

Making Sense

The phenomenon of multimodality is central to our everyday interaction. Hybrid modes of communication that combine traditional uses of language with imagery, tagging, hashtags, and voice-recognition tools have become the norm. Bringing together concepts of meaning and communication across a range of subject areas, including education, media studies, cultural studies, design, and architecture, the authors uncover a multimodal grammar that moves away from rigid and language-centered understandings of meaning. They present the first framework for describing and analyzing different forms of meaning across text, image, space, body, sound, and speech. Succinct summaries of the main thinkers in the fields of language, communications, and semiotics are provided alongside rich examples to illustrate the key arguments. A history of media including the genesis of digital media is covered. This book will stimulate new thinking about the nature of meaning, and life itself, and will serve practitioners and theorists alike.

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They are co-authors of multiple books including the companion to this volume, *Adding Sense: Context and Interest in a Grammar of Multimodal Meaning* (Cambridge, 2020), *New Learning: Elements of a Science of Education* (Cambridge, 2008, 2012), *Literacies* (Cambridge 2012, 2016) and *e-Learning Ecologies* (2017).

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Making Sense

Reference, Agency, and Structure in a Grammar of Multimodal Meaning

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For Sophia and William.

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Key to In-text Markers

Footnote to a source¹²³

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