



Multimodality

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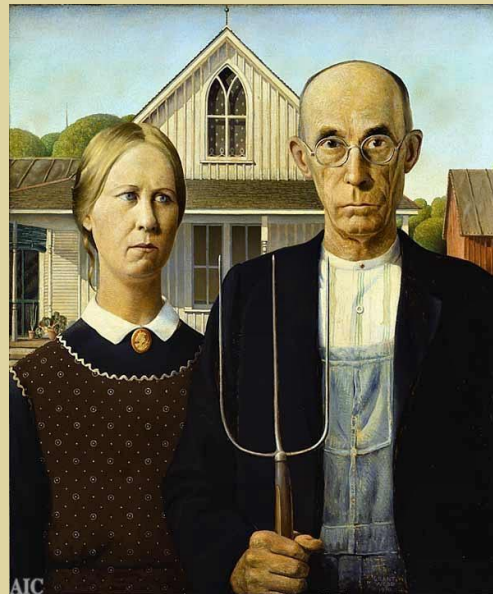
“Everything is legible”
(Henri Lefebvre)

Aims

- Highlight the multimodal nature of communication and the cultural shift towards visual and mixed modes of communication
- Explore embodied and social aspects of meaning-making (as opposed to cognitive transmission models)
- Explore how meaning can be conveyed in non-linguistic modes of communication
- Provide examples of some non-linguistic 'grammars'

Paulo Freire talks about 'reading the world', and modern theorists have suggested that the idea of 'text' should be extended beyond the written word to include, for instance, movies, artworks, gestures, etc.

Freire, P. (1970) "The pedagogy of the oppressed" Penguin



.....and language itself is a multimodal system



“loud shirt” “bitter wind” “prickly laugh”

...a cultural shift from the
'linguistic' to the visual....

(Kress 2010 *Multimodality: A social semiotic approach to contemporary communication* Routledge)

“pause it there, daddy”





Other modes, e.g. music, the body and its movements, increasingly pushing to the centre of public communication.....



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Arad Rah
Today at 12:33

Gong Xi Gong Xi :)
<https://www.youtube.com/watch?v=mcEm8Kp1uUY>

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Chris Goldin
Today at 05:28

OMG. Christmas lights around the world. Enjoy!

Like · Comment

Chris Goldin
Today at 04:37

Y'all should check out # 7. Love it.

Like · Comment

Bored Panda shared a link.
28 November

What if guys acted like girls on Instagram?



What If Guys Acted Like Girls On Instagram?
www.boredpanda.com

There's a hilarious Instagram account called brobeingbasic that tries to show us what it would look like if men started making the same types of posts on Instagram that many women like to create. Inspired by this account, other men across Instagram also started lampooning some of the posts they see...

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33,819 people like this.

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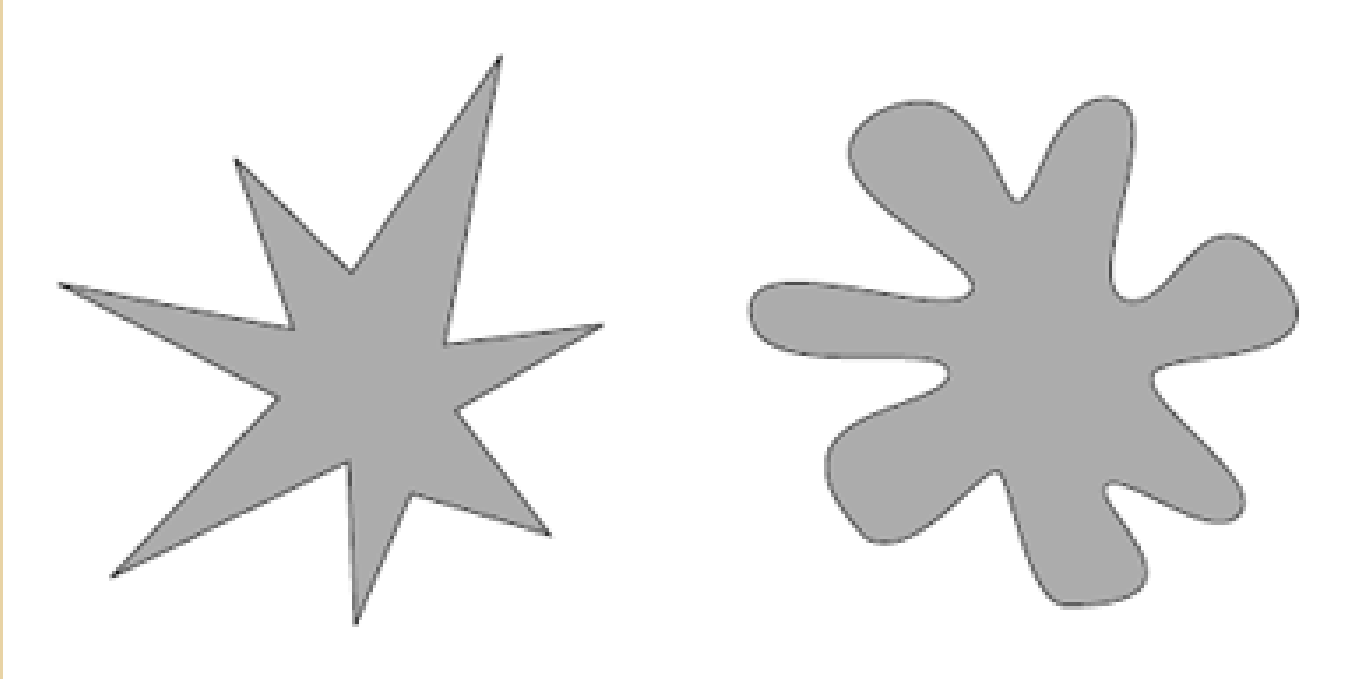
#2 The Photoshopped Gym Selfie Shot



