Contents

List of Figures ix
List of Tables xiii
Copyright Permissions Acknowledgments xv
Acknowledgments xix

1 Multimodal Studies 1
KAY L. O’HALLORAN AND BRADLEY A. SMITH

PART I
Issues in Multimodal Studies

2 The Decomposability of Semiotic Modes 17
JOHN A. BATEMAN

3 Speech and Writing: Intonation within Multimodal Studies 39
BRADLEY A. SMITH

FENG DEZHENG

5 The Music Table Revisited: Problems of Changing Levels of Detail and Abstraction in a Tangible Representation 76
RODNEY BERRY AND LONCE WYSE

6 Enregistering Identity in Indonesian Television Serials: A Multimodal Analysis 95
ZANE GOEBEL
viii Contents

7 The Semiotics of Decoration
THEO VAN LEEUWEN 115

PART II
Domains of Multimodal Studies

8 Multimodality and Social Actions in ‘Personal Publishing’
Texts: From the German ‘Poetry Album’ to Web 2.0 ‘Social
Network Sites’
VOLKER J. EISENLAUER 131

9 Knowledge Communication in Green Corporate Marketing:
A Multimodal Discourse Analysis of an Ecomagination Video
CARMEN DANIELA MAIER 153

10 The Implications of Multimodality for Media Literacy
SUN SUN LIM, ELMIE NEKMAT AND SITI NURHARNANI NAHAR 169

11 The Changing Pedagogic Landscape of Subject English in
UK Classrooms
CAREY JEWITT 184

12 Picture Books for Young Children of Different Ages:
The Changing Relationships between Images and Words
PETER WIGNELL 202

13 Semiotisation Processes of Space: From Drawing Our Homes
to Styling Them
EJÀ VENTOLA 220

14 Art vs. Computer Animation: Integrity and Technology
in South Park
MICHAEL O'TOOLE 239

Contributors 253
Authors Index 263
Subject Index 267