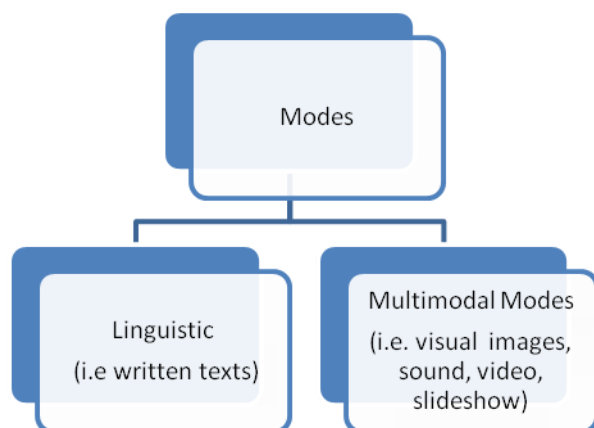
Kress defines *mode* as:

> The name for a culturally and socially fashioned resource for representation and communication. Mode has material aspects, and it always bears the stamp of past cultural work, among other things, "the stamp of regularities of organisation". These regulations are what traditionally have been referred to as a grammar and syntax (Kress 2003:45).

Due to accelerated changes in method of communication, especially on the internet, modes of communication and how they convey meanings are constantly being modified and new modes produced or transformed. Modes of communication are culturally and socially structured, so that the meaning can differ from one culture to another (Kress and van Leeuwen 2008:188). The

purposes of this study the analysis will focus on visual modes of Western cultures, seeing that the majority of the websites are influenced by the mass media of Western cultures due to their technologies and developments. However, traditional features also play a role in institutional discourses, and although regional and local differences may exist, these cannot be considered within this study.

2.3 Multimodality

Kress and van Leeuwen (1996:183) define multimodal texts as "any texts whose meanings are realised through more than one semiotic code". Kress (2003) makes clear that every mode has a purpose and one mode cannot always present the whole message. Therefore clear and consistent ways of interaction are required. Before creating a website the various modes have to be considered and, depending on the information that needs to be represented, the best mode for a chosen purpose has to be selected (Kress 2003:21). Further, he states that nowadays a combination of several modes is becoming more common, seeing that texts alone or images alone are rarely used, but instead both are used together (Kress 2003:21). Given that one mode, as well as numerous modes can make meaning, i.e. linguistic (spoken or written), non-linguistic visuals (still or moving), 3D pictures, signs, slide shows, sound etc., communication can be multimodal (Kress 2003:35). Several modes can be distinct, depending on their purpose within the message, therefore modes can be more significant and foregrounded or placed in the background (Kress 2005:19).

Kress and van Leeuwen (1996:2) argue that language and visual structures are in some ways equal as instruments in communication, seeing that both of them involve meanings of an object or statement and they allow the person to form a view on something that is based on personal experiences and knowledge. Moreover, both language and visual communication can sometimes be expressed visually or verbally and therefore have something in common, but the way in which it will be communicated will be different. For example, by using language as communicative mode, the words and structures to be used can vary, because the speaker can select from many words and the structure of sentences can change while the meaning remains constant. By using images, several colours can be involved and build meanings for the reader out of many perspectives. Thus, communication can be expressed either verbally or visually and different

modes can be used, but it depends on how something is presented to a viewer and on the selection of linguistic features and visual images and the coherence thereof (Kress 2003:12). Kress (2003:36) argues that a theoretical shift from a linguistic view to a semiotic approach must take place, seeing that not only linguistic features play a role anymore, many other modes can be used, either a mix of linguistic and semiotic modes, or each mode on its own (Kress 2003:35, 46).

2.4 Semiotics

Approaches to semiotic theories were developed first by the Swiss linguist Ferdinand de Saussure and by the American philosopher Charles Sanders Peirce (Saussure and Peirce in Kress 2003:41). Saussure interprets the sign as a combination of form and meaning, the *signifier* and the *signified* (Saussure in Zavala, Van Dijk, Diaz- Diocaretz 1987:8, Bloor and Bloor 2004:237 and Kress 2003:41). The *signifier* is the object of the sign, while the *signified* is the mental concept or idea which the object represents. The object to which the sign refers in reality is the referent. Saussure separates sign and referent, and states that only the relationship between signifier (object of a sign) and signified (ideas which it represents) communicates meaning, without considering the referent (interpreter of the sign) (Kress 2003:41). Kress (2003:41) prefers a theory where not only texts are considered, in view of the fact that a combination of all used modes and forms make meaning and cannot be separated from each other. Moreover, Kress and van Leeuwen (1996:4) see semiotics as non-linguistic communication modes, i.e. signs that are unwritten and have meaning.

However, Peirce expanded the assumptions of Saussure and considers a relation between a sign and meaning, as well as the interpretation of the user/reader. Hence, his concept focuses on the sign (representation), the represented object (referent) and the interpretation of the user (interpretant) (Peirce in Kress 2003:41). Peirce includes the focus on a relationship between Saussure's signifier and signified. Hence, his concept is based on three terms, which are related to each other to make meaning. Furthermore Peirce distinguishes between "iconic signs (i.e. flames to mean fire)", "indexical signs (i.e. signs where a consequence is involved, such as a no smoking sign)" and "symbolic signs (i.e. HIV/AIDS ribbon or red cross of the Red Cross)" (Peirce in Kress 2003:42).

Today many signs are part of our daily life or at work, which can make life easier, but also requires knowledge and education to understand the meaning behind it, especially in public domains. Visual literacy can become important in many situations, because meanings of signs can sometimes be a rule or a caution and signs also differ from culture to culture (Kress and van Leeuwen 1996:4). But how do we create mutual understanding of signs? Kress and van Leeuwen (1996) try to give insight into visual communication and the meaning thereof, by saying that the interpretation of visual images can also be seen as grammar for "visual design", in almost the same manner as "grammar" of a language. Hence, interpretations and perspectives of visual communication can differ due to cultural differences, culture specific rules or meanings behind signs, as languages and grammar thereof can differ from one culture to another (Kress and van Leeuwen 1996:3).

Further, Kress (2003:36) argues that a semiotic theory is based on "representation", "communication", "interpretation" and "articulation". The result of these steps gives "meaning", i.e. understanding of the presentation. Hence, firstly the message behind the semiotics message must be understood and secondly semiotics must be formed into words, to describe the content of these signs. Depending on the viewer's experience and knowledge, their interpretation of signs and its content can be different from individual to individual (Kress 2003:37, 38). Kress (2003) goes further and says that these interpretations of the viewer can be "approximations" and therefore a "transformation" of the "text-maker" occurs, seeing that the reader complements their own meaning with the message of the sender and now has a transformation of the message as new information of its own. Meaning has a central role for both reader and viewer, because the main goal of the sender is to facilitate the message to a selected audience, to communicate his interest, perspective, values or position. The selected group should have the ability to identify and understand the message, regardless the modes that have been used and therefore the sender must consider several characteristics of his selected group, in the presentation of his message (Kress 2003:40).

2.5 Multimodal Discourse Analysis

O' Halloran (2004) refers to approaches to Multimodal Discourse Analysis (henceforth MDA) of well known researchers in the field of multimodality, e.g. O' Toole (1994), Kress and van

Leeuwen (1996), Kress (2003), Royce (2002) and Martin and Rose (2003), just to mention a few who have developed approaches to analysis and functions of sites that use more than one visual mode, by focusing on meaning making of several semiotic resources. This study will only consider approaches of Kress and van Leeuwen (1996) and Kress (2003, 2005) which extended the three metafunctions that are part of Systemic Functional Linguistics (henceforth SFL), originally developed by Michael Halliday (1985). Thus, MDA is an analytic approach that is embedded in the theoretical framework provided by Systemic Functional Linguistics. SFL is focused on the relation between function and structure of language, and thus attends to language and analyses the social character of texts (Royce 2007:63 and O' Halloran 2004:1). SFL considers functional aspects of texts, attending to how the purpose and aim of a given discourse is embodied in the selected mode of communication and articulated by the generic features, so that is most likely to convey the intended meaning to the most likely audience.

Halliday (1978, 1985) identified three "metafunctions" of language in order to analyse various aspects of texts, including the selected mode(s) that are embodied in human language (Halliday and Matthiessen 2004). These are the textual metafunction, interpersonal metafunction and ideational metafunction, which operate simultaneously in the semantics of every language (Pang 2004:34, Kress and van Leeuwen 1996:40).

- *The ideational metafunction* refers to what is topicalised; it refers to the function of a discourse in articulating a particular set of ideas, i.e. to the 'content' of the discourse. Discourse also takes place as a social action which is instituted to communicate the ideational content (Halliday 1985:53, Halliday and Matthiessen 2004:29 and Martin and Rose 2003:6). Kress and van Leeuwen (1996) elaborate on Halliday's notion of discourse to include not only linguistic signs as carriers of meaning, but also different kinds of visual signs, and eventually also audio such as music, clapping hands, etc. Hence, the ideational metafunction of signs is performed by the ways in which things are represented. Meaning can be conveyed through various elements, organised in different kinds of relationships (Kress and van Leeuwen 1996:40).

- *The interpersonal metafunction* refers to the participants and their roles within a given discourse in form of action. The interpersonal function relates to the interactive function of discourse, seeing that the discourse contributes to shaping the relationship between the writer/speaker and audience (Halliday and Matthiessen 2004:30, Martin and Rose 2003:6). From a semiotic perspective the producer and receiver of a text are engaged, and the social relationship between the involved parties is constructed. Discourse is a form of interaction between viewer, reader and presented visual elements (Halliday 1985:53, Kress and van Leeuwen 1996:41).

- *The textual metafunction* refers to the structure and modes of communication that are used to make meaning (Halliday and Matthiessen 2004:30, Martin and Rose 2003:6). This metafunction refers to the way in which the elements of a text (words, signs and symbols, images, etc.) are selected and organised to convey a particular message (the ideational) to a given audience – thereby also creating relationships between participants (the interpersonal) (Halliday 1985:53). In investigating the textual metafunction from a semiotic point of view, the relationship between context of a text and several modes for making sense is investigated (Kress and van Leeuwen 1996:41).

The metafunctions of a discourse identified by SFL allow us to distinguish various functions of texts, and to consider how the purpose of a text may determine the producer's selection of linguistic mode (written or spoken), genre (type of text) and the relationship between the message sender and his/her audience. The approach can be a useful tool for the investigation of interaction between organisations and their audiences (Pang 2004:34).

Besides the above-mentioned three metafunctions, SFL considers three levels of language, i.e. grammar, language, and social context, established as "*strata of language*" (Martin and Rose 2003:3). Aspects of grammar and the technicalities of SFL will not be given further attention, seeing that this analysis focuses largely on the three metafunctions as they are instantiated in SFL. My work will attend to visual semiotics and the meaning thereof in the interaction of several multimodal forms of communication.

As previously mentioned, MDA is underpinned by SFL and takes into account multiple semiotic resources. Key concepts developed in SFL which considers how the structure of language is developed to fulfill various communicative functions, are used within MDA. This approach considers the way various modes other than language interact in constructing meaning (Royce 2007:66). MDA has become a research field in functional linguistics (Kress and van Leeuwen 1996 and Kress 2003), which considers many of the new electronic modalities of communication, in order to identify meaning making of several visual modes (Martin and Rose 2003:255).

The development of technology in the last years 20 – 30 years has contributed to an extension of the use of visual modes other than the printed word, in making meaning in published discourses. Hence, theoretical approaches to discourse analysis have adapted to recognise changes in current modes of communication.

As power and ideological positions are part of the social action that is achieved by means of discourse, Fairclough (1989) investigates the effects of power and ideology on communication. This will be described in the following section on Critical Discourse Analysis. Although a number of theorists have worked towards the development of this field, I shall focus on the concepts introduced by Van Dijk (2001).

2.5.1 Critical Discourse Analysis

Critical Theory developed within the social sciences during the 1940s. In the 1970s principles of this approach to social theory were introduced to linguistic analysis by Fowler, Kress, Hodge and Trew (1979). Critical Discourse Analysis (henceforth CDA) came into its own during the 1980s and early 1990s, used by scholars in different areas of interest and used as a tool for different kinds of analysis where functions and processes of discourse need to be evaluated (Widdowson 2004:129 and Van Dijk 2001:99). Fairclough (2001:124) finds that CDA can be seen as a compilation of different approaches, seeing that the approach is used in a diversity of disciplines and has the potential to cover diverse fields. Broadly speaking, CDA examines the connection between everyday talk and the production of power, inequality and injustice. Apart from linguistic features, social, political and cultural elements of texts and discourses are considered. Hence, CDA takes into account the impact of social factors on language and the impact of language on society, as well as on communication (Bell and Garrett 1998:6). Moreover, CDA

attends to the relationship between social problems, language, as well as the production and interpretation of discourse (Van Dijk 2001:98).

The intention of CDA is to systematically assist in the textual analysis and interpretation of discourse, with special attention to the ways in which discourses disseminate power and ideology in social interaction. CDA discloses manipulative functions of language and the linguistic manifestations of these in particular textual genres such as advertisements, news, political discussion or social statements. Thus CDA is often used as a tool to unravel hidden prejudices and insincerities in speeches and documents produced by authorities, politicians or other people in power, which can also affect the minds and opinions of people (Wodak 1995:206).

