**Module Title:** Beyond Language: Multimodality in Theory and Practice

**Module Code:** LIN6202

**Credit Value:** 15

**Level:** 6

**Pre-requisite modules:**


**Content Description**

Comic books, computer games, playground interactions, and emoji-filled instant messages all highlight the fact that communication involves much more than language. Gestures, positioning in space, and forms of embodied communication carry meaning-making potential alongside spoken and written language. This module explores the interplay of language with other semiotic modes and contexts that play a role in meaning-making. Students analyse print media materials, electronic communication, and video-recorded interactions applying social semiotic, discourse analytic and multimodal interaction analytic perspectives. They also use the acquired knowledge creatively to construct effective multimodal material.

**Module Aims**

<u>Academic Content</u>

- analyse multimodal texts from the social semiotic, discourse analytic and interaction analytic perspective
- review the types of modes employed in communication, discuss their criteria and affordances
- discuss the social aspect of multimodal communication in multicultural contexts
- locate multimodal discourse analysis within the wider context of research areas, such as anthropology, sociology and mediated discourse analysis, interactional sociolinguistics, pragmatics and conversation analysis

<u>Disciplinary Skills</u>

- understand of the basic techniques of data analysis relevant to multimodal discourse analysis and interaction analysis
- ask theoretically and empirically motivated questions about language structure and use in relation to other semiotic modes of expression within a text
- demonstrate the ability to apply theory to practice through a design of effective multimodal text
- develop presentation skills using current technology, including poster or website design

<u>Attributes</u>

- ability to critically engage with existing literature and evaluate its applicability to a new and unfamiliar context
- effective communication through a range of media and technologies and with a range of audiences
- independent and team learning skills necessary to continue professional development in a changing world