



## Introducing Multimodality

By Carey Jewitt, Jeff Bezemer, Kay O'Halloran

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### **Introducing Multimodality** By Carey Jewitt, Jeff Bezemer, Kay O'Halloran

This accessible introduction to multimodality illuminates the potential of multimodal research for understanding the ways in which people communicate. Readers will become familiar with the key concepts and methods in various domains while learning how to engage critically with the notion of multimodality. The book challenges widely held assumptions about language and presents the practical steps involved in setting up a multimodal study, including:

- formulating research questions
- collecting research materials
- assessing and developing methods of transcription
- considering the ethical dimensions of multimodal research.

A self-study guide is also included, designed as an optional stand-alone resource or as the basis for a short course. With a wide range of examples, clear practical support and a glossary of terms, *Introducing Multimodality* is an ideal reference for undergraduate and postgraduate students in multimodality, semiotics, applied linguistics and media and communication studies. Online materials, including colour images and more links to relevant resources, are available on the companion website at [www.routledge.com/cw/jewitt](http://www.routledge.com/cw/jewitt) and the Routledge Language and Communication Portal.

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## Introducing Multimodality By Carey Jewitt, Jeff Bezemer, Kay O'Halloran Bibliography

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## **Editorial Review**

### Review

'This exquisitely readable and user-friendly book introduces students to what is perhaps the most stimulating and exciting recent development in semiotic and discourse analysis. Written by some of the most dynamic and innovative scholars in the field of multimodality, this book promises to become a classic and remain an indispensable reference text for many years to come.' Jan Blommaert, *Tilburg University, the Netherlands*

'Finally a textbook which clearly and authoritatively brings together the different strands in multimodal theory and research and empowers students to explore multimodal communication through their own research.' Theo van Leeuwen, *University of Technology Sydney, Australia*

'A comprehensive and even handed review of a range of perspectives on multimodality, followed by wise advice on the design and conduct of research studies.' Frederick Erickson, *University of California, USA*

"A comprehensive and insightful overview of up-to-date approaches to multimodality with detailed accounts of both their shared and distinctive theories of meaning and methods of analysis, using an array of representative study examples as illustrations. It is very comprehensible, requiring "no prior knowledge in linguistics or semiotics" on the part of readers and thus serves as a good starting point for novices in multimodality. It is also an excellent reference for established scholars who wish to deepen their insights into the complexities involved in various strands of multimodal research." Enhua Guo (2017): Introducing multimodality, *Social Semiotics*

"An excellent guide to multimodality for learners who want to establish their research into multimodality, for this book presents eight approaches all together and sheds light on the distinctions, critiques and new directions of them ... the book offers a panoramic overview of fresh trends and developments in multimodality. Elaboration of those approaches is supported by the exemplification of recently published or still-in-press studies." Rurong Le, *Multimodal Commun.* 2016; 5(2): 143–144

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#### **Patrick Pond:**

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