Dominant groups in public discourses, particularly in institutional or organisational discourse, such as discourses of governments, political parties, educational institutions and also the media can have an influence on the knowledge, norms and values of groups, due to the fact that persons in power can structure texts or discourses in their own interest and consequently can manipulate the view of their audiences (Fairclough 1989:54). Hence, CDA seeks to show how information can affect ideologies and how language is used to facilitate power. Kress and van Leeuwen (1996:13) speak about CDA as an instruction to "read between the lines", as the possibility to read a text from a critical point of view. The websites of organisations on the internet provide specific information about their aims, purposes and visions. They present themselves in a format which they believe to be appropriate, with respect to their audience. Kress (2003:47) mentions a the structure of a site as "social matter", considering the type of discourse as determined by what the main topics are, what specific information is foregrounded and in which ways topics are expressed.

2.5.2 Power and Critical Discourse Analysis

Since power is distributed in one way or another in all discourses, Fairclough stresses that an interest in language and social practice requires attention to "power in discourse and power behind discourse" (Fairclough 1989:43). With "power in discourse" Fairclough (1989) refers to actions that are enacted in (e.g.) face to face interactions and cross cultural discourses such as in discourses between ethnic groups (Fairclough 1989:43). Attention to power in discourse discloses

how discourse participants may control less powerful parties. How and what information is communicated in discourses can be determined and controlled by powerful people.

Fairclough (1989) refers to "hidden power" as a particularly important concept in the analysis of media discourse. He describes the dimension "hidden power" as one that is present where authors are vague and the relationship between the sender and receiver of a message is not clear. The producer of a message is in a position of "hidden power", seeing that his/her message can determine the discourses, according to his/her own interest and his/her chosen forms of representation (Fairclough 1989:50). The selection of topics, preferred interpretation, as well as the exclusion of dispreferred opinions determines the content of the message; the selection of some textual elements and exclusion of others are based on decisions and interests of the power holder. Thus, persons in positions of power in societies, e.g. organisations that are responsible for education, can have an impact on their audience through their use of language. The designer of a website, for example, has the overall control of the page and the website user can only go to the specific address, read the information, scroll and click for more details, as well as copy and paste from the website. Hence, the designer has a kind of "hidden power", seeing that the links and topics that the user can see on the website are in the designer's interest. A user can only send suggestions to the designer, but the designer decides on the content of his website (Crystal 2001:204).

Jackson (1997:8) states that, "the presence of a link reflects a communicative choice made by the designer. A link, therefore, is strategic. The possible variations for structure are shaped by communicative ends, rather than technological means".

"Hidden Power" can be investigated in this study by looking at the most foregrounded topics that the organisations focus on to identify what the organisation wants to achieve with their website presentation. Another factor of CDA, is its critique of the impact on ideologies that are implicit in discourses, which will be described in the next section.

2.5.3 Ideology and Critical Discourse Analysis

A further focus of CDA is the relationship between ideology and discourse. The term "ideology" refers to particular interpretations individuals have of certain texts and social actions, mostly interpretations that fit their point of view and their interests (Fairclough 1989:77). Producers of texts, or senders of information to selected audiences, will typically promote their own views and

contents related to certain topics, i.e. their own ideologies will be chosen and represented to their audience. The receiver of a message is free to interpret the intended meaning of the information, by drawing on his/her assumptions or experiences. A connection between the text and interpretation of the reader is required to make sense of the message for the receiver. Ideology plays a significant role when the producer of a text makes use of "hidden power", and co-opts the receiver into accepting their ideologies. Ideologies do not need to be explicit and foregrounded in the text, but they can be implied, thus given indirectly, in the background. This can influence the view of the reader and their interpretation of the text (Fairclough 1989:77, 78). The result may be that the audience reproduces texts in favour of ideological stances of the author, and therefore a critical analysis of what is said and meant and the interpretation of the content by the reader/viewer, is of interest.

According to Van Dijk (2001) ideologies are essential for the existence of dominating groups or organisations to show their interest, identity, activities, values, goals, aims and opinions towards controversial topics etc. In order to understand and analyse the position and intention of the author, it is essential to consider the context of discourse, i.e. "group membership of the author", "aims", "genre", "intended audiences" etc., to identify power and ideology issues behind the presentation of organisations or groups, as well as their social action (Van Dijk 1998:25).

## 2.6 The meaning of composition on websites

Due to new technologies in the last 15- 20 years a new domain was developed in the field of media discourses, i.e. communication through "new media", particularly electronic communication. Moreover, media discourses do not only occur in older forms such as printed papers anymore; media discourses also originate through new electronic media forms on the screen and through the development of the internet. Public discourses of big and powerful institutions are disseminated on the internet, just as smaller organisations can. Institutions such as NGOs and Government will use the electronic media in the same way as they would use the printed media or their public speeches. However, they do have to adapt to the new medium, the electronic media, which disallows certain kinds of communication such as face-to-face communication or immediate feedback. Besides following schemas that work in the printed media, the internet can be used craftily in other ways, seeing that visual images can convey more or different messages to verbal texts and different feedback forms are now possible. Indeed, it is

essential to identify the so-called new media, by investigating the characterising features of the combination of modes that are used and how these modes are used in making meaning through electronic discourses. Thus, approaches of Kress and van Leeuwen (1996) and Kress (2003) are based on a multimodal perspective, which includes a number of semiotic modes, including language.

As already mentioned, layouts of websites have the function of structuring and ordering by presenting the message in a whole picture and providing coherence between information. Websites can be designed according to several website features and therefore different structures of homepages can exist, depending on the type of organisation, aim and purpose and choice of placement of information by the designer. Hence, the placement of written words and visual images is important when designing a website, seeing that it can, according to Kress (2003), influence meaning. Kress (2003) argues that Western alphabetic cultures normally read from left to right, and for that reason a viewer of a website would read by starting at the left point and moving to the right (Kress 2003:69). Hence, placements of texts and images can have an effect on attention and interpretation of the message by the viewer. Kress and van Leeuwen (1996) and Kress (2003) explain that in the layout a significant system is established to present the content in a format that will place the most valued information in the most prominent position, so that to the viewer it becomes salient. Framing is used to raise salience of valued information. Kress and van Leeuwen (1996) and Kress (2003) distinguish between "information value, salience and framing".

2.6.1 Information value

According to Kress and van Leeuwen (1996) and Kress (2003) the value of messages can be signified by their specific placement on a page. They state that information and elements on a page have different values depending on whether they are placed left, right, at the top, lower bottom, in the centre or in the margin. Each position influences the value and meaning of information and illustrates a relation to each other.
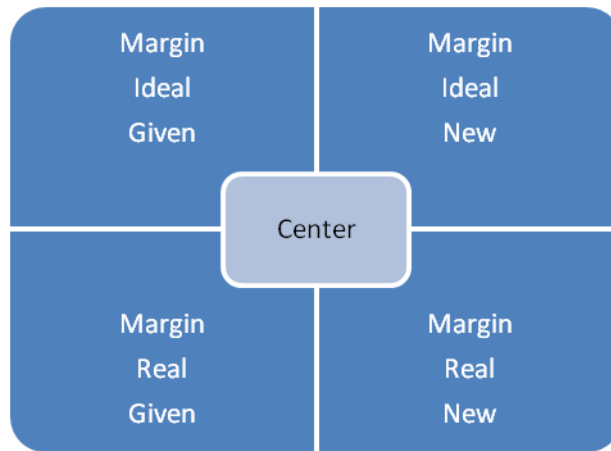
The left side would be seen as *"given"* and the right side as "*new"* (Kress 2003:69). The "*given*" information is familiar and common to the reader and the "*new*" information not known yet and should have a special notion and attention. This point of view might be specific to Western cultures, seeing that it is assumed that they start by reading from the left, but the entry point of reading differs from individual to individual and is also culture specific, other cultures for example read from right to left or bottom to top (Kress and van Leeuwen 1996:188, Bell and Garrett 1998:193). Hence, this feature cannot be generalized and assigned to all readers/viewers of a page, given that the audience can be diverse and the interest to read the page can be different. Moreover the modes that are presented can attract in several ways and lead the viewer to another entry point on the page, not necessarily left, especially on websites, where many entry points can exist (Royce 2007:102).

Kress and van Leeuwen (1996) also point out information that is presented at the top and lower bottom of a page. The top part is *ideal* and the bottom part *real*. *Ideal* means that the information is more general and the *real* part provides more specific information (Kress and van Leeuwen 1996:193). However, ideal and real do not relate to positive or negative conclusions of presented information, also in this context cultural and individual habits can play a role in interpretation of the placements (Kress and van Leeuwen 1998:194 and Kress and van Leeuwen 1996:193).

In addition another distinction is made between the placement of information in the *centre* or *margin*. By placing information in the centre and other elements around it, the information in the middle will be seen as central and the surrounding elements as marginal. The information in the middle is the core statement and the elements around the centre are somehow subordinated, as additional and supporting information of the core statement. However, the central placement also

acts as "stabiliser of weight" to connect other elements around the centre and to display a connection of different modes (Royce 2007:100).

The last focus of placement features is the *"triptych"*, which combines *"given"* and "*new*" information, with elements in the *"centre"* and *"margin"* information. The combination of these positions removes the polarisation between "given" and "new" information so that the centre links the two extreme positions on the left (given) and on the right (new) to each other. Hence, out of a *"triptych"* view the centre can be seen as mediator or connecting link of information (Kress and van Leeuwen 1996:206)

2.6.2 Salience

The term salience refers to texts or modal elements that grab the attention of the reader/viewer immediately (Kress and van Leeuwen 1998:200).

Information can be shown as fluent text, as text with bullets or several other modes, which can influence the reader or change the intended message. The following factors for instance can create salience: size, sharpness differences, amount of text that is shown, colour contrast (blue and yellow or blue and red), placement in the visual field, perspective (foregrounded or backgrounded elements), human figures, cultural symbols etc. These elements can have an impact on the degree of importance of information to the reader. Salience can create a hierarchy, by choosing what information has more value and should be read first; regardless of where the information is placed on the page, the degree of attention is important. In this connection also the balance of information plays a role and gives insight into the visual weight of text and images that the reader gets on the page.

2.6.3 Framing

Framing refers to the correlation between topics and modes on a page, which can be connected to or disconnected from each other, i.e. white spaces between elements, framed clusters, separation through colors etc. (Kress and van Leeuwen 1998:203). Framing can also show what information or elements belong together and therefore should be read in context. Kress and van Leeuwen (1998:203) distinguish between weak and strong frames. Strong frames for instance show that the units belong together, i.e. thick framing lines or equal colors. Weak frames can indicate disconnection, i.e. empty spaces between the elements or interruption of colors (Kress and van

Leeuwen 1998:203). Due to these facts, the stronger the correlation of the elements, the more coherent is the content of the elements. Hence, a designer of a website can also create a reading path for the viewer, by using modes that attract and lead him/her to information that the sender would like to communicate with purpose (Kress 2003:51). The reading path can be either from left to right or top to bottom or the focus can be on the centre of the page at first view. In addition a reader scans a page visually and looks for connections between elements, according to interest, information values and importance, before reading intensively or clicking on elements for further information (Kress and van Leeuwen 1998:205). Thus, the structure of a layout and the use of elements that grab attention can guide the user through a page or at least through some important messages of the sender. Hence, the producer has to create the reading path in a way that it is not disrupted for the viewer. Moreover there should be a balance between text and multimodal elements to avoid a sense of disconnection or disharmony (Royce 2007:100).

It becomes clear that communication relies on the purpose of a message and the decision of how the information will be represented and structured with a view also to who the audience is. Web designers select the kind of mode they judge best to reach a specific group, combining verbal messages and images in different ways.

In conclusion, visual design on the webpage cannot be understood as universal, it is determined by personal experiences and knowledge, as well as individual and culture specific characteristics (Machin and van Leeuwen 2007:1). The mentioned factors, i.e. information values, salience and framings, can have a particular impact on interpretations by audiences. It describes a system of a page that can give orientation and structure, but readers still decide how they use and connect the presented elements and how to interpret the information in the whole context.

CHAPTER 3: METHODOLOGY

This chapter elaborates on how the research is designed in order to answer the specific research questions set out in section 1.3. It will discuss the instruments of data collection, which is based on a qualitative research design. The project will investigate websites according to features of electronic communication in the new media, considering how these are used in the representation of specific NGOs, as well as governmental institutions tasked with managing HIV/AIDS in South Africa. The meaning of different modes of communication, the significance of particular layouts of websites and the effectiveness thereof in addressing their audiences, and working towards explicit aims of the organisations will be considered. My analyses follow the theoretical notion from the work of Halliday (1985), i.e. ideational, interpersonal and textual metafunctions as well as the extended semiotic markers thereof suggested by Kress and van Leeuwen (1996, 1998) and Kress (2003, 2005), in order to identify a multiple view of meaning- making resources of Multimodal Discourse Analysis.

3.1 Research design

The websites of two NGOs – the Treatment Action Campaign and Avert – as well as those of the provincial and national government's Ministry of Health will be analysed in order to identify the main themes which are foregrounded, the mission and aims which are stated explicitly, messages which are conveyed both explicitly and implicitly by the websites, and communication forms (written and otherwise) employed by the websites to communicate with their intended audiences, with other similar organisations, with their sponsors and with the government.

The following analysis and description will be done for each website below:

Firstly the "*general overview*" of aims and objectives of the organisations will be highlighted, whereby the ideational metafunction which is part of SFL and developed by Halliday (1985) will be considered. Hence, the focus will be on selected topics and the content of the discourses, to identify the important, as well as foregrounded topics for the organisation.

