

Olha LIASHKO

# MULTIMODALITY IN MODERN ENGLISH MEDIA COMMUNICATION



МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
Київський національний лінгвістичний університет

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**МУЛЬТИМОДАЛЬНІСТЬ**  
**У СУЧАСНІЙ АНГЛОМОВНІЙ**  
**МЕДІА-КОМУНІКАЦІЇ**

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## INTRODUCTION

The MANUAL is intended as a guide to interpreting multimodality in modern English media communication for senior students of foreign languages departments.

This manual is aimed at improving students' English-language competence by developing the skill of deep and thoughtful reading and listening. Analysing and discussing the texts of modern English media communication, students are expected to enlarging their vocabulary and master their speaking and writing skills.

Structurally, the manual consists of two sections.

**Part I** provides practical activities with linguistic, visual, aural, gestural, spatial, olfactory, gustatory modes in modern English media communication.

**Part II** focuses on intermediality and multimodality, different types of media, i.e. books, newspapers, radio, television / film, billboards / advertisements, theatre, websites and social media posts, which are accompanied with a range of activities.

The manual includes 12 units, each one is structured in the following way: 1) **reading assignment** based on online articles or its extracts after which students will find task, making connections with the theoretical material of multimodality; 2) **listening and viewing comprehension** (TED talks, advertisements, short films, inspirational videos, etc.) preceded with background information about the speaker and the contents of the video followed by task that will enable students to come to grips with theoretical framework and terminology; 3) **discussion** (work in pairs or team work), which develops skills of critical analysis; 4) **writing** activities make use of the formats of short posts for a social network, comments or reviews; 5) **self-study work** utilises the format of a project that develops skills of critical analysis and academic research.

## PART ONE

*“The best and most beautiful things in the world  
cannot be seen or even touched –  
they must be felt with the heart.”*

Helen Keller



# UNIT 1. Multimodality in Modern English Media Communication: Modes & Media

## What is Multimodality?



*Multimodality* refers to the use of more than one mode of communication in a text to create meaning.

## What are the Types of Multimodality?



**MODE** is a socially shaped and culturally given semiotic resource (such as image, writing, layout, music, gesture, speech, moving image, soundtrack and 3D objects) for making meaning.<sup>1</sup>

People communicate in different ways, so it is important to be aware of the different modes used in communication to fully understand the meanings that are being conveyed.<sup>2</sup> Semiotic modes are transmitted via different perceptual modes (= sensory modes):

- **linguistic mode** focuses on the meaning of written or spoken language in communication. *For example, this includes: choice of words, vocabulary, grammar, structure, etc. It is the most commonly used and most recognised mode of communication;*
- **visual mode** focuses on the meaning of what can be seen by a viewer. *This includes: images, symbols, videos, signs, etc. It also includes aspects of visual design, such as colour, layout, font type and size, etc.;*
- **aural mode** focuses on the meaning of what can be heard by a listener. *This includes: sound effects, music, voice. This can be realised through tone, pitch, speed, volume, rhythm, etc.;*

<sup>1</sup> Zhabotynska, S. (2022), p.9

<sup>2</sup><https://www.hellovaia.com/explanations/english/key-concepts-in-language-and-linguistics/multimodality/>

- **gestural mode** focuses on the meaning of communication through movement. *This includes: facial expressions, gestures, body language, interactions between people. These are all examples of non-verbal communication, as meaning is conveyed without the use of speech;*
- **spatial mode** focuses on the meaning of communication through physical layout. *This includes: position, spacing, the distance between elements in a text, proximity between people / objects, etc.;*
- **olfactory mode** focuses on the meaning of communication through the ability to smell. *This includes smell as “a significant factor that affects our liking, hatred, bias against every person and every object, starting and lasting form of our communication even when we feel impassive. Smell obviously means influencing others and communicate with them. Although smell is an invisible element of non-verbal communication, it is very powerful.”<sup>3</sup>;*
- **gustatory mode** focuses on the meaning of communication which describes how something tastes. *This can be realised to engage the memories and emotions.*

It is important to note that a text does not need to contain all of the above modes to be considered multimodal; it can contain two or more.

**MEDIA** are the forms in which the different modes are carried, i.e. the ways that modes can be accessed by people.

Modes are influenced by the type of medium they are carried by. The medium of a text can determine the purpose of a text and its target audience. Different types of media include, but are not limited to: **Books; Newspapers; Radio; Television/Film; Billboards; Theatre; Websites; Social media posts.**

It is also important to note that there can be more than one medium for a text. For example, an online newspaper combines the form of a newspaper with the layout / features of a website for easy, global access. Also, online newspapers have the advantage of being updated with news in real-time, so news can be reported quickly.<sup>4</sup>

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<sup>3</sup> Uygunkan, S. B. (2017), p.55

<sup>4</sup><https://www.hellovaia.com/explanations/english/key-concepts-in-language-and-linguistics/multimodality/>



## Task 1. Reading

♥ Understanding how you communicate is the first step to communicating more effectively.

