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Nota di contenuto	Front matter -- Table of contents -- Contributors -- 1. Introduction / Norris, Sigrid / Maier, Carmen Daniela -- I. Multimodal theory and methodology: How are they developed? -- 2. From mediated discourse and nexus analysis to geosemiotics: a personal account / Scollon, Suzie Wong -- 3. Developing multimodal (inter)action analysis: A personal account / Norris, Sigrid -- 4. About images and multimodality: A personal account / Van Leeuwen, Theo -- 5. Developing a GeM (genre and multimodality) model / Bateman, John -- II. Multimodal theory and methodology: What are their facets? -- 6. Mediated discourse analysis / Jones, Rodney H. -- 7. Nexus analysis / Pan, Yuling -- 8. Geosemiotics: Discourses in place / Al Zydjaly, Najma -- 9. Introduction to multimodal (inter)action analysis / Pirini, Jesse -- 10. Multimodal analysis of new corporate genres / Maier, Carmen Daniela -- 11. Multimodal genre analysis / Hiippala, Tuomo -- III. Conducting multimodal research -- 12. Multimodal approaches / Jewitt, Carey -- 13. Systemic functional multimodal discourse analysis / O'Halloran, Kay L. / Fei, Victor Lim -- 14. Multimodal transcription: A case study / Bezemer, Jeff -- 15. How-to-analyze webpages / Djonov, Emilia /

Knox, John S. -- 16. A participatory approach to 'analysing' visual data: involving practitioners in visual feedback / Ledema, Rick -- 17. Collecting video data: Role of the researcher / Norris, Sigrid / Geenen, Jarret / Metten, Thomas / Pirini, Jesse -- 18. Studying social actors: Some thoughts on ethics / Pirini, Jesse / Norris, Sigrid / Geenen, Jarret / Matelau, Tui -- IV. Sample analyses -- 19. Mediation as interrelationship: Example of kitesurfing / Geenen, Jarret -- 20. Vertical identity production and mori identity / Matelau, Tui -- 21. The matrix phenomenon / Maiorani, Arianna -- 22. Typography / Stöckl, Hartmut -- 23. Multimodal constructions of factuality and authenticity in tv-news bulletins / Tan, Sabine -- 24. Facebook: A multimodal discourse analysis of (semi-)automated communicative modes / Eisenlauer, Volker -- 25. 3-D realisation of discourse: The case of war monuments / Abousnnouga, Gill / Machin, David -- 26. Multimodality and space exploration: communicative space in action / White, Paul -- 27. Mediated discourse analysis, 'embodied learning' and emerging social and professional identities / de Saint-Georges, Ingrid -- 28. Comic Books / Pinar, Maria Jesus -- 29. Multimodality in literature: An analysis of Jonathan Safran Foer's a primer for the punctuation of heart disease / Gibbons, Alison -- 30. Concluding remarks / Norris, Sigrid / Maier, Carmen Daniela -- Glossary -- Index

Sommario/riassunto

Multimodality is a fast-growing interdisciplinary approach that aims to analyze the interplay of multiple modes such as gaze, gesture or spoken language that are utilized in interaction, and to examine the multimodal production and consumption of communicated messages. This Reader provides a comprehensive text of current research into multimodality, outlining in-depth delineation of each primary theoretical and methodological approach, as well as personal accounts of scholars, who are responsible for the various approaches' advancements. The book additionally offers a plethora of analysis chapters, written by scholars from across the world, with vastly diverse themes ranging from buying popcorn, protests in Oman, coaching sessions and identity, to kitesurfing, typography, TV news, billboards, workplace practices, or analyzing web pages, Facebook, comic books, and more. Flexible and easy to use, the Reader includes key terms, suggested further readings, and a project idea for each chapter. The key terms for the chapters also comprise the extensive alphabetical glossary. Brief introductions for the analysis chapters, written by the editors, summarize the topic, explain the methodology used, outline the thematic orientation, and link each chapter to other chapters in the book. Showcasing multimodal analysis in detail, this Reader is essential reading for undergraduate and postgraduate students, for emergent researchers, and for advanced scholars who wish to gain insight into the current state of multimodal research.