Secondly, the investigation will be on the *"intended audience"*, by looking at communication features and themes that are used to reach the audience of the organisations, i.e. who should be addressed with the set up of the homepage (children, youth, adults, pensioners, politicians, specific groups or sponsors). The interpersonal metafunction of Halliday (1985) can be used to

analyse the social relationship between reader and writer, in order to indentify the target groups, i.e. participants who are interacting with each other (producer of the website and reader).

Thirdly, the website's "s*alience*" will be described, i.e. that feature which grabs the reader's attention at first glance will be identified. Highlighted sections on a page can influence whether readers concentrate on the significant modes (e.g. written, spoken or visual) or attend to something else that is more salient or more interesting (Kress and van Leeuwen 1996 and Kress 2003). There may be a written text, a graphic representation, and a sound bite. If the sound bite claims the most attention, that will be the most salient mode of the three that are selected to feature simultaneously. The balance between texts on a website and other modes that the reader gets on the page will also be considered.

Fourthly, the "*framing*" of the website, i.e. navigation will be described according to general website design features, namely top frame, left frame, main content and right frame, by investigating where the information and intended message is situated on the website with reference to approaches of Kress and van Leeuwen (1996). Hence, the placement of the information will be identified according to "given", "new", "ideal", "real", "margin" and "centre", which shows according to Kress and van Leeuwen (1996) the "*information value*" on a layout.

In conclusion, links to other websites, and additional user friendliness information that are demonstrated will be described under "*other features and interactive characters*", e.g. Contact us, E-mail Us, Join our List, Help Questions, FAQs, Chat and other screen boxes (Crystal 2001:204). Thus, the data will be evaluated according to Kress and van Leeuwen's (1996) approaches to visual design, as mentioned in section 2.6, i.e. according to information value, salience and framing. Ideational, interpersonal and textual metafunctions, as well as MDA, which includes semiotics will play a role. The metafunctions identified by Halliday (1985), and the analysis of visual modes of communication can be combined and complement each other for a proper understanding of the strategies that organisations use in designing their websites (Royce 2007:70).

CHAPTER 4: PRESENTATION OF DATA

The selected websites were accessed in the first week of August 2010. Seeing that information on the internet is not static and can change from day to day the images copied and analysed in the thesis may in the mean time have been updated so that the current homepages may be different to the ones analysed here. Nevertheless, more checks between August and October confirm that almost all websites still have the same set up and cover the same main topics.

The www is an important channel for organisations established with a view to managing various issues related to the identification and treatment of HIV/AIDS. Through the internet they present themselves to a specially targeted audience and are able to communicate with this audience effectively and quickly. Several communicative devices (including written texts, graphics and sounds) can be used to highlight and focus on specific topics, to create a specific image of the organisation or can be displayed for advertising purposes. This multimodal way in which each organisation communicates with its target audience(s) is described in more detail in sections 4.1 to 4.5 below.
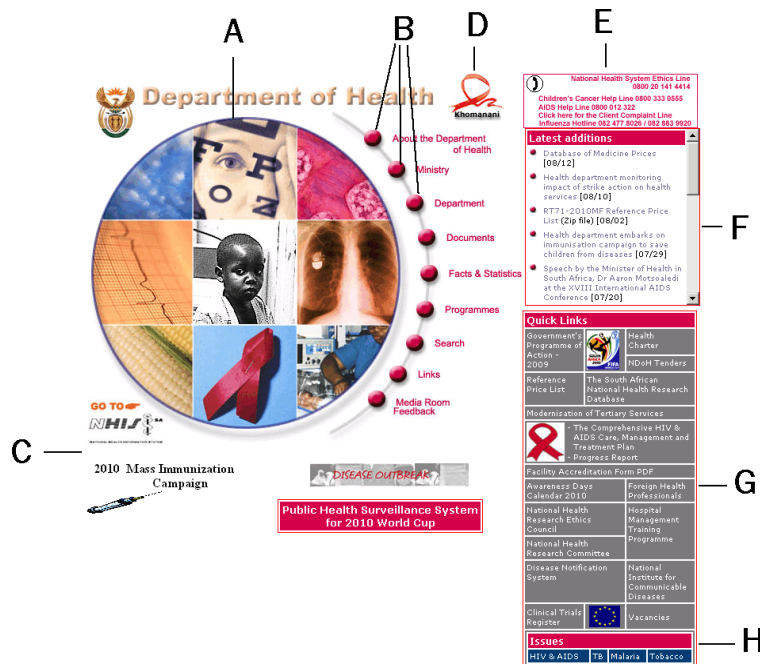
4.1 National Department of Health (NDoH)

Fig.1. Homepage of the National Department of Health - http://www.doh.gov.za/

4.1.1 General overview and aims of the NDoH on their website

The NDoH is an institution of the South African government, whose main concern is to implement a qualitative health care system in South Africa. Apart from the implementation of a general health care structure, their focus is on the primary and more serious diseases effecting the population, including HIV/AIDS. Therefore the NDoH develops treatment plans and also evaluates the progress of the illness within South Africa.

In the following analysis of the website of the NDoH only information about the HIV/AIDS section will be analysed in detail and not all projects the government focuses on. In this respect, the homepage of the NDoH refers to a cooperating partner, SANAC, to provide essential information about HIV/AIDS. For this reason, I will only introduce the NDoH's homepage very briefly before turning to SANAC's homepage.

4.1.2 Main themes and foregrounded topics

As mentioned before, the ideational metafunction to which Halliday (1985) and Halliday and Matthiessen (2004) refer, pertains to main topics and information provided on a page. The part of the text that fulfils this function identifies pertinent topics that an organisation or producer of a website would like to share with his audience. According to the website of the NDoH several health issues are of importance. The NDoH does not only focus on HIV/AIDS but also on other illnesses and other health issues, such as cancer, Tuberculosis (henceforth TB), malaria, immunisation campaigns, disease outbreaks and the implementation of a qualitative healthcare system. The latest news is mostly related to governmental work, i.e. the public activities of the Health Minister of South Africa. The website seems to concentrate on the representation and image of the Minister of the Department of Health, seeing that his public appearances are mentioned several times under current events. Furthermore current developments are also considered, for example strikes and the impact thereof on health services. Political decisions related to health issues and their way to resolve problems are also mentioned. It seems to be important for the Department to present the areas in which they work and to give the reader an impression of what they look like.

4.1.3 Intended audiences

Seeing that the NDoH has the task of providing healthcare for the whole country, all target groups should be reached. As described in the literature review an interpersonal metafunction of the website would be to construct a particular kind of relationship between reader and producer of the text. Through the website the NDoH has to build a relationship with their audience, in order to reach their goals, which include giving out information about primary health care, illnesses, health care facilities, etc. Several groups must be considered, namely children, teenagers, young adults, adults, retirees, disabled or underprivileged persons. Hence, the layout and presentation of content must be presented in a way that will address all groups.

Ideationally, the NDoH largely topicalises health-related themes such as "Disease Outbreak", "2010 Mass Immunisation Campaign", "Public Health Surveillance System for 2010 World Cup" or "NHIS". Specific groups are also targeted, such as politicians or workers in health care, seeing that some topics are specifically about public actions and developments in the healthcare work environment, health care plans or strategies of the government. The information is not really specialised or dedicated to specific groups, and also does not indicate that several groups are considered. Rather, general information about health issues that need attention in South Africa is represented. The main selected themes on the website would attract politicians, as well as health care workers, seeing that the themes are more related to healthcare fields, governmental workers, governmental projects, governmental strategies and political decisions. Thus it seems that state patients are only very indirectly constructed as readers. The communicative aim seems more to be one of advocacy and policy statement than of promoting citizen partnership in taking responsibility for their own health.

One strategy the NDoH uses in trying to reach their audiences, it to issue invitations to several training programmes in the healthcare field, as well as to speeches of politicians on current developments and future strategies for providing national health care. Therefore several statistics of developments are provided to give information, as well as schedules to remind their audience about events. The following three sections refer to aspects of multimodal texts identified by Kress and Van Leeuwen (1996) and Kress (2003).

4.1.4 Salience

A large circle appears in the middle of the website with several images, which are related to health issues and which grab the attention of a reader at first view. General information about different activities and projects the government focuses on is provided by the homepage and marked with red bullets around the health related images. The NDoH use red, grey and white colours to separate topics from each other, to underline or to make it significant. The page provides more images on the pages, seeing that the pictures are big in comparison to the small written text fields in clusters on the right side of the page. In addition, a red HIV/AIDS ribbon (D) pops up on the website, which is bound to catch the reader's attention, seeing that the ribbon makes movements.

4.1.5 Framing and information value

According to the theory of Kress and van Leeuwen (1996) and Kress (2003) information found on a page can be positioned in terms of the information value. Information that is already known and common is described as "given" and positioned on the left side, whereas "new" information is situated on the right side of a page.

The large circle (A) linked to nine smaller buttons (B), would be the given information, according to Kress and van Leeuwen (1996), i.e. "About the Department of Health", "Ministry", "Department", "Documents", "Facts and Statistics", "Programmes", "Search", "Links" and "Media Room/ Feedback". Underneath the circle links to four health care strategies are presented graphically: "National Health Information System" (NHIS), "2010 Mass Immunisation Campaign", "Disease Outbreak" and "Public Health Surveillance System for the World Cup 2010" (C). According to Kress and van Leeuwen's (1996:187) approach, the producer of a website assumes that the reader is familiar with information on the left side.

In the right-hand frame, which can be related to "new" details, one finds the NDoH's contact information (including the phone number of an AIDS help line, Children's Cancer Helpline, National System Health Line, Client Complaint Line and Influenza Hotline), "latest additions" (F), "quick links" (G) and "issues" (H). One of the quick links is symbolised with a big red HIV/AIDS ribbon, which leads to "The Comprehensive HIV and AIDS care, management and treatment plan" and provides information about the strategies of the government as well as annual reports and statistics regarding the progress of HIV/AIDS programs and other health issues that

the government focuses on. Under "issues" another link is provided to "HIV & AIDS" - here no picture occurs, the wording is written out. By clicking on the HIV/AIDS button, one can find the National HIV/AIDS and TB Programme Organisation, whereby another link to the AIDS helpline is promoted and all the areas they focus on are described, i.e. "Prevention, Integration of HIV/AIDS/TB, Interdepartmental Support, Care, Counseling, Support and Youth Programmes" as well as the contact details of the responsible programme managers. Hence, one can find "given" and "new" information according to the theories in the literature review of Kress and van Leeuwen (1996), Kress (2003) on the website of the NDoH.

Moreover, the circle in the middle of the website directs the attention firstly to given information. A triptych view would combine given and new information on the right, through margin and centre information. Due to the circle situated in the centre with single bullets on the right side of the circle, the given and new information do not occur as triptych information, they are instead seen as separate from each other, because the new information is disconnected from the centre and in red boxes. Hence, the main focus stays on the centre of given, and according to the literature, already known information (Kress and van Leeuwen 1996:69).

4.1.6 Other features and interactive character

Other features are related to current updates on the websites and interactive tools that are used to get in contact with the audience, i.e. links to other websites including Facebook, google, twitter, blogs, chat, e-mail, hotlines etc.

The NDoH has different health related topics in noticeable red framed clusters, which gives the possibility to keep the website updated with current news, public performances of politicians, conferences, trainings, current news and further developments. Furthermore, the NDoH offers the right frame, whereby an "AIDS Helpline, Children's Cancer Helpline, National System Health Line, Client Complaint Line and Influenza Hotline" is provided. The website does not give their audience the possibility to get in contact via new interactive forms, i.e. blogs, newsletters etc.

In conclusion, the website of the NDoH provides general information about their aims and strategies; they offer a HIV/AIDS hotline and their treatment plans against the disease, but for further research or help for people infected with HIV/AIDS the website provides a link to the SANAC (South African National Aids Council) homepage. The NDoH homepage merely shows

a red HIV/AIDS ribbon, which constantly pops up on top of the website; it seems to indicate the importance of the illness.

Although the animated HIV/AIDS button pops up, it is not clear where to find information about HIV/AIDS, because there are three HIV/AIDS ribbons on the website and not all of them are linked to useful information related to the illness HIV/AIDS; it rather provides information about the management, the treatment plan of the government, as well as reports and responsibilities of individual government representatives. Only the movement of the red ribbon receives attention and can give a clue that you will find useful information about HIV/AIDS by clicking on it and not the word "Khomanani". The word "Khomanani" is written out under the HIV/AIDS ribbon, and it is not written in several languages. Hence, the word only does not indicate that "Khomanani"[5] is the official communication campaign of the national Department of Health against HIV/AIDS with the purpose of changing behaviour related to HIV/AIDS in South Africa. "Khomanani" is an isiXhosa word and can be translated as "Caring Together"[6]. By clicking on the red ribbon, which constantly pops up and has the headline "Khomanani", another website appears, called SANAC.

