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| 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. |