



Introducing Multimodality

Carey Jewitt, Jeff Bezemer, Kay O'Halloran

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This accessible textbook introduces multimodality: its origins, scope and the potential of multimodal research for understanding the ways in which people communicate. The authors illustrate the key concepts and methods in various domains while demonstrating how to engage critically with the notion of multimodality. Readers will learn to recognize similarities and differences in theoretical and methodological positions, and the limitations of different approaches are highlighted – including advice on how to mix and ultimately choose the most apt approaches for a study.

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.

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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. A self-study guide is also included, designed as an optional stand-alone resource or as the basis for a short course to help readers engage with the issues raised by the book.

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