

# Contents

<i>List of Illustrations</i>	ix
<i>Acknowledgements</i>	xi
<i>Foreword, Geoff Whitty</i>	xiii

<b>Introduction</b>	1
MARGIT BÖCK AND NORBERT PACHLER	

## PART I

### Two Personal Views

1 Kress on Kress: Using a Method to Read a Life	7
BOB HODGE	
2 On Transformation: Reflections on the Work of, and Working with, Gunther Kress	16
MARY KALANTZIS AND BILL COPE	

## PART II

### Semiotics and Meaning-Making

3 Semiotic and Spatial Scope: Towards a Materialist Semiotics	33
JAN BLOMMAERT	
4 Proactive Design Theories of Sign Use: Reflections on Gunther Kress	43
JAMES PAUL GEE	
5 Making Meaning in Japanese: Orthographic Principles and Semiotic Meaning Potential	54
SEAN MCGOVERN	

6	Colour Schemes THEO VAN LEEUWEN	62
7	On the Problematics of Visual Imagery jan jagodzinski	71
8	Mediated Frameworks for Participation SONIA LIVINGSTONE AND PETER LUNT	79
9	The Search for Multimodality: Mimesis, Performativity, and Ritual CHRISTOPH WULF	89
10	On Magical Language: Multimodality and the Power to Change Things STEPHEN MUECKE	93
11	Multimodality and New Literacy Studies: Exploring Complimentarity BRIAN STREET	103

### PART III

#### Shaping Knowledge: Agency in Learning and Design

12	Gunther Kress and Politics KEN JONES	113
13	Transformation and Sign-Making: The Principles of Sketching in Designs for Learning STAFFAN SELANDER	121
14	Bildungssprache—a Case of Multiliteracies and Multimodalities INGRID GOGOLIN	130
15	Kressian Moments in South African Classrooms: Multimodality, Representation, and Learning DENISE NEWFIELD	141
16	Voice as Design: Exploring Academic Voice in Multimodal Texts in Higher Education ARLENE ARCHER	150
17	<i>After Writing</i> : Rethinking the Paths to Composition JENNIFER ROWSELL AND KATE PAHL	162

18	Semiotic Work in the Apparently Mundane: Completing a Structured Worksheet	175
	DIANE MAVERS	
19	Visual Communication in a Physics Course	183
	JON OGBORN	
20	From Error to Multimodal Semiosis: Reading Student Writing Differently	195
	MARY SCOTT	
21	Encounters and (Missed) Opportunities—Rethinking Media and Communication Studies From a Multimodal Perspective	204
	BRIGITTE HIPFL	
22	Composition and Appropriation in a Culture Characterised by Provisionality	213
	BEN BACHMAIR AND NORBERT PACHLER	

#### PART IV

#### Knowing and Learning Beyond the Walls of Traditional Education

23	Towards a Social and Ethical View of Semiosis: Examples From the Museum	225
	EVA INSULANDER AND FREDRIK LINDSTRAND	
24	Multimodality and Digital Environments: An Illustrative Example of the Museum Visitor Experience	237
	CAREY JEWITT	
25	Making Meaning in the Operating Theatre	244
	ROGER KNEEBONE	
26	Learning, Design, and Performance: Towards a Semiotic-Ethnographic Account of Surgical Simulation	254
	JEFF BEZEMER	

<i>Contributors</i>	263
<i>References</i>	271
<i>Index</i>	291