



# Multimodality, Learning and Communication: A social semiotic frame

By Jeff Bezemer, Gunther Kress



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This state-of-the-art account of research and theorizing brings together multimodality, learning and communication through detailed analyses of signmakers and their meaning-making in museums, hospitals, schools and the home environment.

By analyzing video recordings, photographs, screenshots and print materials, Jeff Bezemer and Gunther Kress go well beyond the comfortable domains of traditional sites of (social) semiotic and multimodal research. They steer away from spurious invention and naming of ever more new and exciting domains, focusing instead on fundamentals in assembling a set of tools for current tasks: namely, describing and analyzing learning and communication in the contemporary world as one integrated field. The theory outlined in the book is grounded in the findings of the authors' wide-ranging empirical investigations. Each chapter evaluates the work that is being done and has been done, challenging accepted wisdom and standing much of it on its head.

With extensive illustrations and many examples presented to show the reach and applicability of the theory, this book is essential reading for all those working in multimodality, semiotics, applied linguistics and related areas. Images from the book are also available to view online at [www.routledge.com/9780415709620/](http://www.routledge.com/9780415709620/)

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### Editorial Review

#### Review

‘Bezemer and Kress have produced what may well be the landmark text on multimodal analysis, the maturity of which can be judged from its bold and confident synthesis of data, method and theoretical implications, and from the profoundly innovative approach to learning it offers. This book enables us to imagine entirely new forms of research, and promises innovation in a wide variety of domains.’ Jan Blommaert, *Tilburg University, Netherlands*

‘This book is poised to make a seminal contribution in learning, communication, and multimodality. It challenges educators to recognise the signs of learning beyond contemporary measures and presents a productive framework around learning, in light of the social and technological changes in our world today.’ Victor Lim Fei, *Singapore*.

#### About the Author

**Jeff Bezemer** is Reader in Learning and Communication and Co-Director of the Centre for Multimodal Research at the UCL Institute of Education.

Gunther Kress is Professor of Semiotics and Education at the UCL Institute of Education. He is the author of many books including *Multimodality: A Social Semiotic Approach to Contemporary Communication* (Routledge, 2010) and *Reading Images: The Grammar of Visual Design* (co-authored with Theo van Leeuwen, Routledge, 2006).

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