At the gym, people look at me funny for squatting in just tights but I don't even care!! get much better range of motion and my #legday gains are really starting to show.

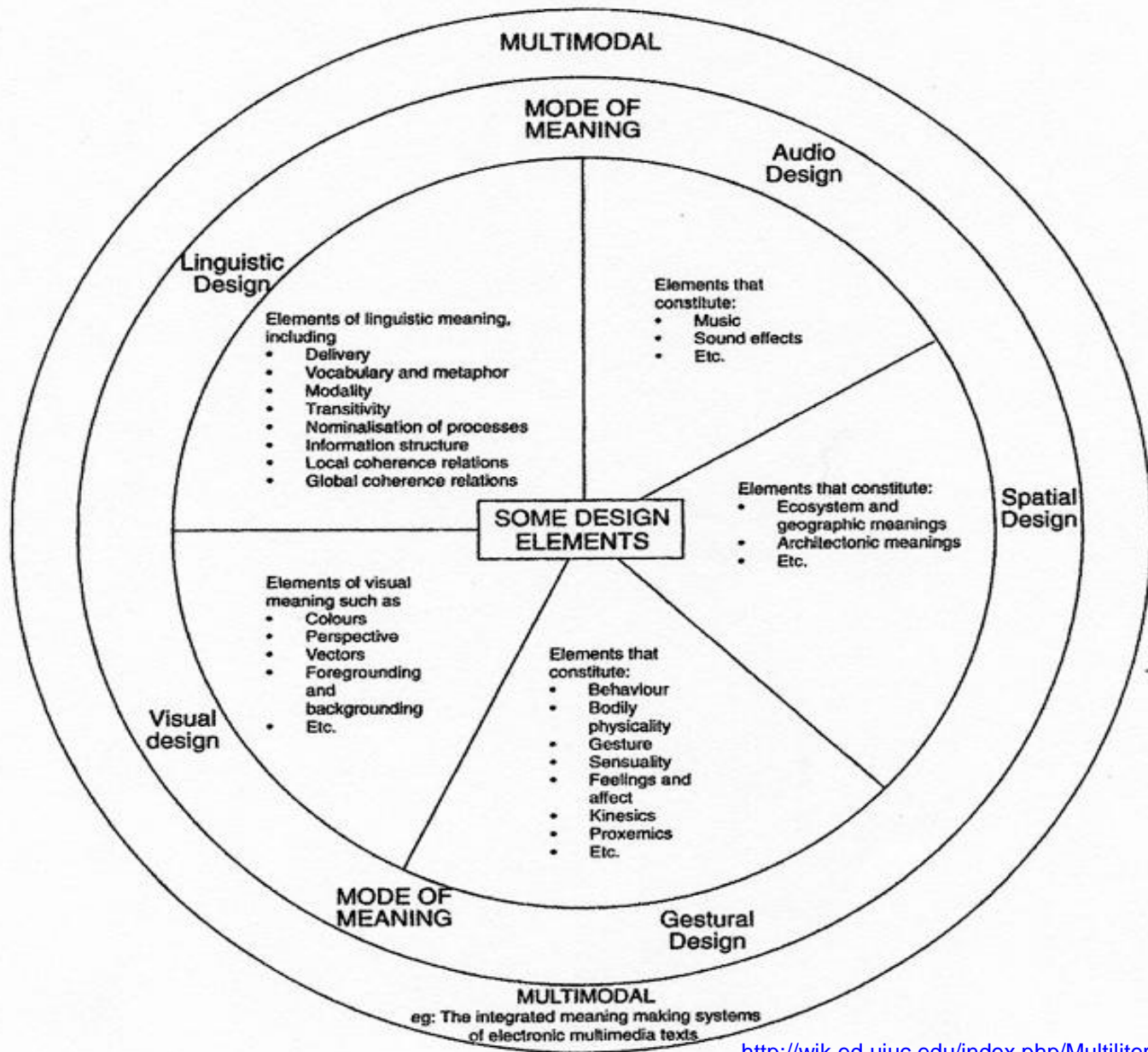
“human semiosis rests, first and foremost, on the facts of biology and physiology”

Gunther Kress, in Cope and Kalantzis 2000
Multiliteracies: Literacy learning and the design of social futures Routledge



Which shape is Bouba?