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[5] http://data.unaids.org/pub/Report/2010/southafrica_2010_country_progress_report_en.pdf
[6] http://www.southafrica.info/about/health/khomanani-100507.htm

4.2 South African National Aids Council (SANAC)

Fig.2. Homepage of SANAC - http://www.sanac.org.za/
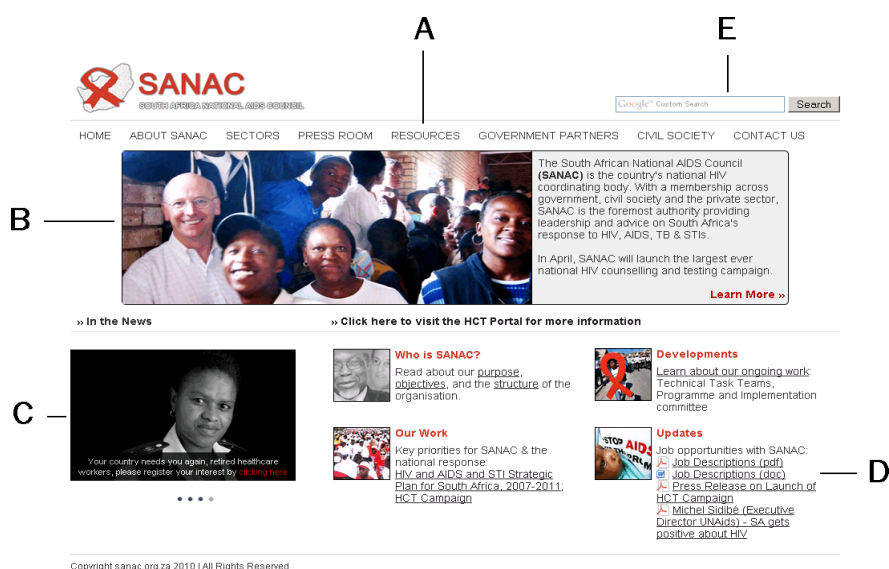
4.2.1 General overview and aims on the website of SANAC

SANAC was established to guide the South African government in dealing with the HIV/AIDS epidemic, by monitoring strategies and programs, as well as evaluating issues relating to HIV/AIDS. Therefore the organisation connects different projects, whose programmes are not only focused on HIV/AIDS, but also on TB and Sexually Transmitted Infections (STI's), to address several groups and sectors, like children, young people, women and organisations. SANAC does not only represent national services of the government but also coordinates projects and campaigns in the private sector and civil society.

4.2.2 Main themes and foregrounded topics

The homepage of SANAC is a link from the NDoH. The organisation mainly introduces itself with their purposes, objectives and structures. Furthermore SANAC presents their ongoing projects, campaigns and documents related to HIV/AIDS enlightenment. Since SANAC works in connection with the South African government, the topics and aims are in line with the HIV/AIDS and STI Strategic Plan for South Africa and the HIV Counseling and Testing (HCT) of the NDoH.

The website has a slide show with their activities, which is always present for the reader. It shows pictures of projects related to HIV/AIDS activities, but mostly public highlights of the Minister of the Department of Health pop up with statements, speeches, interviews and dates of public events. Hence, the main information on their website is related to their ongoing work, developments and press updates of politicians.

Furthermore the treatment action plan of the government is one of the important themes, which is also presented under the slide show with the topic "Understand the new treatment guidelines". A picture of a large group of people is shown, with a poster with the headline "I am responsible" in the background and the foregrounded picture showing young adults, to get the attention of different groups.

In addition an advertisement is made for retired healthcare workers to take up work and responsibility for their country, i.e. "Your country needs you again, retired healthcare workers, please register your interests" and a link to "Learn more about Art Expansion".

4.2.3 Intended audiences

As already mentioned, the intended audiences of the government should be all kinds of groups in the country in order to cover the needs of the whole population. The website of SANAC shows a picture of different people of several ages and races, which can give the impression that the government wants to reach different kinds of groups and ages, which can also be interpreted by a user to mean that the topic HIV/AIDS is not only a concern for specific groups, the work of SANAC and the awareness of the disease should address all citizens of South Africa.

The information that is given on the website is formal and does not indicate the intention to reach a diversity target group, only the pictures can simulate that they want to get hold of a variety of ages and groups. According to the pictures on the website, politicians are foregrounded, but also a small group of audiences are represented, i.e. retired nurses or young people. Although the government provides themes that could be of interest for these groups, this does not imply that the provided information will draw the intended groups' attention. Hence, specific groups are represented to help and prevent HIV/AIDS in South Africa, but at first view the website does not display the interests of or help for people who are infected by the virus; it merely describes projects, structures and plans of the government.

4.2.4 Salience

The SANAC website is structured in such a way that the main index points are situated on the top frame. A significant feature is the map of South Africa on the left top of the website with a red signal HIV/AIDS ribbon, which is situated next to the name SANAC. The logo and the top frame stay constant throughout the pages and signal a sharp focus on the topic HIV/AIDS.

Another mode that meets the eye is a picture of people of different races and ages, which covers a big part of the website. In the left frame there are animated images of people in a slide show under news that leads to articles and information about health issues, which I mentioned in section 4.2.2 under main themes and topics. The slide show might attract readers to search for more information about the organisation and related issues, seeing that it changes the pictures and topics under the field news. Thus the reading Portable Document Format (pdf) documents in the middle frame (C) do not get much attention, seeing that the movement of the slide show mode attracts the reader's eye and not the static texts, which are all in one format. SANAC works with different colours, i.e. white, black, red and grey, which signals a sense of integrity and reliability. It is significant that the headlines with important information about the organisation itself, as well as their work, developments and updates are written in a red colour and the details of the mentioned headlines are written on a white background. A balance between text and pictures occurs; each field with information to the organisation is combined with a picture. Several blocks distinguish information from each other, which will be described in detail in the next section.

4.2.5 Framing and information value

The main index, which is on top in a line from left to right, is divided into several information blocks, namely "*Home*", "*About SANAC*", "*Sectors*", "*Press Room*", "*Resources*", "*Government Partners*", "*Civil Society*" and "*Contact us*" (A). According to Kress and van Leeuwen (1996:193) information situated on top of a layout shows the "promise of a product", i.e. what the organisation provides.

"*Home*" shows the website, while "*About SANAC*" gives information about the organisation, whereby their purpose, objectives, history and structure are described. Furthermore, target groups and areas that SANAC focuses on are listed under "*Sectors*": children, legal and human rights, NGOs, the private sector, religion, sport and entertainment activities, as well as women. Under "*press room*" one finds key contacts, news, press releases, a SANAC key messages booklet,

information booklets and the South African Antiretroviral Treatment Guidelines 2010 (Abridged Version). The "*Resources*" button is linked to information about HIV/AIDS, media releases, speeches, documents and ART (antiretroviral) guidelines.

Seeing that SANAC is a project which advises and consults the government, they work together with the DOH (Department of Health), GCIS (Government Communication and Information System), Presidency and the Department of Social Development, all of whom are represented under "*Government partners*". Moreover, the website refers to several campaigns and projects under "*Civil Society*" with pictures and links to the specific homepages. Finally, the contact details of the organisation are provided at the far right under "*Contact*".

Underneath the headlines with several navigation menus, a picture (B) of people is visible, men and women of different ages and races. In addition there is a button for news, as well as a link to the HIV Counseling and Testing Campaign (HCT) portal – the HCT is guided by SANAC and has as its main concern encouraging people to determine their HIV status. This part of the website is situated below the top part of the layout and therefore disconnects background details about the organisation itself from detailed information about the ongoing projects, work and developments. Kress and van Leeuwen (1996) give an example and state that the upper section shows "what might be" and the lower section tends to be more informative and shows "what is" (Kress and van Leeuwen 1996:193).

The third part of the website is divided into images of people in different situations in the left frame and leads to topic related articles (C), as well as pdf documents to download information, in the right frame of the page (D). The information, which is given in a pdf format, again provides information about the profile of the organisation, their work, developments, as well as job possibilities, which can give the reader a picture of recent and future projects and the possibility to download information. Some topics that are described in the top frame are mentioned again in the centre of the website as a slide show and pdf documents, which can be downloaded. Hence, SANAC wants the focus of the reader on their main topics, by using another format and by positioning identical information in a different place on the website.

As already mentioned, the slide show seems to be the salient mode on the website, seeing that the images change and show different people in several situations and the topics are always related to HIV/AIDS. According to Kress and van Leeuwen (1996) and Kress (2003) since the slide show

is placed on the left side of the page the information contained herein should already be known to the user, whereas the right side of the websites provides detailed information about current projects in pdf format. Hence, the producer could have in mind getting the attention of the reader on the right side, described in literature as "new", to give more insight about the work, projects, developments and updated news of the organisation.

4.2.6 Other features and interactive character

On top of the right hand side of the website, readers have the opportunity to search for information via the well-known search engine "*google*" (E). SANAC also provides a portal to view frequently asked questions, as well as a link to find the nearest HIV/AIDS testing facility on a map. Another interactive section that the website provides is to contact the organisation via email and a physical address of an office is given, but no new technologies are used, e.g. Facebook, twitter etc.

4.3 Provincial website of the Department of Health in the Western Province (PDoH)

Fig.3. Website of the Provincial Department of Health (Western Province of South Africa) in connection with Cape Gateway-easy access to government information and services - http://www.capegateway.gov.za/health

4.3.1 General overview and aims on the website of the PDoH

The homepage of the PDoH is a website of the government in connection with "Cape Gateway-easy access to government information and service". Their main aim is to give access to and information about proper and reasonable health care services for all concerned people, by providing a qualitative health care system and connecting several public health services.

4.3.2 Main themes and foregrounded topics

The website focuses on health issues of the Western Cape. Main topics on the homepage are related to governmental goals, decisions and ongoing projects that are provided for the whole country and certainly connected with the NDoH. Hence, the "Comprehensive Service Plan" and a long term strategic health care plan for the Western Cape are presented at first view. The plans focus on the prevention of several health problems within South Africa, as well as the implementation of community based projects to manage the situation. Furthermore the PDoH provides their aims and visions briefly, i.e. equal access to health and quality care services, by connecting lobbies and involved departments to ensure further developments. They aim to reach this goal through "Integrity, Openness and transparency, Honesty, Respect for people and commitment to high quality services". The Department connects public health services and gives access and advice for people in need. Therefore the homepage provides a summary of all hospitals, emergency places, forensic pathology services, training centres, free medical services and HIV/AIDS projects, such as the HIV Counseling and Testing Campaign (HCT) developed by the government. The main health topics, which will be described in section 4.3.5 in detail, seem to be the diseases to concentrate on, i.e. "HIV/AIDS, Cancer, Mental, Maternal, TB and Chronic Illnesses".

4.3.3 Intended audiences

The information on the homepage seems to be directed at many audiences, seeing that the government does not only focus on a specific group; a wide range of people should actually be reached, according to the main population and diversity groups in the country.

The website gives information about the audiences through the distinction between services that are offered to all (but not for patients with medical aid) as well as services that are only for people in specific situations that can get free services from the government. Hence, the PDoH

provides the following free services only for people without a medical aid, i.e. for "Family planning, Infectious diseases management, Ending pregnancies, Legal services related to medical attention, Dental health services, Immunisations, Primary health care services and Antiretroviral (ARV) services for AIDS clients". They also mention other groups that get free services, i.e. "Children under the age of six years, Pregnant women, Involuntary (certified) psychiatric patients, Children attending school who are referred to hospitals, Hospital personnel employed before 1976, Children who have been placed in care, Boarders, live-in children and babies, relatives and donors, People receiving social grants/pensions, and Unemployed people".

According to the topics and representation on the website of the PDoH the government addresses people who cannot afford a medical aid and are in a difficult situation. The PDoH tries to reach their audience by summarizing their services and by mentioning explicitly which groups they can and want to take care of.

4.3.4 Salience

At first view the logo of the PDoH and a map of the relevant regions (Western Cape) grab the reader's attention, seeing that the logo and the map are situated on top of the website. The size thereof is, in relation to all other modes (written texts and images) on the website, enormous.

By reading the website, the colours and the pictures that are situated on the right frame and according to Kress and van Leeuwen (1996) and Kress (2003) the information that is "new" also receives attention after looking at the huge logo of the PDoH. The main diseases that the government focuses on are combined with colourful images. Several clusters with different topics are underlined with a yellow colour, as well as pictures that match the topics that are shown, i.e. "HIV/AIDS, Cancer, Mental, Maternal, TB, Chronic Illnesses and the HCT (HIV Counseling and Testing) campaign".

The link to HIV/AIDS has a picture with condoms and next to it a pink HIV/AIDS ribbon is presented with a link to Cancer. The red HIV/AIDS ribbon is also positioned on the right "new" side of the page and is related to a link to get information about the HCT campaign of the government. Furthermore the headline of the PDoH is underlined with a blue colour. The green colour is used for links, where you can find further information by clicking on it. Hence, the provincial government makes use of different colours and modes.

4.3.5 Framing and information value

The homepage has a top frame, left frame, middle content and a right frame. The top frame is presented on every website of "Cape Gateway", regardless which page one opens related to the PDoH and has the headline "Cape Gateway- easy access to government information and services", which is structured as follows: "*Home*", "*Your life*", "*Topics*", "*Publications*", "*Directories*", "*Your Government*, "*Tenders*" and "*Jobs*" (A). Underneath these items further links are made to languages and other links, i.e. "*Afrikaans and isiXhosa*", as well as "*About*", "*Contact*", "*Help*", "*Advanced Search*" and "*Search*". No further investigation will be done regarding the sub- items of these links, seeing that it is a general set up of "Cape Gateway" with details about several government issues and other Departments, not only specifically the Department of Health or HIV/AIDS.

The next cluster of the homepage of the PDoH has the headline "*Department of Health: Overview*"; which is also situated on the top frame of the website and according to the literature information on top gives insight about "what is", i.e. real (general information). Significant is, that the real information on top of the website is given in detail on the left frame of the website. In many websites the real information, i.e. general information is described in detail as sub-items on the top frame, but the PDoH only has a headline and the detailed description of the headline appears on the left side under "given" information. The left frame with so- called given information according to Kress and van Leeuwen (1996) and Kress (2003) has five clusters (B). Background information about the government itself is provided and can be seen as common information. The first cluster starts with "*Overview*", "*Services*" and "*Projects*".

