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Studying argumentation has long been the domain of logic and rhetoric. But modern persuasive media show that arguments may be deployed and conveyed in multiple semiotic modes, such as visual image, sound or gesture. These strategically combine with language to build effective and situationally appropriate multimodal arguments. The book, therefore, devises tools and procedures for multimodal argumentation analysis, marshalling the expertise of argumentation studies and multimodality research alike. The volume engages with multimodal argumentation in the widest possible sense of employing a variety of semiotic modes and media/genres for the purpose of convincing, deliberating, changing opinions, or managing disagreement. The book sketches the state-of-the-art in multimodal argumentation by developing its theory and method, and by studying the medial/generic practices of multimodal argument (re-)construction and evaluation. Three ideas make for the book's freshness: it allows a plurality of approaches to multimodal argumentation, showcases different media and genres, and attempts a synthesis of argumentation and multimodality studies.

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