

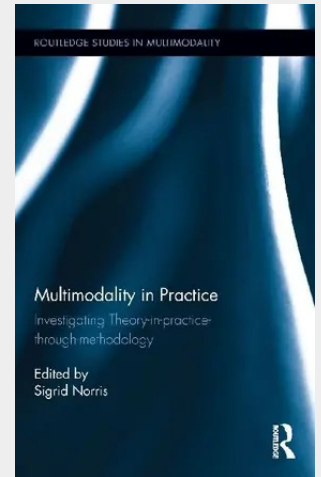
Norris

Multimodality in Practice

Investigating Theory-in-Practice-through-Methodology

In this wide-ranging collection, leading scholars, researchers, and emergent researchers from around the world come together and present examples of multimodal discourse analysis in practice. The book illustrates new theoretical, methodological and empirical research into new technologies such as the internet, software, CD-ROM, video, and older technologies such as film, newspapers, brands or billboards. Each chapter demonstrates how aspects of multimodal theory and method can be used to conduct research into these and other multimodal texts. Taken together, the book advances the field of multimodal discourse analysis and offers a range of current studies that address some of the most important questions facing researchers and students when investigating new or old technologies multimodally in linguistics, education, communication studies, sociology, anthropology and other fields.

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