



Multimodal Discourse (Hodder Arnold Publication)

Gunther Kress, Theo van Leeuwen

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Multimodal Discourse outlines a new theory of communication for the age of interactive multimedia. Kress and Van Leeuwen show how two kinds of thought processes interact in the design and production of communicative messages: "design thinking" and "production thinking," the kind of thinking which occurs in direct interaction with the materials and media used. This book will be a key text in courses of language, media and communication willing to take on the theoretical challenges posed by multimodality, multimedia and multi-skilling, and it provides inspiring theoretical input for courses in interactive multimedia design.

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