

1. Record Nr.	UNINA9910953767203321
Titolo	Multimodal studies : exploring issues and domains / / edited by Kay L. O'Halloran and Bradley A. Smith
Pubbl/distr/stampa	New York, : Routledge, 2011
ISBN	1-136-81116-8 1-283-46111-0 9786613461117 1-136-81117-6 0-203-82884-4
Edizione	[1st ed.]
Descrizione fisica	1 online resource (xvii, 269 pages) : illustrations
Collana	Routledge studies in multimodality ; ; 2
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Disciplina	302.2/2
Soggetti	Modality (Linguistics) Semiotics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1. Multimodal Studies -- Part I. Issues in Multimodal Studies -- 2. The Decomposability of Semiotic Modes -- 3. Speech and Writing: Intonation within Multimodal Studies -- 4. Visual Space and Ideology: A Critical Cognitive Analysis of Spatial Orientations in Advertising -- 5. The Music Table Revisited: Problems of Changing Levels of Detail and Abstraction in a Tangible Representation -- 6. Enregistering Identity in Indonesian Television Serials: A Multimodal Analysis -- 7. The Semiotics of Decoration -- Part II. Domains of Multimodal Studies -- 8. Multimodality and Social Actions in 'Personal Publishing' Text: From the German 'Poetry Album' to Web 2.0 'Social Network Sites' -- 9. Knowledge Communication in Green Corporate Marketing: A Multimodal Discourse Analysis of an Ecomagination Video -- 10. The Implications of Multimodality for Media Literacy -- 11. The Changing Pedagogic Landscape of Subject English in UK Classrooms -- 12. Picture Books for Young Children of Different Ages: The Changing Relationships between Images and Words -- 13. Semiotisation Processes of Space: From Drawing Our Homes to Styling Them -- 14.

Sommario/riassunto

The phenomenon of multimodality has, as Jewitt observes, generated interest "across many disciplines ... against the backdrop of considerable social change." Contemporary societies are grappling with the social implications of the rapid increase in sophistication and range of multimodal practices, particularly within interactive digital media, so that the study of multimodality also becomes essential within an increasing range of practical domains. As a result of this increasing interest in multimodality, scholars, teachers and practitioners are on the one hand uncovering many different issues arising from its study, such as those of theory and methodology, while also exploring multimodality within an increasing range of domains. Such an increase and range of interest in multimodality heralds the emergence of a distinct multimodal studies field: as both the mapping of a domain of enquiry, and as the site of the development of theories, descriptions and methodologies specific to and adapted for the study of multimodality. The present volume presents a range of works by an impressive international roster of contributors who both explore issues arising from the study of multimodality and explore the scope of this emerging field within specific domains of multimodal phenomena. Contributors aim to show that each individual work and works in general within multimodal studies represent a dialectic or complementarity between the exploration of issues of general significance to multimodal studies and the exploration of specific domains of multimodality; while characterizing specific works as tending to some degree towards one or other of these main areas of focus. Such a characterization is seen as part of a move towards the identification and thus development of a distinct field of multimodal studies.