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Titolo	Multimodality : foundations, research and analysis a problem-oriented introduction / / John Bateman, Janina Wildfeuer, Tuomo Hiippala
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Descrizione fisica	1 online resource (424 pages)
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Soggetti	Modality (Linguistics) Communication - Psychological aspects Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Frontmatter -- Contents -- How to use this book -- 1 Introduction: the challenge of multimodality -- 2 Recognising multimodality: origins and inspirations -- 3 Where is multimodality? Communicative situations and their media -- 4 What is multimodality? Semiotic modes and a new 'textuality' -- 5 The scope and diversity of empirical research methods for multimodality -- 6 Are your results saying anything? Some basics -- 7 Multimodal navigator: how to plan your multimodal research -- 8 Gesture and face-to-face interaction -- 9 Performances and the performing arts -- 10 Layout space -- 11 Diagrams and infographics -- 12 Comics and graphic novels -- 13 Film and the moving (audio-) visual image -- 14 Audiovisual presentations -- 15 Webpages and dynamic visualisations -- 16 Social media -- 17 Computer and video games -- 18 Final words: ready, steady, analyse! -- Bibliography -- Index
Sommario/riassunto	This textbook provides the first foundational introduction to the practice of analysing multimodality, covering the full breadth of media and situations in which multimodality needs to be a concern. Readers learn via use cases how to approach any multimodal situation and to derive their own specifically tailored sets of methods for conducting

and evaluating analyses. Extensive references and critical discussion of existing approaches from many disciplines and in each of the multimodal domains addressed are provided. The authors adopt a problem-oriented perspective throughout, showing how an appropriate foundation for understanding multimodality as a phenomenon can be used to derive strong methodological guidance for analysis as well as supporting the adoption and combination of appropriate theoretical tools. Theoretical positions found in the literature are consequently always related back to the purposes of analysis rather than being promoted as valuable in their own right. By these means the book establishes the necessary theoretical foundations to engage productively with today's increasingly complex combinations of multimodal artefacts and performances of all kinds.

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