By clicking on "*Overview*" one can find the main homepage with several topics in the middle frame, which can also be called the centre of the website (C), i.e. "Core Functions and Responsibilities", with information on the "Senior Management Structure of the Western Cape" and a "Map of District Municipalities of the Western Cape", as well as "Vision", "Mission", "Values" and a "Summary of the Western Cape Provincial Department of Health Services" as well as information about the "HIV Counseling and Testing (HCT) campaign". In conclusion, all mentioned topics in the centre of the website are briefly described and were already mentioned in detail above in my description of the main themes and audiences of the PDoH.

The next cluster on the left frame is named "*Services*". The reader of the website can find information on "*Arts and Culture*", as well as "*Social Services*". Under "Arts and Culture" the following topics are provided: "Libraries", "Health", "Administration, Fees and Tariffs", "Aged Care", "Baby and Child", "Chronic Illness", "Emergency Services", "HIV/AIDS", "Home Based Care", "Immunisation", "Maternal & Women's Health", "Mental", "Nutrition", "Occupational Health", "Oral and Dental", "Port & Environmental", "Rehabilitation", "Reproductive", "Sexually Transmitted Infections" and "Tuberculosis". Under "*Social Services*" a link is made to "HIV/AIDS", as well as "Children and Families".

Given that the study focuses on HIV/AIDS I will briefly mention the topics that occur by clicking on HIV/AIDS links, which are provided under "*Services*" of the government with the sub- items "Art and culture" and "Social Services". When the reader clicks on the HIV/AIDS link under "Art and culture", information on the following topics is provided, i.e. "ATICC (AIDS Training Information and Counseling Centre) Resource Library", "Anti Retroviral Therapy", "Prevention of Mother to child Transmission", "Treatment of Opportunistic Infections", "Voluntary Testing and Counseling". By clicking on the HIV/AIDS link under "Social Services", one can find another link to "ATICC (AIDS Training Information and Counseling Centre) Resource Library", "Resources provided by ATICC" and "Training Courses: Western Cape Aids Training, Information and Counseling Centre". The next link in the first cluster is called "*Projects*" and contains information about three projects called: "Application Development Health", "HIV/AIDS" and "Rehabilitation".

The second cluster has the topics "*News*" and "*Publications*". Under "*News*" the reader can find current and general news in the Western Province. The link to "*Publications*" provides "*General*", "*Policy*" and "*Legislation*" documents. The third cluster has a link to "*Public Entities*" and gives information about contact details of the "*Organ Donor Foundation*".

The fourth cluster provides information on "*Events*" and "*Facilities*". Under "*Events*" a HIV/AIDS course is listed and a conference on "Infection Prevention and Control Africa Network" (IPCAN) and the "International Federation of Infection Control" (IFIC).

The last and fifth cluster on the left frame gives "*Contact*" details of the Department of Health.

The right frame of the website has five clusters which can be seen as "new" information according to approaches to the placement of visual modes on a website (Kress and van Leeuwen

1996: 195). The first cluster on top of the frame refers to "*Health Facilities*", and addresses as well as contact details of hospitals, clinics and rehabilitation centres are provided. The second cluster gives information about "*Vacancies*". Several health concerned topics with appropriate pictures are listed under the fourth cluster, i.e. "HIV/AIDS", "Cancer", "Mental", "Maternal", "Chronic Illnesses", "TB" and "HCT campaign" (E). Within the cluster a link is made to get information about more issues that the PDoH provides information on, i.e. "Birth", "Childhood", "Youth", "Education and Training", "Employment & Unemployment", "Marriage/Divorce", "Women", "Family and Parenting", "Travel", "Recreation", "Disability", "Health", "Housing", "Crime & Safety", "Taxes and Levies", "Legal Matters", "Seniors" and "Death".

By clicking on the HIV/AIDS link in the third cluster the website provides documentation about all the information the website provides regarding HIV/AIDS in summary. The reader can find pdf documents and details of several events, courses and advice. Detailed information can be found for the following themes: "National HIV Counseling and Testing Campaign Strategy", "Western Cape Public Clinics and Hospitals Offering ARV Treatment", "HIV/AIDS Courses", "HIV and AIDS Helplines", "Anti- Retroviral Therapy", "Prevention of Mother to Child Transmission", "Voluntary Testing and Counseling", "HIV/AIDS and Your Rights", "Key Messages for World Aids Day 1 December 2009", "HIV and AIDS and Strategic Plan for South Africa 2007- 2011", "Frequently Asked questions about HIV/AIDS", "HIV/AIDS: Know your Rights and Responsibilities", "Online Resources on HIV/AIDS", "Treatment of Opportunistic Infections", "HIV/AIDS Social Services", "Western Cape HIV/AIDS Infection, Mortality and Fertility Population Projections" and "Simelela: An Integrated Service for Surviving Rape in Khayelitsha, South Africa: One year Report 2006".

The fourth cluster has the headline "*Join the Healthcare Workforce*" and contains information about current full time bursaries and how to apply for them, as well as "*Health Care Calendar and Events*".

The fifth cluster on the right side of the website gives information about "Important documents", which refer to topics such as "Provincial Nursing Strategy", "Cause of death and premature mortality in Cape Town, 2001- 2006", "Comprehensive Service Plan", "Comprehensive Plan FAQ", "Western Cape Burden of Decease Reduction Project: Final Report 2007" and "Western Cape Burden of Decease Reduction Project: Symposium Presentations". In addition the last cluster refers to "More on the Department".

Significant on the "new" information situated on the right side of the homepage is that the information is divided by yellow marked clusters, which can also give the impression that these topics are the latest news and the units belong together, which is also given in the literature and theories in Kress and van Leeuwen (1996) and Kress (2003). Hence, the thick framing lines indicate the correlation of the elements and insist on the connection of the information. These clusters are connected to each other but not in coherence with the information in the centre and left frame, due to big spaces in between as well as the significantly different colours and modes, i.e. the "given" and the "centre" information has more text and less colour, while the "new" information has more images and striking colours. Thus, a triptych as mentioned in the literature review, i.e. the linking of "new" and "given" information together through the centre as mediator, does not exist on the website, they seem to be separate from each other.

4.3.6 Other features and interactive character

The layout of the homepage is mainly filled with written texts to read and some graphics related to diseases, which are linked to further information or projects that the government cooperates with. One link is set for search purposes under "Search" (D) on the website, which is situated on the right side on top of the page. Furthermore there are links to Health Care facilities within the Western Cape, which gives the possibility for readers to get more information and get into contact with them, if the PDoH website does not give sufficient information. Otherwise e-mail possibilities of responsible employees and telephone numbers to get into contact with the PDoH are provided and a link to ask questions via e-mail. New electronic interactive possibilities, for example bookmarking, forwarding to social networks, chat or a forum, are not provided. In conclusion a glossary for government terminologies and acronyms is given and information can be provided in English, Afrikaans and isiXhosa.

4.4 Homepage of the Treatment Action Campaign (TAC)

Fig.4. Homepage of the Treatment Action Campaign (TAC) - http://www.tac.org.za/community/
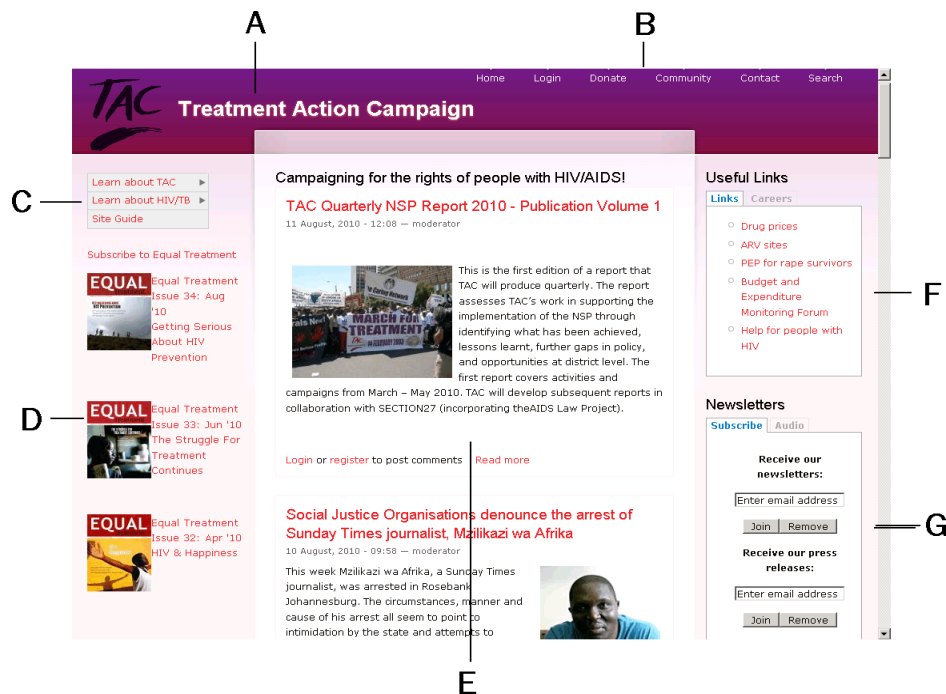
4.4.1 General overview and aims on the website of TAC

TAC was founded in December 1998 and is an organisation which focuses on people who live with HIV/AIDS. The main concern of TAC is to provide access to information about HIV/AIDS and treatment methods to everyone, to give support for infected people by providing service information of the government and to prevent new HIV infections through consulting strategies. Thus, TAC establishes projects, which are adapted to various target groups with the purpose to provide information about HIV/AIDS as disease, as well as about current national and international political debates. Developments in South Africa, new treatment strategies and several topics that affect the HIV/AIDS thematic, also have high priority for the organisation.

Furthermore, TAC provides useful information about contact persons in the country and South African rights when people are infected with the disease. Therefore, TAC gives platforms for many groups that are interested and affected in different ways. In addition, TAC attempts to provide consultation to increase overall awareness of the danger of HIV/AIDS. The organisation gives information to several groups, but examining the topics on the website their main focus is on spreading information about current developments related to the disease and political movements, by presenting sufficient news for members of organisations and people who live

with HIV/AIDS. Besides general information about rates of HIV/AIDS, up-to-date news about conferences, campaigns and strikes within South Africa, TAC also concentrates on worldwide actions and developments. Thus, the epidemic is presented from an international perspective.

4.4.2 Main themes and foregrounded topics

The image of TAC's website in Fig. 4 shows the top, left, right and middle frame of the homepage. To see all information in the middle frame, one needs to scroll down several times. Hence, only the main part that is relevant for the study is displayed in Fig. 4, i.e. top, left, right and middle frame.

Due to the layout of TAC's homepage the main themes are situated in the middle of the website, i.e. main content or centre, according to the theory of Kress and van Leeuwen (1996) and Kress (2003). The centre of TAC's website is mostly updated with political activities, political debates and decisions, strikes, but also with other current news, i.e. new developments related to HIV/AIDS treatment and care. TAC supports the rights of people and tries to inform about several topics around HIV/AIDS worldwide, as well as on local health issues and proceedings. Political movements and current events within South Africa, e.g. strikes of the public sector or speeches of politicians, are often mentioned and discussed on the website.

In addition TAC is concerned about people who live with HIV/AIDS and presents the experiences of infected people and people affected by HIV/AIDS in a number of ways, e.g. law affection or health issues worldwide. Hence, the main content of discourse is supporting of people who have to live with the disease, on the empowerment of concerned people, on consulting and spreading of new developments worldwide, as well as on political topics in South Africa.

4.4.3 Intended audiences

TAC seems to be a politically concerned organisation, seeing that the updates are mostly about political decisions and the rights of people. TAC therefore tries to inform affected people in different situations. Hence a variety of groups can be audiences in respect of Health concerned issues or political debates within the country, as well as in other countries. TAC seems to motivate people to help others and help themselves by getting involved in decision making procedures of the government or other involved institutions and therefore activates several groups

to be part of decision making procedures of the government or stakeholders. Hence, TAC orientates itself to several groups that can be affected by the decisions of people in power, i.e. government, politicians or people who are part of legal decisions.

4.4.4 Salience

TAC introduces itself on the website by means of their logo, situated at the top of their homepage, and their abbreviation is written out, to make clear what TAC stands for (A). The letters "TAC" are written in a specific form and are underlined, which also grabs the attention and creates salience. The website is structured according to general website layout features, mentioned before as top frame, left frame, main frame and right frame and gives a structured impression at first view. The middle frame, i.e. margin and centre position (E) of TAC's website is always present and has current topics with pictures, which attract the reader and the focus stays on the middle section, where TAC provides updated news. Every statement has a picture which is related to the focused topic and can grab the reader's attention. Furthermore, TAC works with different colours, which also attracts readers, especially the red colour of the main headlines and the purple background on top of the website.

4.4.5 Framing and information value

The layout of TAC website is structured in such a way that the top part of the homepage provides several links to the organisation itself and contact details, the left frame gives information about the work and projects of TAC, as well as specific themes and fields which TAC focuses on, the middle frame changes according to current developments and the linked information that the user is looking for, and the right frame is an active portal to provide updated news in letter or audio form. The layout of the main framework is always present, meaning that only the field in the middle changes by pressing other links. All other information (the top frame, left frame and right frame) is always visible, which gives the reader a sense of stability and orientation.

