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Nota di contenuto	1.Introduction: Rethinking Multimodality in the Twenty-first Century / Janina Wildfeuer -- 2.Vectors / Theo van Leeuwen -- 3.The "Same" Meaning across Modes? Some Reflections on Transduction as Translation / Søren Vigild Poulsen -- 4.Modeling Multimodal Stratification / Morten Boeriis -- 5.Understanding Multimodal Meaning Making: Theories of Multimodality in the Light of Reception Studies / Hans-Jurgen Bucher -- 6.Approaching Multimodality from the Functional-pragmatic Perspective / Arne Krause -- 7.Audio Description: A Practical Application of Multimodal Studies / Christopher Taylor -- 8.Multimodal Translational Research: Teaching Visual Texts /

Serene Tan Kok Yin -- 9."Wikiganda": Detecting Bias in Multimodal Wikipedia Entries / Marc Debus -- 10.Exploring Organizational Heritage Identity: The Multimodal Communication Strategies / Carmen Daniela Maier -- 11.The "Bologna Process" as a Territory of Knowledge: A Contextualization Analysis / Yannik Porsche -- 12.Afterword: Toward a New Discipline of Multimodality / Ognian Seizov.

Sommario/riassunto

"Multimodality is one of the most popular and influential semiotic theories for analysing media. However, the application and conceptual anchoring of multimodality often remains geographically and disciplinarily grounded within local systems of thought. New Studies in Multimodality combines the expertise of multimodalists from around the globe, offering novel readings and applications of central concepts in multimodality and inviting innovative synergies between previously disparate schools. Combining perspectives from the most actively developing traditions of theory and research, this book progresses from classic concepts to more empirically and practice-motivated contributions. Contributors engage in mutual dialogue to present new theoretical perspectives and compelling applications to a variety of old and new media. Expanding the basis and scope of multimodality, this volume shows awareness and experience of this field in many disciplines and illustrates how versatile, pervasive and relevant it is for studying today's communication phenomena."--Bloomsbury Publishing.
