

Part III: Key themes for multimodality	113
Introduction to Part II	113

Part III: Key themes for multimodality	113
Introduction to Part II	113

Part IV: Multimodal case studies	131
Introduction to Part IV	131

Part IV: Multimodal case studies	131
Introduction to Part IV	131

Part IV: Multimodal case studies	131
Introduction to Part IV	131

Part IV: Multimodal case studies	131
Introduction to Part IV	131

List of illustrations	xi
List of contributors	xv
Acknowledgements	xxv

Introduction: handbook rationale, scope and structure	1
---	---

Part I: Theoretical and methodological tools for multimodal analysis	9
--	---

Introduction to Part I	11
------------------------	----

1 An introduction to multimodality	15
Carey Jewitt	

2 Different approaches to multimodality	31
Carey Jewitt	

3 What are multimodal data and transcription?	44
Rosie Flewitt, Regine Hampel, Mirjam Hauck and Lesley Lancaster	

4 What is mode?	60
Gunther Kress	

5 Parametric systems: the case of voice quality	76
Theo Van Leeuwen	

6 Modal density and modal configurations: multimodal actions	86
Sigrid Norris	

7 Transformation, transduction and the transmodal moment	100
Denise Newfield	

Part I: Further reading	115
-------------------------	-----

Part II: Key themes for multimodality	117
Introduction to Part II	119
8 Historical changes in the semiotic landscape: from calculation to computation <i>Kay L. O'Halloran</i>	123
9 Technology and sites of display <i>Rodney H. Jones</i>	139
10 Multimodality and mobile culture <i>Kevin M. Leander and Lalitha M. Vasudevan</i>	152
11 Multimodality, identity, and time <i>Jay Lemke</i>	165
12 Multimodality and reading: the construction of meaning through image–text interaction <i>Len Unsworth and Chris Cléirigh</i>	176
13 Power, social justice and multimodal pedagogies <i>Arlene Archer</i>	189
Part III: Multimodality across different theoretical perspectives	199
Introduction to Part III	201
14 Multimodality and language: a retrospective and prospective view <i>Ron Scollon and Suzie Wong Scollon</i>	205
15 Multimodality and theories of the visual <i>David Machin</i>	217
16 Multimodality and New Literacy Studies <i>Brian Street, Kate Pahl and Jennifer Rowsell</i>	227
17 Using multimodal corpora for empirical research <i>John A. Bateman</i>	238
18 Towards an analytics of mediation <i>Lilie Chouliaraki</i>	253
19 Semiotic paradigms and multimodality <i>Hartmut Stöckl</i>	274
20 Reception of multimodality: applying eye-tracking methodology in multimodal research <i>Jana Holsanova</i>	287
21 Representations in practices: a socio-cultural approach to multimodality in reasoning <i>Jonas Ivarsson, Jonas Linderöth and Roger Säljö</i>	299

22	Indefinite precision: artefacts and interaction in design <i>Paul Luff, Christian Heath and Karola Pitsch</i>	311
23	Anthropology and multimodality: the conjugation of the senses <i>David Howes</i>	323
	Part IV: Multimodal case studies	335
	Introduction to Part IV	337
24	Practical function and meaning: a case study of IKEA tables <i>Anders Björkvall</i>	342
25	The use of gesture in operations <i>Jeff Bezemer</i>	354
26	Gesture and movement in tourist spaces <i>Adam Jaworski and Crispin Thurlow</i>	365
27	The kineikonic mode: towards a multimodal approach to moving-image media <i>Andrew Burn</i>	375
28	Multimodal analytics: software and visualization techniques for analyzing and interpreting multimodal data <i>Kay L. O'Halloran, Marissa K. L. E and Sabine Tan</i>	386
29	Colour: code, mode, modality – the case of film and video <i>Theo Van Leeuwen</i>	397
30	Music and designed sound <i>Tore West</i>	410
31	Space and communication in exhibitions: unravelling the nexus <i>Maree Stenglin</i>	419
32	Image in the multimodal ensemble: children's drawing <i>Diane Mavers</i>	431
33	Online newspapers: structure and layout <i>John S. Knox</i>	440
34	What next for multimodality? <i>Carey Jewitt</i>	450
	Glossary	456
	References	473
	Index	513