On the top of the right hand side TAC has several links (navigation menus). The links are described as "*Home*", "*Login*", "*Donate*", "*Community*" and "*Contact*" (B), which is the real and general information according to the compositional features of Kress and van Leeuwen (1996) and Kress (2003).

The navigation on the left frame contains the main information about TAC and HIV/AIDS (C) and can be considered as "given" and common information. TAC describes itself on the left

frame of the website under "*Learning about TAC*" and another link is made to campaigns of TAC. Under campaigns a general overview is given of all the campaigns. Another link under campaigns is one through which several sub-items can be viewed, namely "Resources for Health Campaign", "HIV&TB", "Heywood on Health", "National Strategic Plans", "Women in Leadership", "SANAC Members (pdf)", "Archived Newsletters", "Prisons court case", "SANDF case", "Debunking AIDS denialism", "Wrongs of Rath", "Rebuttal of Celia Faber", "Fotos", "TAC Songs- The Generics", "AIDS Statistics Explained" and "Xenophobia". The next cluster presents the Chairperson and Secretary under "Leadership SEC". In addition, "District Offices", "Annual Reports", "Congresses", "Finances" and "TAC Calendars" are listed under "Organisation". The last cluster under "Learn about TAC" contains an "Overview and Objectives of TAC" with their aims, strategies and work philosophy. "*Learn about HIV/TB*", which is also situated on the left frame of the website, leads to detailed information about the organisation, more specific information on and links to HIV and TB. Here there are links to "Antiretroviral Sites", "Essential HIV Information", "What is PEP", "PEP for rape Survivors", "Treatment Literacy", "HIV Doctors", "Latest Medicine Prices", "TAC Magazine: EQUAL Treatment", "HIV Statistics" and "Useful HIV/AIDS links". The website also offers the possibility to search for related topics on a "*Site Guide*" to get sufficient information in a quick way. Finally, TAC hosts a magazine, called *EQUAL treatment* (D), which is presented on the left side of the homepage. Recent and older magazines are shown and it is possible for the reader to download these. Next to the magazine link is an advertisement, labeled "Stories", which provides the opportunity to read about individuals' experiences and share one's own experiences on the website.

On the right side of the homepage "new" information is provided, which should be updated news and should receive special attention according to the literature. Here, the homepage provides links to other websites and the possibility to get into contact with the organisation, by receiving "newsletters" and "press releases". Hence, the organisation tries to interact with their audience and communicate their selected information.

In conclusion a "triptych", which Kress and van Leeuwen (1996, 1998) and Kress (2003) refer to in their approach, exists on the website seeing that the centre combines "given" and "new", "top" and "bottom" information and links extreme positions to each other. As mentioned in the analysis

above the information that is provided in the centre of TAC's website is very long. Hence, the user must scroll down to read all the topics, which might lead to a focus on the top part of the website with the bottom part not getting much attention. However, the newest information is always on top of the middle frame and for that reason the reader can scroll down for older information that is provided on further 27 pages, if they are interested.

4.4.6 Other features and interactive character

In addition, TAC gives the possibility to get information under "*useful links"* (F) for instance to "Drug prices", "ARV sites", "PEP for rape survivors", "Budget and Expenditure Monitoring Forum" and "Help for people with HIV" on the right frame of the website. Just next to the "Useful links", a cluster is set for "*career*" chances, which provides job opportunities at the organisation. Further on, another active portal is set under "*Newsletters*" and "*Audio*" (G), where users can sign in and give their details to receive TAC newsletters on a regular basis and hear interviews or documentations on several topics, like "The Generics- Abanomona/ Those Who are Jealous", "The Generics- Iyasigqiba/ It's Killing US", "The Generics- Ingaba Senzeni Na/ What did we do", "The Generics- Ileta/ The Letter" and "The Generics- Thula Sizwe/ Consoling the Nation". Furthermore, every page gives the possibility to print or download the information in pdf format as well as forwarding and bookmarking it via several modern social network websites and search engines, such as "Facebook", "google" and "Yahoo" – in this way, several groups can be reached. At the top of the website, the possibility to "Search" for other topics via the search engine "google" is also provided.

4.5 Homepage of AVERT
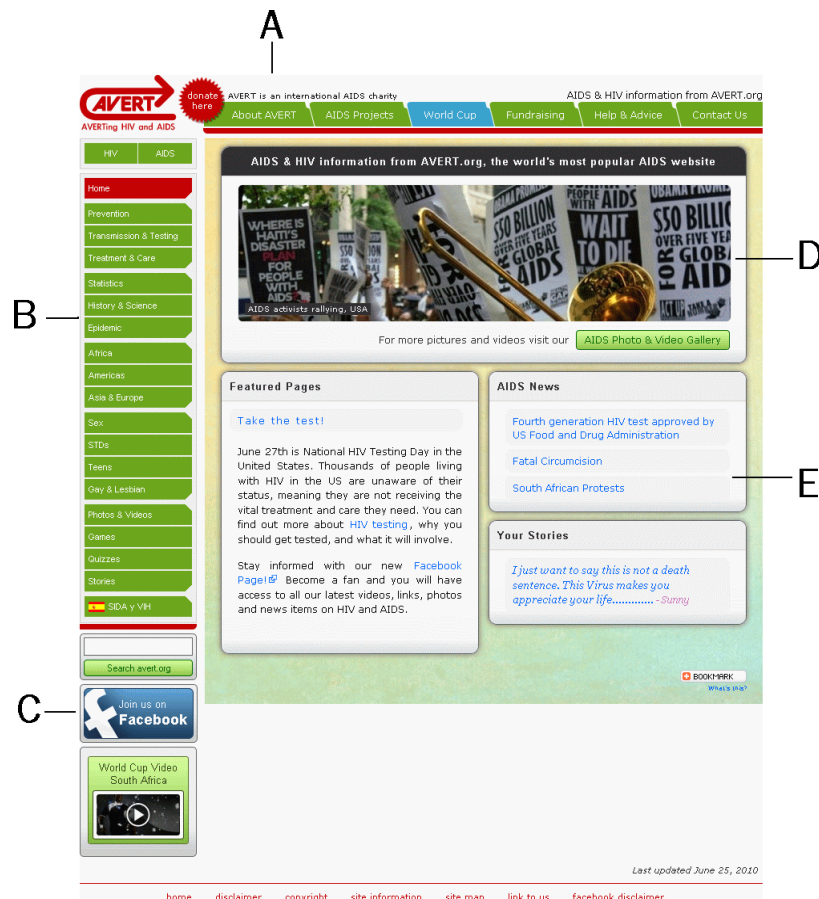
Fig.5. Homepage of AVERT - http://www.avert.org/

4.5.1 General overview and aims on the website of AVERT

Avert was grounded in 1986, first known as "Aids Education and Research Trust". Avert is an international non-governmental organisation, which is based in the UK, but has several projects in several countries related to HIV/AIDS. Their aim is to spread information about the illness HIV/AIDS and treatment options in different countries, by supporting local organisations. Their main concern is to support infected and affected people, by focusing on community work. Avert encourages local people and provides education to help HIV/AIDS affected people in their community.

As far as projects already exist in areas with high HIV rates, Avert tries to build partnerships with local community projects. In co-operation with the local organisations, Avert's main concern is to spread information, as well as to improve treatment and care possibilities. All actions, that take

place, are specifically developed for the relevant areas, adapted to the needs of the community and the activities are implemented by community members.

4.5.2 Main themes and foregrounded topics

The main topics of Avert are situated in the centre of the website. Updated news and foregrounded themes are mostly around the HIV/AIDS topic and give information worldwide, especially about new regulations in the HIV/AIDS field and global debates, new treatment options, and experiences of people who are affected by the virus.

The centre is divided into several clusters with news of the week that is related to diverse topics and developments of the disease as well as current HIV/AIDS news in public discourses and stories about experiences of affected people.

4.5.3 Intended audiences

Avert is an organisation which focuses on various age groups in different situations of potential trauma, not only on HIV/AIDS affected people. Avert provides information for the youth and adults with several topics on adolescence problems, Gay and Lesbian issues, as well as comprehensive information about HIV/AIDS. The structure and layout of the website is modern, colourful and gives a good orientation. Hence, it can probably attract young people mostly, seeing that the website is very active with several modes, i.e. videos, pictures, striking colours, comic signs etc. and a special section is made for teenagers with games and quizzes about HIV/AIDS, as well as Sex education. Hence, the website can also be used for educational purposes for example for persons in Educational fields. Also adults can be reached, seeing that the provided information is updated and gives a general and worldwide view about projects and developments related to HIV/AIDS.

The organisation seems also to attract sponsors for their ongoing projects in several countries, seeing that many signs for donations are on different pages of the website, as well as instructions on how to raise money from others and how to provide money for AVERT.

4.5.4 Salience

AVERT's website has different striking colours and provides several modes, i.e. pictures of people, graphics, comic signs, and written texts on a wide range of topics related to HIV/AIDS. As soon as one scrolls over a link the colour of the text or symbol turns from red to green or

white to red, which makes the website seem active and updated to new computer features. The homepage is structured in a way that every link leads to an almost identical main layout, only the pictures and texts change, but the frame remains constant, which gives orientation for the reader. By clicking on any link for information, the next page will first have a picture on top of the page, with a brief text or headline about the information that the reader is looking for and below several blocks occur with specific topics that are more detailed. The top and left frame of the website is always visible, only the middle content changes, by clicking on any link that the website makes available. Significant is also that a balance exists between modes, colours, images, signs and selected forms of written texts, which can grab the attention of the reader and make the information interesting.

4.5.5 Framing and information value

The website of Avert provides a range of information on many topics, which can also be seen in the identification of their main topics and intended audiences referred to above. Hence, this section is very long in comparison to the description given in the same sections of the described websites before.

By looking at the website one can see on the left top of the homepage AVERT's logo with a red signal colour (A). Underneath the logo the organisation's aim is given, i.e. "*AVERTing HIV and AIDS*". The connection between the logo of the organisation and its aim, which is written out, indicates a connection between the organisation and the topic HIV/AIDS for the reader - these are described as strong frames in the literature, which should display that they belong together (Kress and van Leewen 1996) and Kress (2003). Directly beside AVERT's logo a round red button is presented with the labeling "*Donate here*". A different mode is used, seeing that it moves and changes the colour, as soon as the reader scrolls over it. In addition requests to donate are explicitly described with details on how to help the organisation, e.g. donation online (several credit cards are shown), via post, paypal (payment form on the internet) and even ways to raise money for AVERT.

AVERT presents their work on the top frame under "*About Avert*", which gives information on their background, aims and programs and is also known as ideal information in the literature

review, i.e. general topics. This organisation uses the webpage to describe how they are organised. A pdf document is provided that gives an overview of their work in 2009. Next to information about AVERT, all projects of the organisation are described under "*AIDS Projects*". Not only written texts are provided, but also local pictures and videos of ongoing projects in different countries and an information cluster for future programmes is also presented. In addition another link to "*Fundraising*" is made, which comprises information to methods and ideas on how to raise money and how to donate it to AVERT. Hence, another placement for donating to AVERT is used and shows the importance for the organisation to raise money. Furthermore, a link to read several questions relating to "HIV/AIDS", "STD's", "Pregnancy", "Sexual orientation", "Sex", "Teens" and a field for "further help" is provided under "*Help and Advice*". In conclusion the contact details of AVERT are situated on the right side of the top frame under "*Contact us*". By clicking on contact details, one will find information with regards to "Press", "Working for Avert", "HIV and AIDS Projects", "Copyright" details, "Questions on HIV and AIDS", "Supporting Avert" and website details.

The left frame has a wide range of topics with eleven clusters which should be common and familiar to the reader according to the literature. Depending on experiences and knowledge of the topics on the website the "given" information might not be familiar for everyone. The topics are not only related to HIV/AIDS but also to other problems that several age groups may experience (B). The left frame starts with "HIV and AIDS", situated under the logo of AVERT. Both topics are on the same level and are divided into two links, which can also show the importance of both topics for the organisation, seeing that they are positioned on the same level.

