



# Working with Multimodality: Rethinking Literacy in a Digital Age

*Jennifer Rowsell*

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In today's digital world, we have multiple modes of meaning-making: sounds, images, hypertexts. Yet, within literacy education, even 'new' literacies, we know relatively little about how to work with and produce modally complex texts.

In *Working with Multimodality*, Jennifer Rowsell focuses on eight modes: words, images, sounds, movement, animation, hypertext, design and modal learning. Throughout the book each mode is illustrated by cases studies based on the author's interviews with thirty people, who have extensive experience working with a mode in their field. From a song writer to a well known ballet dancer, these people all discuss what it means to do multimodality well.

This accessible textbook brings the multiple modes together into an integrated theory of multimodality. Step-by-step, beginning with theory then exploring modes and how to work with them, before concluding with how to apply this in an investigation, each stage of working with multimodality is covered.

*Working with Multimodality* will help students and scholars to:

- Think about specific modes and how they function
- Consider the implications for multimodal meaning-making
- Become familiar with conventions and folk knowledge about given modes
- Apply this same knowledge to their own production of media texts in classrooms

Assuming no prior knowledge about multimodality and its properties, *Working with Multimodality* is designed to appeal to advanced undergraduate and postgraduate students interested in how learning and innovation is different in a digital and media age and is an essential textbook for courses in literacy, new media and multimodality within applied linguistics, education and communication studies.

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