Which shape is Kiki?



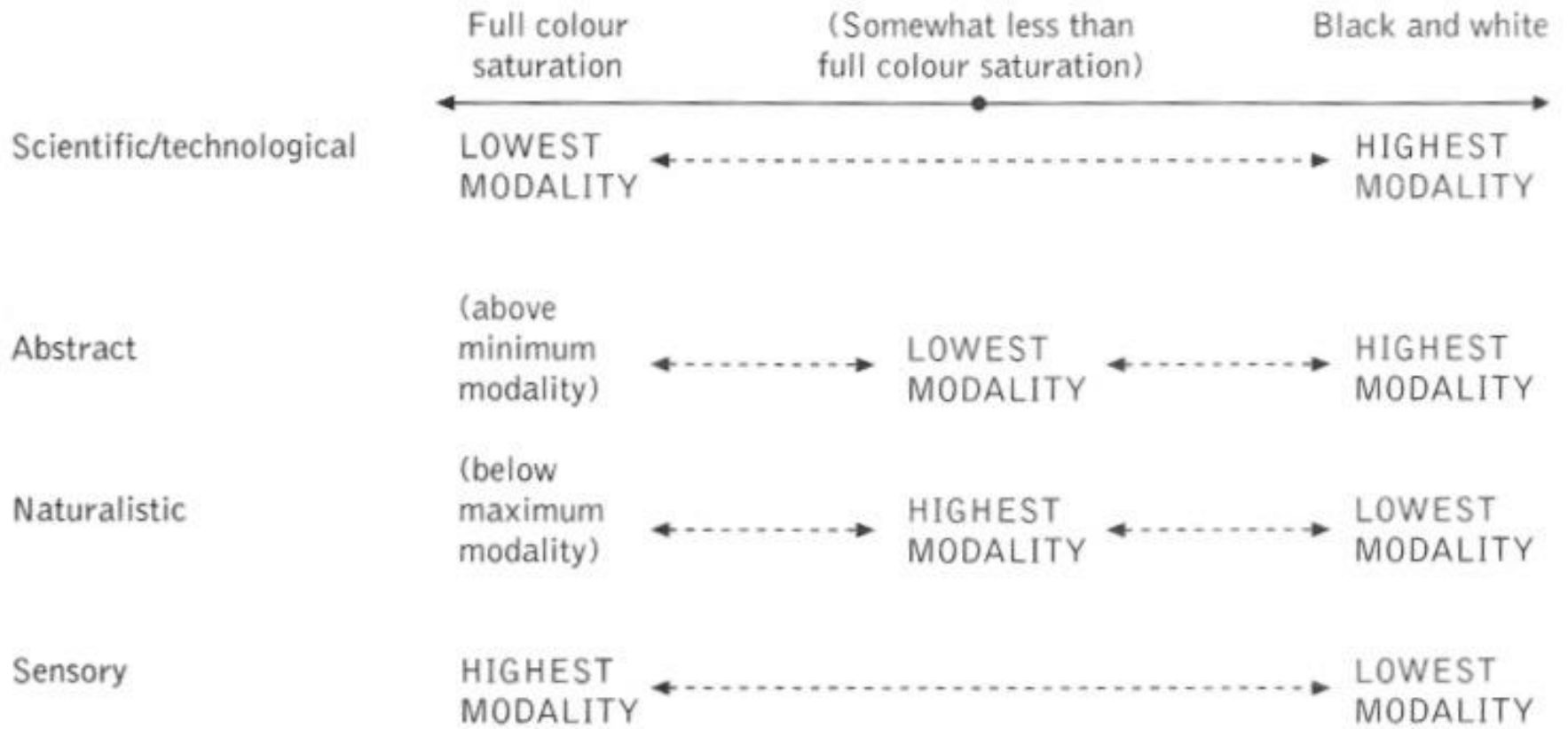


Fig 5.5 Modality values of colour saturation in four coding orientations

from "Reading Images: the grammar of visual design" Kress, G and Van Leeuwen, T 1996 Routledge

Verstärkung durch Textblock www.audi.de



Beautiful. Technically speaking.

When you speak about the beauty of the Audi A5, it's hard not to mention the 3.2 FSI V8 engine with 280 hp and the "Audi of space" permanent all-wheel drive. So that it's the first Audi coupe in 13 years, and that the A5 was named JAG's Best New Sports Performance Car ever. 108,000. So we're going to stop speaking, and let you decide for yourself.



Speedway Motors

RACING BRED PERFORMANCE SINCE 1993

3329 Douglas Street Victoria 250-475-2415 www.audiway-motors.com

If you were climbing here tomorrow



you'd wear a Rolex

When a mountain climber says the best watch in the world is as tough as an alp, he's not joking.

