

LIST OF TABLES

Table 1.1	Examples of Digital Political Posters Posted on Instagram	8
Table 2.1	Mapping SFL, SS, and CA Approaches to Multimodality	20
Table 2.2	Features of Political Rhetoric and Their Examples	114
Table 4.1	The Number of Followers Uploading Politicians' Digital Posters on Instagram.....	142
Table 4.2	Linguistic Strategies Employed by GP, MI, AH, PS and AB	227
Table 4.3	Visual Strategies Employed by GP, MI, AH, PS, and AB.....	229
Table 4.4	Spatial Strategies Employed by GP, MI, AH, PS, and AB.....	232
Table 4.5	Realization of GP's, MI's, AH's, PS', and AB's Linguistic Strategies.....	235
Table 4.6	Realization of GP's, MI's, AH's, PS', and AB's Visual Strategies.....	240
Table 4.7	Realization of GP's, MI's, AH's, PS', and AB's Spatial Strategies.....	243
Table 4.8	Rationales for Employing Linguistic Strategies in the Ways They Are	244
Table 4.9	Rationales for Employing Visual Strategies in the Ways They Are	248
Table 4.10	Rationales for Employing Spatial Strategies in the Ways They Are	250