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communication are multimodal and

are the results of meaning-making

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is currently extending this general

framework beyond its linguistic

origins to account for the growing

importance of sound and visual

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semiotics of social networking)
(see, for example, Kress and van
Leeuwen, 1996), thus approaching
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to compose messages. [2] While all
communication, literacy, and
composing practices are and always
have been multimodal, [3]
academic and scientific attention to
the phenomenon only started
gaining momentum in the
1960s. Multimodality -
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approach to communication that
seeks to understand how people
communicate by a variety of means
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