Its classic Oyster case, for example, is carved out of a solid block of hardened Swedish stainless steel or gold. Inside the solid, pressure-proof walls is a self-winding, officially certified chronometer movement.

Because so much of the work is done by hand, it takes us more than a year to build a Rolex. Sir John Hunt felt it was time well spent.

When he came down from Mt. Everest he called Rolex "an essential part of our climbing equipment."

The watch he wore and wears is the Explorer.



ROLEX
OF GENEVA

Write to Rolex, Geneva, Switzerland, for free colour catalogue.

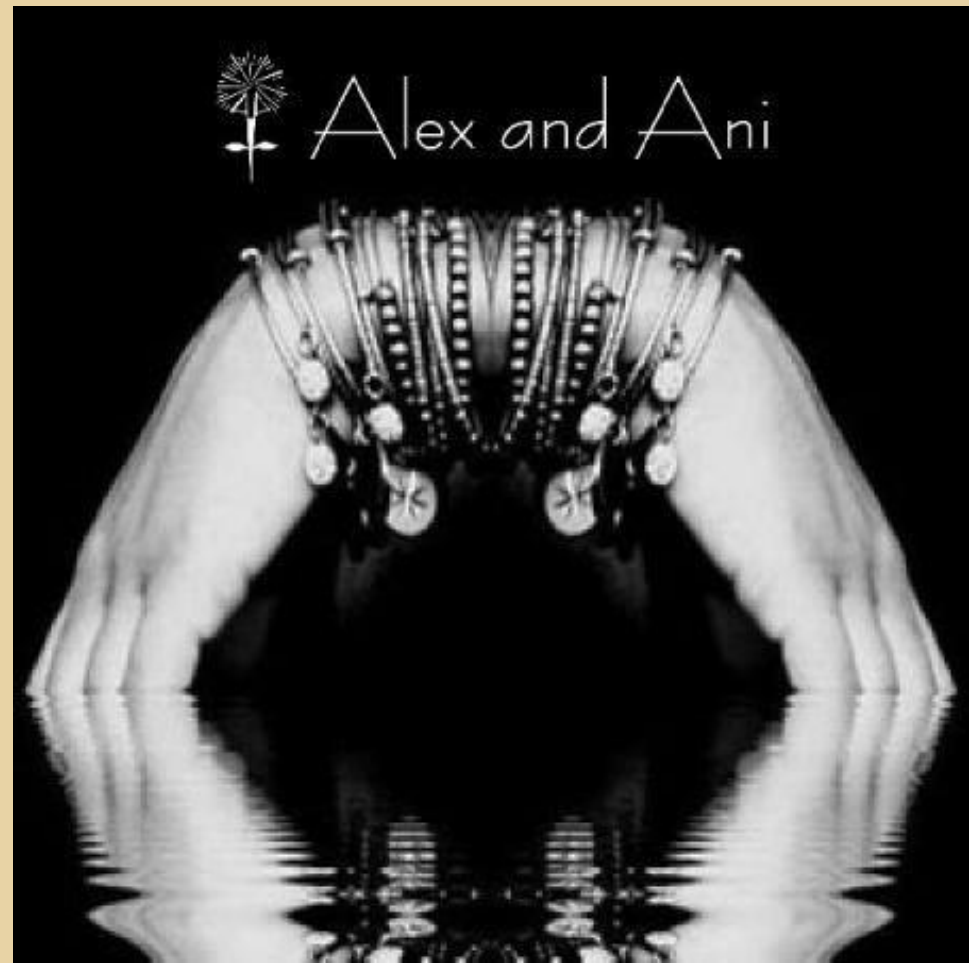
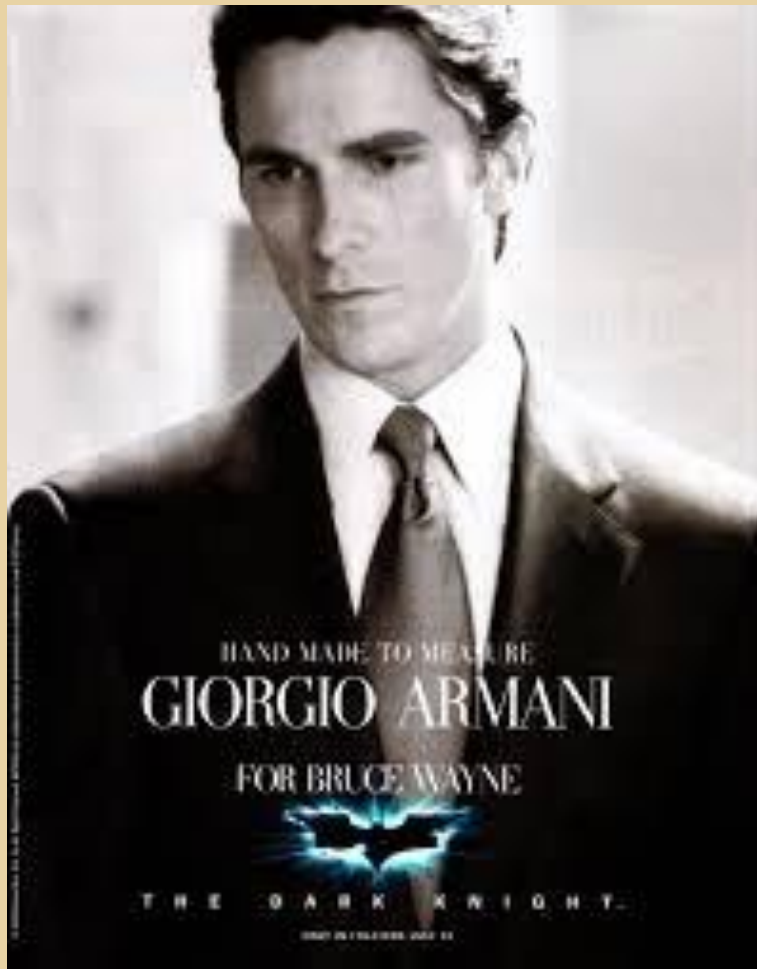
Aden Auckland Bangkok Bombay Buenos Aires Caracas Cologne Dubai Havana Hong Kong Johannesburg London Manila Mexico Melbourne Mexico City Milan New York Paris Sao Paulo Singapore Sydney Tokyo Toronto

