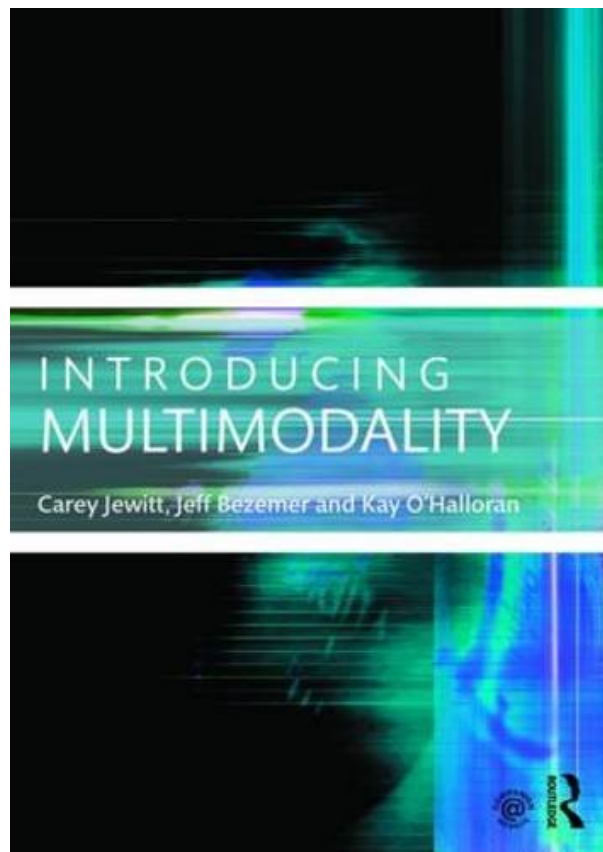
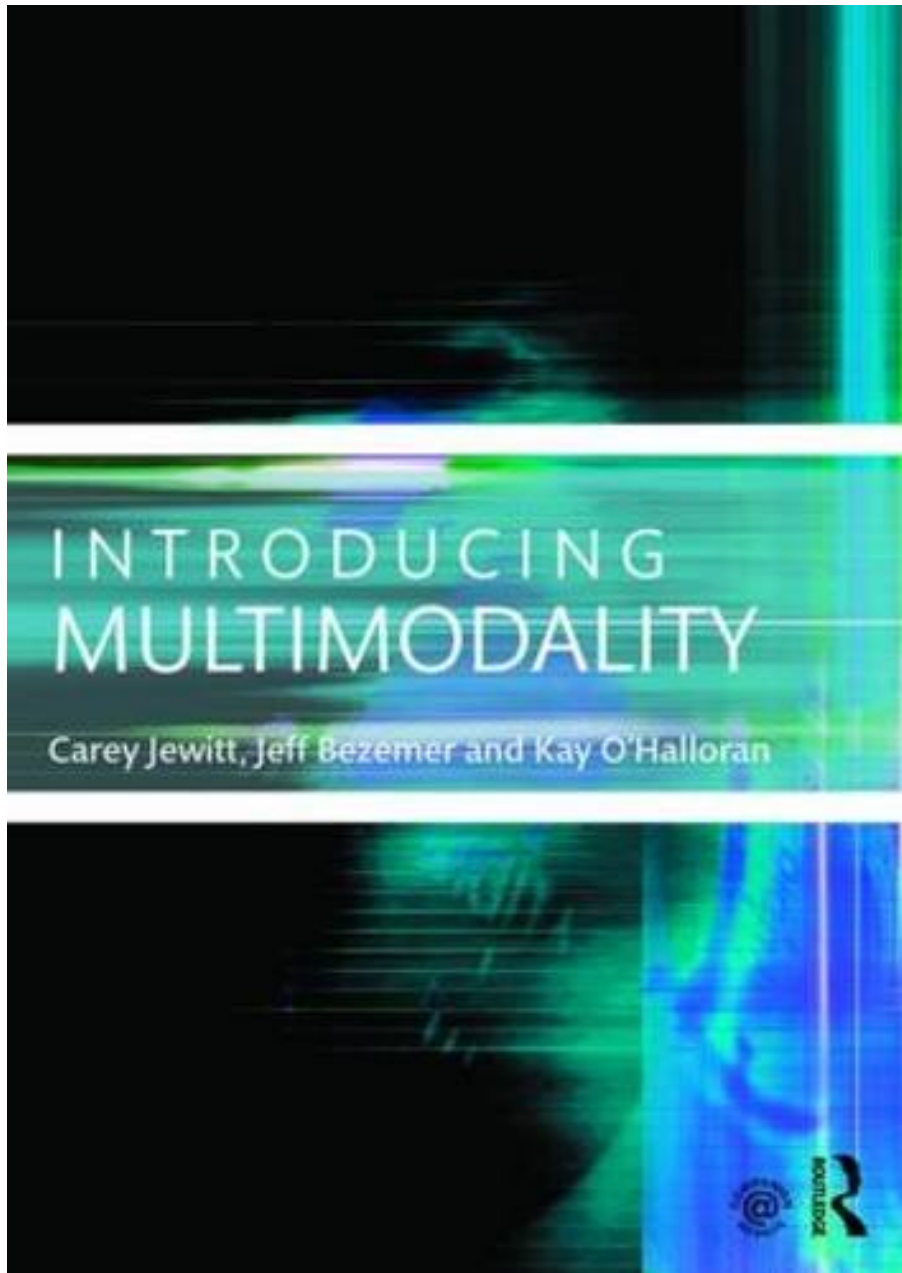


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'This exquisitely readable and user-friendly book introduces students to what is perhaps the most stimulating and exciting recent development in semiotic and discourse analysis. Written by some of the most dynamic and innovative scholars in the field 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

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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 and the Routledge Language and Communication Portal.

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