

Máster en Lingüística Inglesa: Nuevas aplicaciones y Comunicación Internacional (MLINACI)

MULTIMODALITY AND CONTEMPORARY COMMUNICATION

Contents

MM is an interdisciplinary approach to the study of communication and representation. It claims that these are complex processes achieved not only through language but through a variety of modes, including image, gaze, gesture, movement, music, speech and sound – effect, that simultaneously and in various degrees contribute to the overall meaning of a message, the interaction between modes being itself a part of the production of the meaning. Social, economic, cultural, technological, educational changes and globalization have resulted as well in changes in the semiotic landscape. As a theory, perspective or method, MM allows us to engage in the study of the complexities of contemporary communication and address much debated questions about changes in society, in relation to e.g. public discourse, social networks, new media, digital technologies, art and education.

Aims

- Presentation of the theoretical assumptions, scope and key concepts of social semiotics and multimodality;
- The systematic description of modes and their semiotic resources
- Analysis and discussion of instances of situated texts, multimodal discourse raising the student's critical awareness of the multimodal dimension in contemporary communication (private, public, institutional, media, internet, education, etc...)
- Contribution to a systematic development of multimodal literacy.
- Presentation other approaches to related multimodal phenomena ; intermediality, non-discursive symbolization, visual methodologies
- To offer topics and fields of research: collect, document and systematically catalogue semiotic resources, including their history

Basic bibliography

CHANDLER, D. (2002/2007 2nd ed.) *Semiotics for Beginners* London:Routledge

JEWITT, C (2009) (ed) *The Routledge Handbook of Multimodal Analysis* London: Routledge

KRESS, G. & VAN LEEUWEN, T. (1996) *Reading Images: the Grammar of Visual Design*. London: Routledge

KRESS, G. & VAN LEEUWEN, T. (2001) *Multimodal Discourse. The modes and media of contemporary communication* London: Arnold

KRESS, G (2010) *Multimodality. A Social Semiotic Approach to Contemporary Communication* London: Routledge

VAN LEEUWEN, T (2005) *Introducing Social Semiotics* London: Routledge