Scientific/technological

LOWEST
MODALITY



HIGHEST
MODALITY



Abstract

(above
minimum
modality)



LOWEST
MODALITY



HIGHEST
MODALITY

A bullet can kill you in less than a second when it hits you.
A cigarette does the same, only slower.



www.hls.kz

Naturalistic

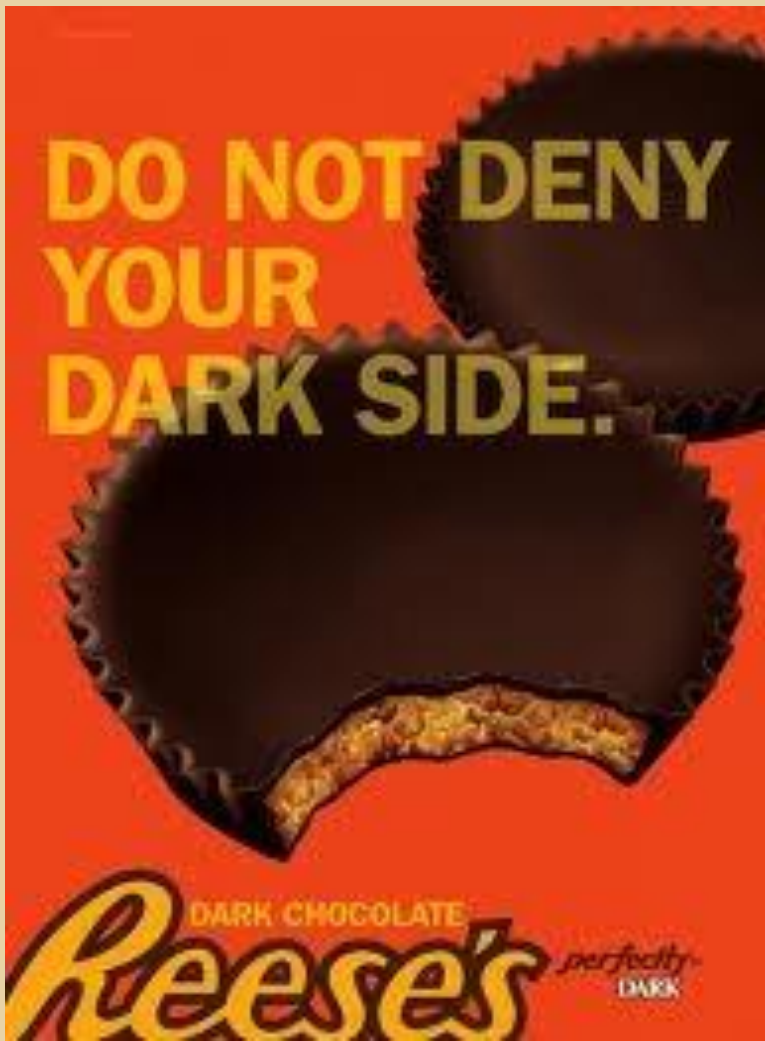
(below maximum modality)



HIGHEST MODALITY




LOWEST MODALITY



WWW.GOLDSGYM.COM


THERE IS NO
EXCUSE



THE ULTIMATE FITNESS DESTINATION

BRANCHES IN KARACHI : CLIFTON 92-21-38421543 • BAHADURABAD 92-21-34512531 • F.B. AREA 92-21-36731212
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For Membership Enquiries Email us at: membership@goldsgym.com
For Franchise Enquiries Email us at: franchise@goldsgym.com



The advertisement features a photograph of a muscular man standing with his back to the camera, looking out over a vast field of yellow flowers under a bright, cloudy sky. A faint, semi-transparent image of a smartphone is overlaid on the center of the photo. The Gold's Gym logo, a yellow silhouette of a muscular figure inside a circle, is positioned in the bottom right corner. Below the logo, the text 'THE ULTIMATE FITNESS DESTINATION' is written in white. At the top, the website 'WWW.GOLDSGYM.COM' is displayed in white on a black background. The bottom section is a yellow banner containing contact information for branches in Karachi and email addresses for membership and franchise enquiries.

