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COVER
Logos are typical multimodal discourses combining languages, pictures, colors and so on with spatial distribution and often used in propagandizing a city. Lanzhou, the provincial capital city of Gansu Province in north-west China, released two logos about the image and the tourism successively to propagandize the city. Images and words can work together to create a synergic effect of propagandizing the city, and multimodality is an effective way to present such information about the characteristics of a city in meaning-making process of logos. Through the interaction of these different semiotic elements, the logos express much more abundant information than separate ones. See page 100.

Image: BASE illustrating group

ISSN: 2329-5856