Contents

List of illustrations	x
Preface	xi
SIGRID NORRIS AND RODNEY H. JONES	
roduction	1
Discourse as action/discourse in action	3
RODNEY H. JONES AND SIGRID NORRIS	
RT I	
ediated action	15
Introducing mediated action	17
SIGRID NORRIS AND RODNEY H. JONES	
The rhythmic integration of action and discourse:	
work, the body and the earth	20
RON SCOLLON	
You always have to land: accomplishing the sequential	
organization of actions to land an airliner	32
MAURICE NEVILE	
RT II	
ediational means/cultural tools	47
Introducing mediational means/cultural tools	49
RODNEY H. JONES AND SIGRID NORRIS	
	Preface SIGRID NORRIS AND RODNEY H. JONES Production Discourse as action/discourse in action RODNEY H. JONES AND SIGRID NORRIS RT I Ediated action Introducing mediated action SIGRID NORRIS AND RODNEY H. JONES The rhythmic integration of action and discourse: work, the body and the earth RON SCOLLON You always have to land: accomplishing the sequential organization of actions to land an airliner MAURICE NEVILE RT II Ediational means/cultural tools Introducing mediational means/cultural tools

VIII	Contents	
6	Vygotsky's two approaches to mediation	52
	JAMES V. WERTSCH	
7	Mediating discourses of transnational adoption on	
	the internet	62
	PAUL MCILVENNY AND PIRKKO RAUDASKOSKI	
8	Multimodality, genre and design	73
	THEO VAN LEEUWEN	
PA	RT III	
Pra	actice	95
9	Introducing practice	97
	RODNEY H. JONES AND SIGRID NORRIS	
10	Mediated actions, social practices, and contextualization:	.00
	a case study from service encounters	100
	LAURENT FILLIETTAZ	
11	Place, pace, and meaning: multimedia chronotopes	110
	JAY LEMKE	
12	Using multiple situation definitions to create hybrid	123
	activity space	123
	SHAWN ROWE	
PΑ	RT IV	427
Sit	es of engagement	137
13	Introducing sites of engagement	139
	SIGRID NORRIS AND RODNEY H. JONES	
14	Sites of engagement as sites of attention: time, space	1 4 1
	and culture in electronic discourse	141
	RODNEY H. JONES	

		ontents	ix
15	From anticipation to performance: sites of engagement		
	as process		155
	INGRID DE SAINT-GEORGES		
PA	RT V		
Ag	ency		167
16	Introducing agency		169
	RODNLY H. JONES AND SIGRID NORRIS		
17	Agency distributed through time, space and tools:		
	Bentham, Babbage and the census		172
	SUZIE SCOLLON		
18	Habitus, social identity, the perception of male		
	domination – and agency?		183
	SIGRID NORRIS		
Me	ethodology and concluding remarks:		
	ediated discourse analysis		199
19	Methodological principles and new directions in MDA		201
	SIGRID NORRIS AND RODNEY H. JONES		
20	Postscript		207
	GUNTHER KRESS		
	References		210
	Index		226

Illustrations

Figur	es	
3.1	Floor-nailer	22
3.2	Cycles	26
4.1	The data segment simplified into smaller and larger action	
	sequences	36
8.1	Visually realised 'enticement'	78
8.2	'Dolphin'	79
8.3	Kitchener poster	80
8.4	'The First Exciting Year'	83
8.5	Analysis of the reading path of Figure 8.4	83
8.6	Sony home page	84
8.7	The first gallery of the Old Royal Observatory 'story of time'	
	exhibition	86
8.8	Final gallery of the Old Royal Observatory 'story of time'	
	exhibition	88
8.9	Section of 'Aboriginal guided tour'	89
8.10	Reading path through a section of the 'Aboriginal guided tour'	92
8.11	Alternative reading path through the same section of 'Aborigina	l
	guided tour'	93
12.1	Creating hybrid activity space	129-131
18.1	Identity construction and perception of male domination	186
Table	;	
14.1	Percentage of space deixis	145
Box		
14.1	Examples	146