Sensory

HIGHEST
MODALITY



LOWEST
MODALITY

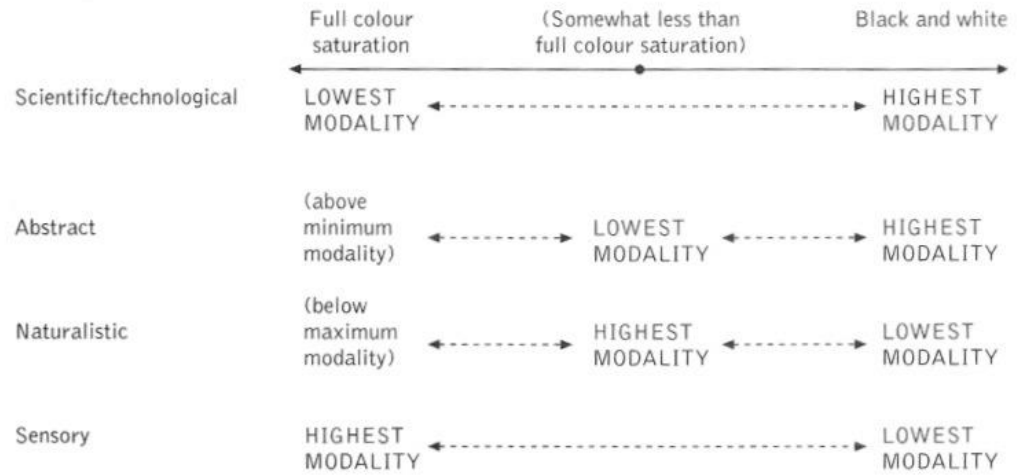
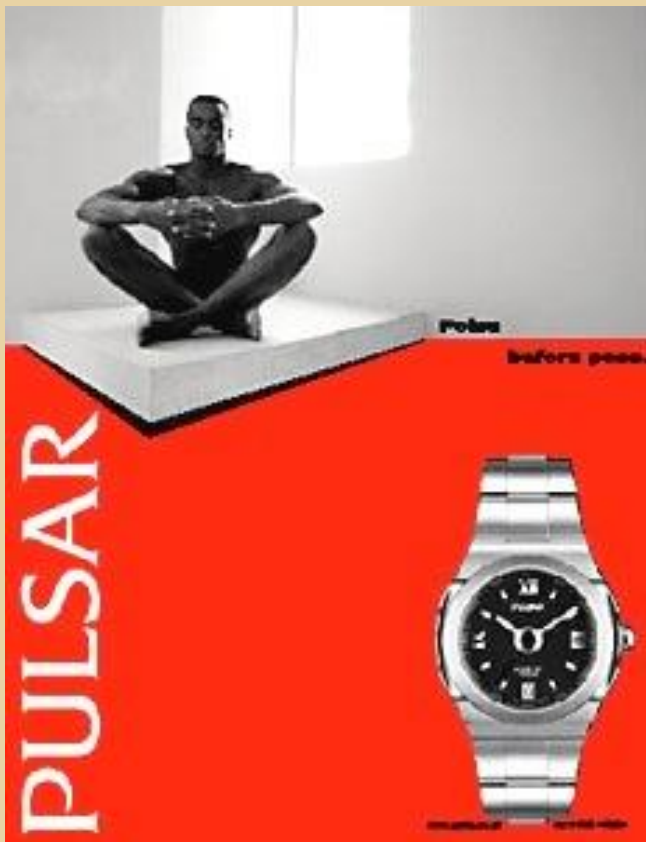
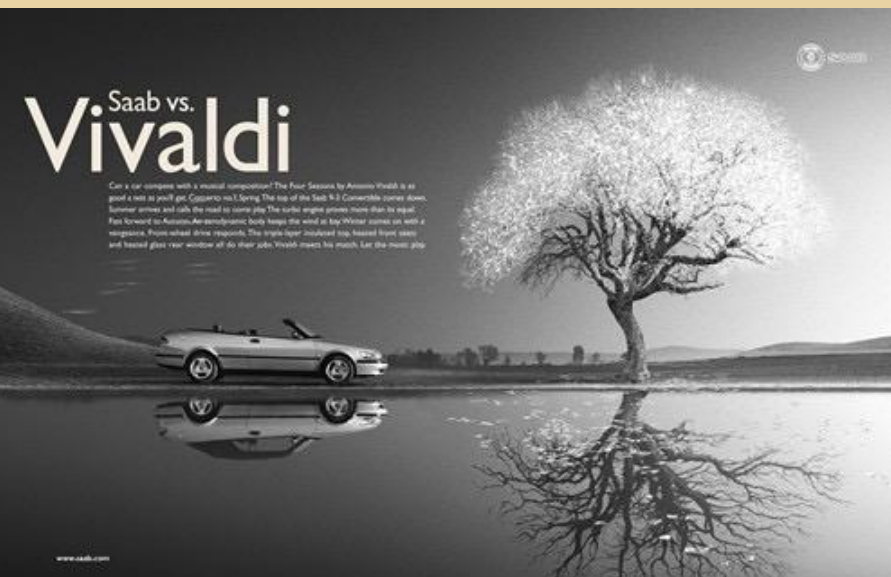