By clicking on the first cluster "*HIV*", information about the virus is provided, i.e. "What is HIV", "What is the connection between HIV and AIDS", "How is HIV treated", "How is HIV passed on", "Does HIV have symptoms", "Testing for HIV", "How can HIV be prevented" and "The full story of HIV/AIDS". Under "*AIDS*" one can obtain knowledge about AIDS, i.e. "What is AIDS", "What causes AIDS", "What are the symptoms of AIDS", "How is AIDS treated", "Why do people still develop AIDS today", "Caring for a person with AIDS", "The Global AIDS epidemic" and "Learn more about HIV and AIDS". The second cluster is "*Home*", which is the main website and is present at first view of the homepage. It starts with the headline: "HIV and

AIDS information from AVERT.org, the world's most popular AIDS website". The centre of the homepage shows a picture of children from South Africa and provides a link to more photos and videos. Underneath the picture written information is divided into several clusters in the middle frame, i.e. "Page of the week", "AIDS news" and "*Your* stories". Within the clusters current topics on HIV/AIDS are presented with a focus on the whole world, not only South Africa. The third link on the left frame is related to "*Prevention*", with reports about "HIV Prevention", "Prevention of HIV transmission from mother to child", "Prevention of HIV transmission through blood", "AIDS and Sex education" and "Prevention of sexual transmission of HIV". Under the link "*Transmission & *Testing" one can find information relating to "HIV transmission", "HIV Testing" and "Learning you are HIV positive". "Treatment *& Care*" gives information about "HIV and AIDS treatment", "HIV and AIDS care", "HIV and AIDS drugs", "Treatment access", "AIDS- related infections" and "Other treatment and care" options. The fourth cluster starts with "Statistics", where HIV/AIDS rates are presented for the world as a whole and for specific countries, i.e. USA, Canada, Latin America, Caribbean, Sub Saharan Africa, South Africa, India, South East Asia, Europe and the UK. Under "*History & *Sciences" documents about the general development of HIV/AIDS are provided, as well as detailed scientific documents about the background of HIV/AIDS. In addition a link is named "*Epidemic*" with topics about "Global Epidemic", "Money for HIV/AIDS", "How different people are affected by HIV/AIDS" and "Issues". The fifth cluster refers to different continents. Firstly the HIV/AIDS development in countries in "*Africa*" is described, with regards to the history and impact thereof. Secondly a general documentation about HIV/AIDS in "*America*" is given, as well as "Help and Advice for HIV/AIDS in America", "History of HIV/AIDS in America" and information on HIV/AIDS in "Latin America and the Caribbean". Thirdly the focus is on "*Asia*" and "*Europe*" with a general statistic overview and history. A separate cluster is made for "Help and advice in the UK". The sixth cluster on the left frame gives the possibility to learn about "*Sex*" and read several questions and answers in this regard. Furthermore an overview regarding common "*STD's*" is given, with pictures and statistics. In addition a link is set for "*Teens*" where typical topics are addressed, i.e. "Sex and Relationships", "Puberty", "Gay and Lesbian", "Safer Sex and birth control" and "HIV/AIDS". The last link in this cluster is about "*Gay & Lesbians*" and gives information about being gay or lesbian, young and gay, as well as details for Resources and Help. The seventh cluster is named "*Photos & Videos*", "*Games*" "*Quizzes*" and "*Stories*".

AVERT has a photo gallery which gives the option to search for photos and videos from a specific category, country and region. Under "*Games*" one can find an "AIDS game", "Sex & Education game", "Pregnancy game", "Condom game". Under "*Quizzies*" the readers get riddles about the topics mentioned in the games section. In conclusion "*Stories*" on several topics can be read, i.e. "Lesbian and Gay stories", "Talking about Sex" and "HIV and AIDS" with the possibility to send own experiences and stories. The eighth cluster is named "*SIDA y VIH*" and gives information about HIV/AIDS in Spanish. The ninth cluster gives the possibility to search for information via "*Search Avert.org*" and the tenth cluster is linked to "*facebook*" with a moving facebook sign and the invitation to join AVERT on Facebook. The eleventh cluster is labeled "*Universal Access video*". The video explains how to get access to HIV prevention, treatment and care worldwide. This link provides information about World AIDS day and the following topics: "World AIDS Day video: Universal Access", "World AIDS Day theme: Universal and Human Rights", "What can I do? - Raise money for AVERT" and "What can I do- Wear a red ribbon and raise awareness".

4.5.6 Other features and interactive character

The website of AVERT uses several modes, i.e. pictures of people, videos, graphics, comic signs, written texts in pdf format, as well as links to social bookmarking of their website. As mentioned before, AVERT has a clear structure with a top and left frame and a middle frame with the main contents, which is also divided into several clusters on different topics. The clusters give detailed information the reader is looking for and underneath every page the last cluster informs the reader about next steps or possible interesting information with the wording "Where next"?, as well as "Avert.org has more about". Under the sentence "Where next?" different topics are listed, that could get the attention of the reader to stay on the website or search for more information and also displays a reading path. Next to it one can find links to several social networks, i.e. "Facebook", "twitter", "myspace", "google" (C) etc. For readers, who are not familiar with social networks, another link to detailed information and clarification of what social bookmarking means is set underneath the social bookmarking symbols.

CHAPTER 5: OVERALL VIEW AND CONNECTION OF TEXTUAL AND VISUAL MODES

In chapter 4 a descriptive and interpretive analysis of the selected websites was given by looking at three metafunctions developed in Halliday's (1985) approach to SFL. These metafunctions have been followed by several other researchers in their analysis of multimodal texts[7], but the focus of this study is mainly on placements and meaning making modes suggested and explicated by Kress and van Leeuwen (1996) and Kress (2003). This work also follows ideas suggested within CDA (Fairclough 1989, 2001 and Van Dijk 1998, 2001) for the analysis of institutional discourses that are enacted on websites.

Chapter 5 will give a critical appraisal of each individual site as well as a comparison with the focus on various modes, linguistic and otherwise, that make meaning. I shall consider how several modes are used interactively, and I shall consider how aspects of power and ideology are embedded in the webpage messages with a possible engaging effect on some audiences, and a disengaging, distancing effect on others.

In the presentation of organisations or institutions, ideologies are usually an essential aspect of the message. Fowler (1985:65) defines 'ideology' as "a largely unconscious theory of the way the world works accepted as commonsense". Even in HIV/AIDS discourses, as the ones investigated in this study, there are ideologies that underpin the state health care policy, the national provision of care to vulnerable groups of patients, the ways in which the state and NGOs communicate with various audiences, such as sponsors or at-risk communities. Thus, institutional discourses, such as discourses of governments, political parties, educational institutions or NGOs can have an influence on the development and dissemination of knowledge. Such institutions can select controversial topics on which they want to put forward their interests and their perspective. Governments as well as non-governmental organisations select the modes to communicate messages; the viewer is not in a position to interact directly, and can basically only agree or disagree with the provided information. Moreover, the producer of a website is in a position of power in that s/he can choose to amplify e.g. the prevention of mother-to-child HIV-infection,

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[7] E.g. O' Halloran (1999a, 2000, 2003a, 2003b), Royce (2002), Baldry (2000), to mention a few, but this study will focus particularly on the approaches of Kress and van Leeuwen (1996, 1998, 2005) and Kress (2003).

and give low coverage regarding sites where treatment and counseling is available after hours. The producers may seem to address potential sponsors, thus reporting only on success stories, while news of failures that may be embarrassing can be withheld. Thus, the website manager can display the preferred view of the institution, as well as exclude critical opinions. The authors select the content of the message and are in a powerful position to influence the interpretation and consequently transfer their ideologies to viewers (see Fairclough 1989 and Van Dijk 2001).

According to Kress and van Leeuwen (1996) and Kress (2003) the framing of a website shows the overall connection of modes on a page, which can create a reading path. Within this reading path the reader can be lead to information that is of interest for the government or organisation, e.g. political views or donations for organisations. Although the main aim of HIV/AIDS organisations and the government is to advise and educate on the topic of HIV/AIDS and give prevention and treatment options to avoid the spread of the disease, the presentation thereof can address different audiences, e.g. HIV/AIDS patients, health care providers or sponsors.

As identified in the literature review, compositional features or the ways elements of texts and images are positioned are responsible for giving a structural and coherent layout that makes sense for the reader and shows the purpose of institutions. Elements (text, images, sound etc.) cannot be placed randomly since the page as multimodal text should form a coherent whole. Behind the placement of elements is a purpose, which should show a sense of unity or consistency in terms of the total message conveyed to the intended audiences. Thus, the overall picture of the specific websites, the connection of meaning making modes, particularly the existence of a reading path for the reader as well as whether the government and the NGOs really address their audiences in a meaningful way will be described in the sections below.

5.1 National Department of Health (NDoH)

The website of the NDoH can be found under their web address and by searching on the well known search engine "google". At first view the homepage seems to be very active and colorful. It is not easy to find information on HIV/AIDS on the page, seeing that too many health themes are foregrounded and several HIV/AIDS ribbons occur in several sizes and in different places, which creates confusion. The size of the circle is enormous and fills almost the whole centre of the page. The clusters that are given on the right side of the page have different sizes and the text is very small, which makes it more difficult to read the information. The centre and the elements

around it do not seem properly connected; no equal balance and harmony exists between the images used, i.e. text and modes. Frames are important to give the user direction, but the website does not provide a reading path or orientation and the placement of information and modes does not give a degree of coherence; instead it is a random placement of several modes.

Significant is also that the nine red buttons somehow link to information on the homepage of the NDoH, but also to totally different links of other websites. Normally a website has a structure, through which the user can see that the further links on the website he is using belong to the NDoH for example, but the website of the NDoH does not give this information. Another factor is, that the layout of the NDoH website changes and has a totally different set up, as soon as one clicks for information on one of the 9 red buttons – see Fig. 6 below.
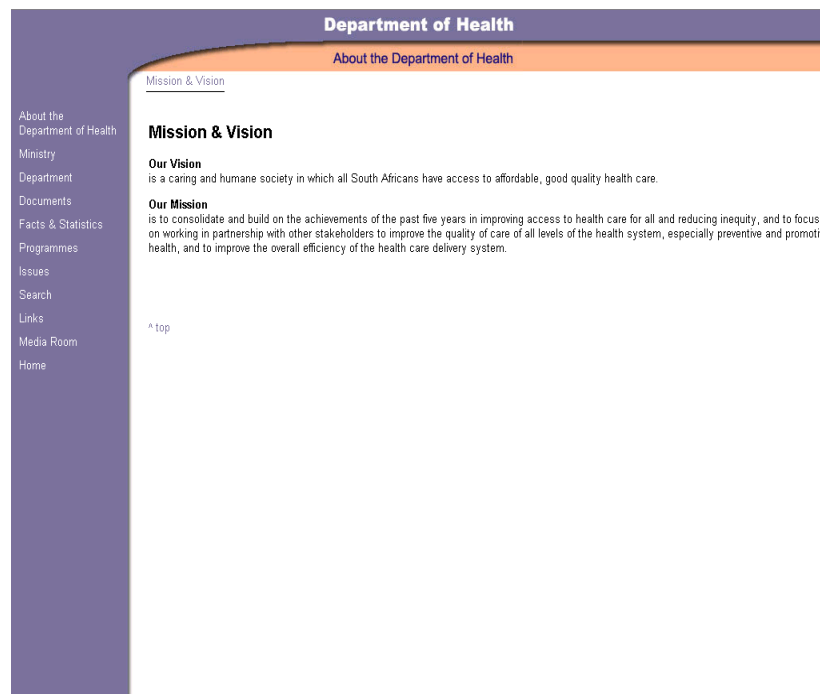
Fig.6. Link to information of the National Department of Health (NDoH)

By comparing the main homepage with the page that comes up if one clicks on a link of the website, one notices many differences between the two pages. Fig.6. has, according to layout features and the theories mentioned before, a left, top and central frame, whereas the main homepage has a random structure with a big circle in the middle, without orientation. The colours on the second page differ from the remarkable colours on the first page. The second page is not filled with images and text, nor a variety of communicative modes that are in relation to each other exist. As the study focuses only on the main homepages no further investigations will be made of the link, but it is sufficient to mention the big difference between the structure of the

homepage and the information that is given by clicking on another page from the main homepage. The homepage of the NDoH does not provide information immediately and a reading path is not easily identified. This may lead the reader to exit the website and therefore the government most likely does not reach their target audience, i.e. all citizens that have a right to information about HIV/AIDS. Only if users note the HIV/AIDS ribbon that pops up on top of the right side of the homepage, they will find information related to HIV/AIDS and the projects of the government, because a link is made to the website of SANAC, which is a different website that is connected to the government and provides HIV/AIDS information.

5.1.1 South African National Aids Council (SANAC) in connection with the National Department of Health (NDoH)

SANAC cooperates with the government and has a link on the website of the NDoH. The website has a top frame with general information on the organisation and projects, which is always present and remains constant by clicking on other links in contrast to the NDoH's website (see example in Fig. 7 below).
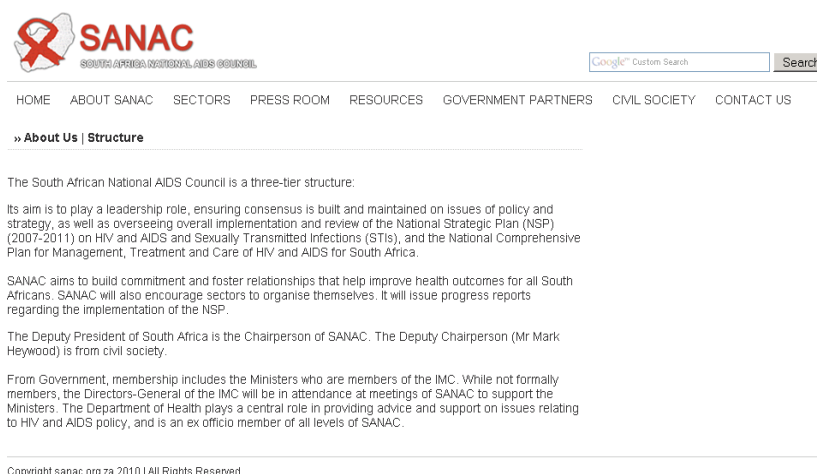
Fig.7. Link to information of the South African National Aids Council (SANAC)

The logo (a red signal HIV/AIDS ribbon with a map of South Africa and the name SANAC) stays constant throughout the pages and signals a sharp focus on the topic HIV/AIDS; salience occurs and can indicate that they focus seriously on HIV/AIDS. The main colours are red, grey and white, which signal integrity and reliability. The homepage is represented in two ways, written texts and graphic elements, i.e. pictures and videos, which highlights their aims and gives

knowledge about the illness HIV/AIDS. Hence, linguistic and visual modes are used in a balance with each other and give a positive overall overview.

