Contents

	Preface	vii
	Multimodal Discourse Analysis as the Confluence of Discourse and Technology Ron Scollon and Philip LeVine, Georgetown University	1
略	Ten Reasons Why Linguists Should Pay Attention to Visual Communication Theo Van Leeuwen, Cardiff University	7
· · (The Problem of Context in Computer-Mediated Communication Rodney H. Jones, City University of Hong Kong	20
	"The Way to Write a Phone Call": Multimodality in Novices' Use and Perceptions of Interactive Written Discourse (IWD) Angela Goddard, Manchester Metropolitan University	34
75	Trying on Voices: Using Questions to Establish Authority, Identity, and Recipient Design in Electronic Discourse Boyd Davis and Peyton Mason, University of North Carolina, Charlotte	47
	Mock Taiwanese-Accented Mandarin in the Internet Community in Taiwan: The Interaction between Technology, Linguistic Practice, and Language Ideologies Hsi-Yao Su, University of Texas at Austin	59
	Materiality in Discourse: The Influence of Space and Layout in Making Meaning Ingrid de Saint-Georges, Georgetown University	71
a	The Multimodal Negotiation of Service Encounters Laurent Filliettaz, University of Geneva	88
4	Multimodal Discourse Analysis: A Conceptual Framework Sigrid Norris, Georgetown University	101
-	Files, Forms, and Fonts: Mediational Means and Identity Negotiation in Immigration Interviews Alexandra Johnston, Georgetown University	116

<u> </u>	Contents
Modalities of Turn-Taking in Blind/Sighted Interaction: Better to Be Seen and Not Heard? Elisa Everts, Georgetown University	128
"Informed Consent" and Other Ethical Conundrums in Videotaping Interactions Elaine K. Yakura, Michigan State University	146
The Moral Spectator: Distant Suffering in Live Footage of September 11, 2001 Lilie Chouliaraki, University of Copenhagen	151
Ethnography of Language in the Age of Video: "Voices" as Multimodal Constructions in Some Contexts of Religious and Clinical Authority Joel C. Kuipers, George Washington University	167
Multimodality and New Communication Technologies Carey Jewitt, University of London	184
Origins: A Brief Intellectual and Technological History of the Emergence of Multimodal Discourse Analysis Frederick Erickson, University of California, Los Angeles	196
Studying Workscapes Marilyn Whalen and Jack Whalen with Robert Moore, Geoff Raymond, Margaret Szymanski, and Erik Vinkhuyzen. Palo Alto Research Center	208