Fig 5.5 Modality values of colour saturation in four coding orientations





Given
Ideal



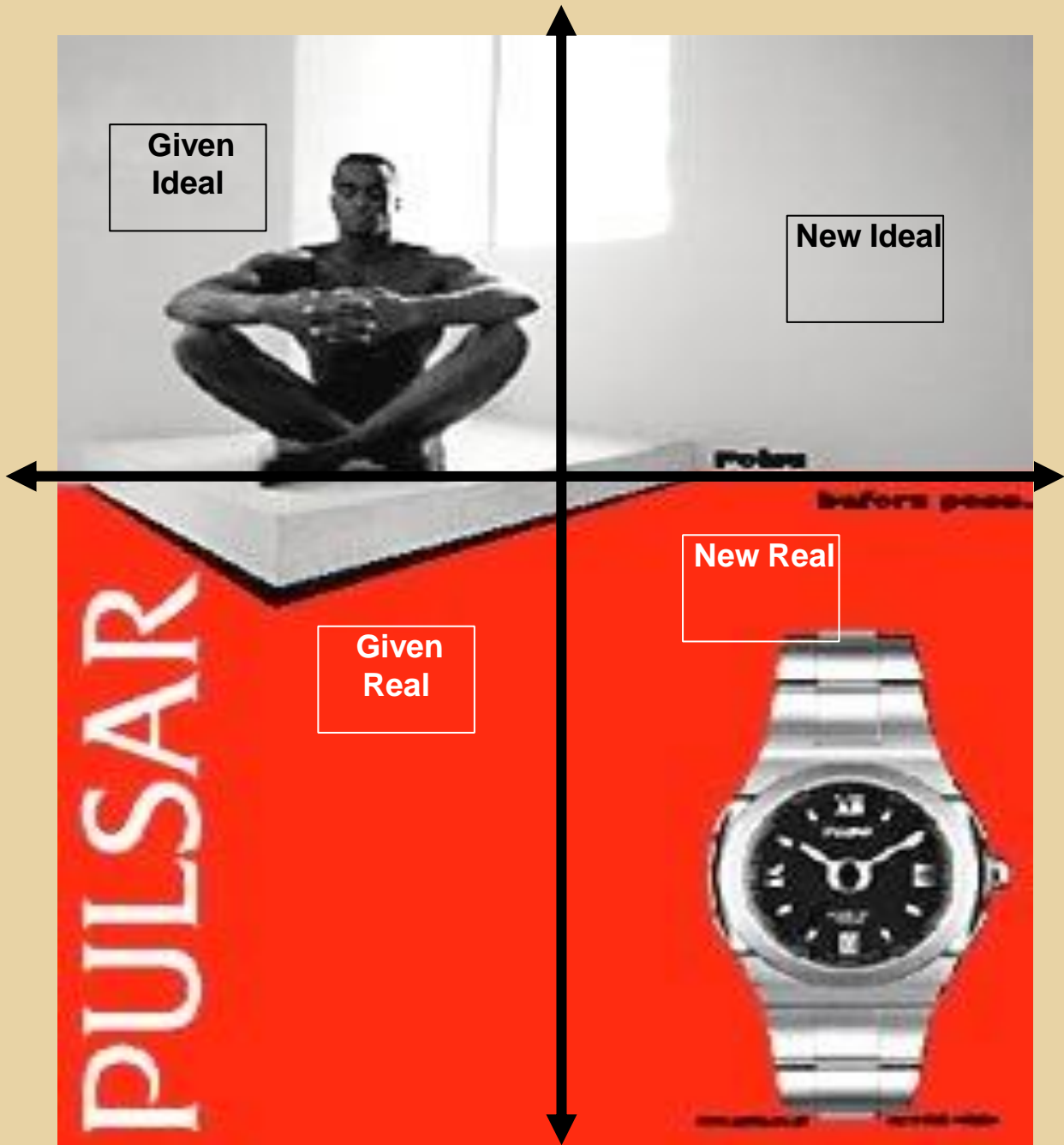
New Ideal



Given
Real



New Real



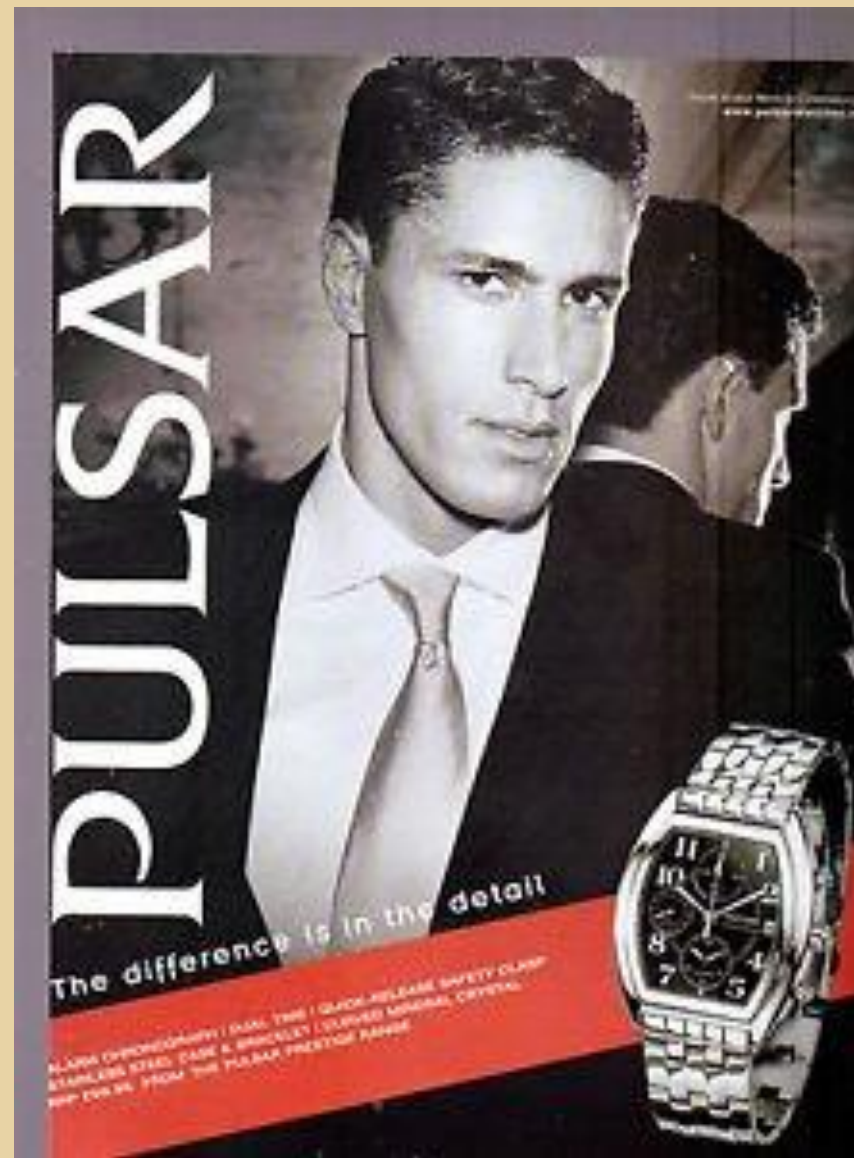


PULSAR

PULSAR

WATER 3000

A black and white photograph of a woman with a shaved head, looking directly at the camera. Below the image is a red banner containing the Pulsar logo and a product image of a square-faced watch with a white dial and a white strap.



PULSAR

The difference is in the detail

ALUMINUM CHRONOGRAPH | 50MM. T.M.S. | QUARTZ RELEASE SAFETY CLAMP
STAINLESS STEEL CASE & BRACELET | POLISHED MINERAL CRYSTAL
SWISS MADE FROM THE PULSAR PRESTIGE RANGE

A black and white photograph of a man in a suit and tie, looking slightly to the side. A second man's profile is visible in the background. A large, detailed image of a square-faced watch with a metal bracelet is shown in the bottom right corner. The Pulsar logo is written vertically on the left side of the image.



WATCHMAKERS WANTED

OMEGA is looking for very special watchmakers.

You qualify!

You've completed your training as a watchmaker and have worked in the industry for several years.

You enjoy being part of a talented team and are communicative, witty and openly with your colleagues. You are passionate about quality precision work.

Your focus is more than a fashion accessory.

You want to be part of OMEGA, in our 200 year history, we've set precision records, defined sport timing, and remained on the watchmaking's cutting edge.

We've been to the Moon. What we do next might just depend on you.




OMEGA
since made since 1848

**DIESEL
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Diesel's new bold Frangrance

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HAD ONE
GOOD IDEA
AND THAT
IDEA WAS
STUPID**

**TRUST STUPID.
DIESEL**



Artist's sketchbooks as multimodal communications

<http://uca.onlineculture.co.uk/sketchbooks/>



[Gainsbourg Movie Trailer](#)