In conclusion the NDoH and the connected website SANAC work with multimodal elements on their main homepage. The fact that as soon as one clicks on a link to another page of the NDoH and another layout occurs; which is either a link to a totally different website, or to a website of the government and the set up differs enormously from the main homepage, can confuse the reader and disrupt a reading path, which likely leads a user to search for other websites that are clearer and provide orientation. Thus, the value of information can attract people that are interested in the work of the government and likely search for sufficient information of HIV/AIDS projects and political issues, but HIV/AIDS affected people cannot be addressed immediately with the set- up of the NDoH, rather stakeholders, health care providers or politically concerned institutions.

5.1.2 Provincial Department of Health (PDoH)

The website of the PDoH is set up in cooperation with the Cape Gateway homepage, which provides information and services to several public facilities. Public members can find information on different departments and service areas of the government, but this study focuses on the representation of the work of the PDoH, particularly the field of HIV/AIDS. It is very difficult to find the PDoH website, seeing that the PDoH is one of several departments and actually does not have its own homepage, it is connected to the Cape Gateway homepage.

At first view the website seems to be structured and information is separated from each other through significant yellow and blue colours as well as through big clusters. Although the significant colours, clusters and the map grab the attention of a reader and seem to be coherent, the overall overview does not show a balance between text and multimodal modes. Hence, the page is structured with outdated modes, more text has been used than a mix of multimodal elements and only a few images related to diseases that the government focuses on are on the website. Although different letters or bullets are used, the website is overloaded with text and pdf documents and the reader may find they do not know where to start. The website provides no reading path, seeing that information on one topic can be found in different places and in several sections, which can also lead to a lack of interest.

The overall view of the page cannot be seen as a coherent; the reader must also scroll down to see the whole page. Big noticeable spaces are left between clusters and information, which gives the impression of disconnection and disharmony of the context.

In conclusion the website only gives information on the governments own work and refers to other Health facilities; no real interactivity with the audience can be noted, seeing that only traditional contact possibilities are given, i.e. e-mail address and telephone numbers and not new communication mediums, i.e. newsletters etc. What is commendable is the fact that a glossary for government terminologies and acronyms is given and information can be provided in English, Afrikaans and isiXhosa. For South Africa it is very important to provide information in several languages, to cover the needs of as many people as possible.

5.2 Treatment Action Campaign (TAC)

The website of TAC can be found easily through their website address as well as with the search engine "google", where the main homepage appears immediately. The homepage has a clear structure which makes it easy for a user to find sufficient information about HIV/AIDS. The reader can be guided through a page that has a sense of unity, stability and orientation. Moreover a balance between text and images occurs and the layout is structured in a way that the reader focuses on the centre of the homepage, where current news is updated with red headlines, which also shows the importance of the issues. These topics are mostly related to governmental decisions and actions not only on the topic of HIV/AIDS, also other issues, such as striking for own rights, pictures of political persons or public representatives and their actions, interviews or documentation, which can give the assumption that readers can be influenced by ideological positions and aims of TAC and consequently the view of audiences can be manipulated. The pictures are audience- oriented and related to current developments, for example strikes for more attention on HIV/AIDS are shown with people that have messages on clothing or posters, while they are walking in public to draw attention. Hence, the target groups that are shown on the pictures e.g. youth or people that are in the same situation as the foregrounded topics on their website, can likely identify themselves with the organisation. The combination of these modes, visual and audiovisual makes the website seem active (real people) and updated (current topics) and can attract the audiences to search for more information.

TAC is established in South Africa and focuses on developments around HIV/AIDS and political issues with the concern to reach as many groups as possible. Specifically, their history is that they challenged the government to provide ARV-treatment for all people that live with HIV/AIDS. TAC was instrumental in finding agreement on reasonable prices for ARV medication. Several cultural groups and a range of languages exist in South Africa, therefore attention should be given on the most important information about HIV/AIDS, treatment possibilities and projects in several main languages that are spoken in South Africa. Hence, it is necessary that TAC provides the information in several languages and not only English to reach their target audiences.

5.3 AVERT

The homepage of AVERT can be found immediately via "google" and attracts the user to find out more about the organisation, seeing that the layout gives the appearance of being very structured and up to date. AVERT does not present a specific country, its focus lies worldwide and therefore the organisation provides globally concerned information and statistics. The layout gives the reader orientation and a reading path is provided by the producer of the website. However, all pages offer links back to the main topics of the websites, seeing that all topics are either summarised in blocks on the bottom of the current page or marked with the question "Where next"? and several possibilities to select for the next destination on the website are shown. Hence, the website is user friendly, seeing that the reader is guided and attracted by different modes to stay focused on the homepage and get sufficient information about HIV/AIDS. The website is colourful, uses different modes, i.e. colour changing by clicking on a link, pictures, movies, documents, games, quizzes, social networks etc. AVERT also provides photos of smiling people or topic related images, which attracts attention, because the images and texts are related to each other and show an overall connection and a sense of identification with the disease. The balance between modern modes, different letters, comic signs and significant colours is given, which makes the website seem up to date. It also gives an overall impression of connection and a sense of unity and harmony, seeing that there are no significant spaces or disconnection features between the parts of information. Often producers of websites disconnect "given" on the left side from the "new" information on the right side through the centre, but AVERT's homepage has a "given" frame and the centre is divided into several clusters. Hence,

the information in the centre is separate from the "given" information on the left frame, but related to "new" information, seeing that the "new" and updated information is positioned in the "centre" and the clusters have the same colours and modes, which also displays a correlation of the context.

AVERT also uses symbols that are commonly known, for example the search engine google or social networks like facebook or twitter. The signs might be familiar to the reader, especially youths or young adults, which also shows the interactivity of the websites, their attempts to reach their audience on different platforms. Hence, the organisation can attract more readers and reach different kinds of groups and ages e.g. youth, adults, people in educational fields, stakeholders through the set- up of their website. AVERT also has a section to get sufficient information about HIV/AIDS in Spanish, seeing that their focus lies worldwide and not only in one country and therefore they seem to reach different cultures, besides the mentioned fields and ages above. Seeing that AVERT depends on money from several sectors, they are very concerned to inform their audience to donate to the organisation. It seems to be one of their main aims to collect money for their projects, which is presented under several clusters on the website. Significant is also, that the Donate cluster pops up, in contrast to other clusters. Hence, AVERT uses many modes and placements to focus the reader's attention on donation of money in order to ensure the existence of the organisation.

5.4 Comparison between selected governmental and non- governmental websites

The study shows that the selection of topics, modes of communication and the composition of the website can have an impact on interpretations and ideologies of audiences. In general one can assume that the government as well as non- governmental organisations use forms of manipulation in discourses on their websites, based on the fact that their main concern is to change people's behaviour with respect to HIV/AIDS prevention, sexual behaviour and treatment forms for a healthy life, regardless to which extent and how they realise their concern. Certainly, each organisation presents itself positively, so that those who have access will not easily be informed on weaknesses in the organisation through the website – unless of course they are skilled at "reading between the lines".

Similarities and differences occur between the websites of the government (NDoH, PDoH and SANAC) and NGOs (AVERT and TAC), in terms of their selected modes, topics and information value as well as interaction with their intended audiences.

Firstly, audiences must know the NDoH, PDoH, SANAC, AVERT and TAC. Secondly they must get access to the particular websites. All websites can be found on the well known search engine "google" immediately, except the PDoH, which is connected to a provincial (Western Cape) website with several Departments of the government. For the non- governmental organisations it is apparently more important to be well- known and draw attention to their work and projects, in order to secure their existence and the support of sponsors, by looking at the layouts and the actuality of AVERT and TAC.

Both governmental and non- governmental websites work with several modes, but the balance between text and modes as well as the information value thereof differs enormously. The government websites (NDoH and SANAC) have more pictures and less textual information on the first page of their website, whereas PDoH has more text and less images. There is no balance between the various modes used on the NDoH and PDoH. SANAC is the only selected governmental website that provides an overall structured and positive impression. In contrast, TAC and AVERT have coherent pages with a framing that allows the reader to find information immediately. These factors have an impact on audiences and determine whether the reader wants to get more information from the website and the provided topics or loses interest. One could conclude that the governmental websites are probably more focused on managing and conducting projects, whereas TAC and AVERT focus on the individual, i.e. people that are directly affected by HIV/AIDS. The governmental websites rather present their projects, whereas the non-governmental organisations try to react to current issues, events and developments that influence HIV/AIDS patients in different fields, i.e. political or judicial decisions and actions in different countries, not only South Africa. Hence, non- governmental organisations interact more directly with and are closer to their audiences, i.e. HIV/AIDS patients, than the government representative websites. This can also be seen from the fact that NDoH, PDoH and SANAC mainly provide postal and e-mail addresses for feedback or hotlines for help, whereas AVERT and TAC interact with their audiences via several new communication forms, i.e. e-mail addresses, telephone

numbers, newsletters, press releases, blogs, Facebook, twitter, etc. The non- governmental websites are up to date and change their topics and modes on the website constantly according to the interests of their intended audiences, while the government mainly concentrates on their own interests. It also shows a kind of equality and respect towards audiences, if they have the possibility to interact with the organisations and share their opinions and experiences, whereas the communication with the government can be seen as one-sided. The NDoH, PDoH and SANAC would probably be of interest to institutions, politicians and professionals in the field of health care and education. AVERT and TAC seem to be geared towards the interest of professionals in different fields, of people that are directly affected by HIV/AIDS and of interested groups, regardless of age, that are interested in gaining knowledge about the disease. Professionals in the medical or social field would probably look at the governmental websites, in order to find information about government's response to HIV/AIDS, and to ascertain what governmental policy is. This may be required either because they work for the state or because they have patients who need state support. In contrast, a teenager, young adult or HIV/AIDS patient would more likely identify with the websites of AVERT or TAC.

CHAPTER 6: CONCLUSIONS AND FURTHER RECOMMENDATIONS

In order to make further suggestions it is essential to return to the aim of the study. Following the analyses of the four websites discussed in chapters 4 and 5 above, the focus was on how organisations established to manage specific aspects of dealing with HIV/AIDS in South Africa present themselves and communicate their intended messages and aims to an audience, by using electronic communication elements on their websites.

Firstly, all of the selected organisations have at least one goal in common, namely the prevention of further HIV/AIDS infections in South Africa and spreading information on the topic HIV/AIDS in a country where the percentage of infected people is very high. Secondly, organisations use various methods to convey their messages, in order to reach a specific audience. The audience that one would assume to be HIV- infected and -affected people, does not always seem to be the intended set of readers. However, it is obvious that several groups and ages are addressed in different situations, seeing that HIV/AIDS is a serious matter and should be a concern for everybody. Thirdly, the overall presentation that should attract and aim to change behaviour through visual and verbal communication modes, does not necessarily achieve effective communication between organisations and audiences.

It is obviously important for the work of HIV/AIDS organisations to explore whether the platform of internet websites, is the best one to reach their target groups immediately. Nowadays the use of internet technology is very common, but not all people have access to internet nor do all have the educational background to read and understand the given information on a website. Hence, it can be difficult to gain the attention of specific vulnerable groups who do need to be informed on this extremely pertinent health care issue. Besides that, access to information via the internet can be problematic and the understanding all of the multimodal elements that are provided on websites, such as the language style and register, the medical and organisational jargon that is used, may be inaccessible to many interested parties. Although this project did not assess intelligibility in an empirical way, the impression is that not all of the target audiences will be reached by these websites. Finally, it has to be noted that the content is presented mostly in English, which is the first language of a very small group of South Africans. Although there is a

language policy that would support a multilingual presentation of material, there is no commitment to honouring such a policy and addressing potential readers in e.g. indigenous African languages.

On the assumption that many groups cannot be reached via the internet, other forms of media must be considered to get their first attention, e.g. local consultation, newspapers, flyers, radio etc. If interest exists, people can likely search for more detailed information on the internet. As mentioned before, organisations are challenged to provide information to people that have a lack of knowledge about HIV/AIDS and do not realise the seriousness of the disease as well as groups that already have some education on the topic, e.g. doctors, social workers, teachers etc., but need further information about HIV/AIDS, which makes it difficult to meet all the needs of several audiences. Special attention can be given to integrity of information, as for all users of the website the topic HIV/AIDS is serious and therefore the organisations aim to present themselves as reliable advisors.

The theories of Kress and van Leeuwen (1996, 1998) and Kress (2003, 2005) were adapted from metafunctional aspects of text complemented by the semiotic views of investigating the placement of different modes, which seems to influence the value and meaning of a message as well as the interpretation thereof by the reader. Hence, the approaches offered by Kress and van Leeuwen provide a potential instrument for the analysis of new modes on websites, seeing that they combine the three metafunctions of SFL with their approaches to visual design. However, the data showed that text still plays a big role in multimodal pages and therefore approaches to textual discourses and semiotics are important, considering that electronic communication seems to turn into a multimodal landscape with loads of visual elements.

Due to rapid technical advances, especially on the world wide web, it is essential to reconsider existing theories and adapt empirical findings to evaluate websites, by considering other fields, like sociological insights, psychological factors, brain research or cognitive effects, in order to investigate behaviour and receptiveness of persons by viewing multimodal texts, which cannot yet be found in theories. Hence, several theories will always be combined, because communication forms change rapidly and new modes are presented, which can have an impact on

the intended message and the interpretation of the message by the reader. However, the evaluation of electronic modes and communication forms is based on theories from different fields of study to accommodate multimodal elements and the meaning thereof for the intended audiences.

It is difficult to find a theory that can explore the complexity of electronic communication. Technical aspects can be considered in combination with placements of multimodal modes, but due to differences in computer knowledge, educational and cultural aspects as well as cognitive abilities, it seems to be impossible to cover all aspects with one theory.

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