We communicate continually throughout each and every day. We do it without thinking – we operate on communication autopilot. However, I encourage you to think about how you communicate.

- How do you communicate verbally?
- What nonverbal cues do you use when you are disinterested? Excited? Nervous?
- Are you a good listener?
- Can you write a concise, clearly articulated message?
- Are there barriers to how you communicate effectively?



Read the online article “**Five Types of Communication**”<sup>5</sup> by **Anne Converse Willkomm** (Assistant Clinical Professor and Department Head of Graduate Studies at Goodwin College, Drexel University), who encourages us to think about how we communicate. Pay attention to modes and media.

### FIVE TYPES OF COMMUNICATION

#### VERBAL COMMUNICATION

**Verbal communication** occurs when we engage in speaking with others. It can be face-to-face, over the telephone, via Skype or Zoom, etc. Some verbal engagements are informal, such as chatting with a friend over coffee or in the office kitchen, while others are more formal, such as a scheduled meeting. Regardless of the type, it is not just about the words, it is also about the caliber and complexity of those words, how we string those words together to create an overarching message, as well as the intonation (pitch, tone, cadence, etc.) used while speaking. And when occurring face-to-face, while the words are important, they cannot be separated from non-verbal communication.

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<sup>5</sup> <https://drexel.edu/graduatecollege/professional-development/blog/2018/July/Five-types-of-communication/>

## ***NON-VERBAL COMMUNICATION***

What we do while we speak often says more than the actual words. **Non-verbal communication** includes facial expressions, posture, eye contact, hand movements, and touch. For example, if you're engaged in a conversation with your boss about your cost-saving idea, it is important to pay attention to both their words and their non-verbal communication. Your boss might be in agreement with your idea verbally, but their nonverbal cues: avoiding eye contact, sighing, scrunched up face, etc. indicate something different.

## ***WRITTEN COMMUNICATION***

Whether it is an email, a memo, a report, a Facebook post, a Tweet, a contract, etc. all forms of **written communication** have the same goal to disseminate information in a clear and concise manner – though that objective is often not



achieved. In fact, poor writing skills often lead to confusion and embarrassment, and even potential legal jeopardy. One important thing to remember about written communication, especially in the digital age, is the message lives on, perhaps in perpetuity. Thus, there are two things to

remember: first, write well – poorly constructed sentences and careless errors make you look bad; and second, ensure the content of the message is something you want to promote or be associated with for the long haul.

## ***LISTENING***

The act of **listening** does not often make its way onto the list of types of communication. Active listening, however, is perhaps one of the most important types of communication because if we cannot listen to the person sitting across from us, we cannot effectively engage with them. Think about a negotiation – part of the process is to assess what the opposition wants and needs. Without listening, it is impossible to assess that, which makes it difficult to achieve a win/win outcome.

## VISUAL COMMUNICATION

We are a **visual** society. Think about it, televisions are running 24/7, Facebook is visual with memes, videos, images, etc., Instagram is an image-only platform, and advertisers use imagery to sell products and ideas. Think about from a personal perspective – the images we post on social media are meant to convey meaning – to communicate a message. In some cases that message might be, look at me, I'm in Italy or I just won an award. Others are carefully curated to tug on our heartstrings – injured animals, crying children, etc.



Find modes and media in the text above. Analyse the significance of using modes and media. Fill in the table.

No	An example from the text	Mode	Medium
1			
2			
...			

### Task 2. Listening and Viewing Comprehension

**Roger Antonsen** combines science, mathematics and computer science with entertainment, philosophy and visualizations.

Unlock the mysteries and inner workings of the world through one of the most imaginative art forms ever – mathematics – with **Roger Antonsen**, as he explains how a slight change in perspective can reveal patterns, numbers and formulas as the gateways to empathy and understanding.





Watch the TED talk<sup>6</sup> given by **Roger Antonsen** entitled “**Math is the hidden secret to understanding the world**”, paying attention to modes and media. Analyse the significance of using modes and media. Fill in the table.

No	An example from the video	Mode	Medium
1			
2			
...			

### Task 3. Discussion. Work in pairs



The following comments refer to the previous video “**Math is the hidden secret to understanding the world**” by **Roger Antonsen**. Read, discuss and comment on them in pairs. What modes and media are recognized in them? Do you agree with these comments? Why or why not? Justify your point of view.

**@williamjayaraj2244**

That is the reason Einstein said "Imagination is greater than experience ". To change the perspective it requires the imagination. Thanks for the valuable lecture.

**@jonabirdd**

He hit the nail on the head. Every metaphor, every idea, is a shortcut to a different perspective, and this helps us connect the dots to things we already understand more quickly.

**@keithbell9348**

I absolutely LOATHED math when I was in school. But in reality, it s the COOLEST thing! Should have had this guy as my math teacher.

**@srishti2183**

Man has divided his study between maths, physics, chemistry, art, musics...

<sup>6</sup>

[https://www.ted.com/talks/roger\\_antonsen\\_math\\_is\\_the\\_hidden\\_secret\\_to\\_understanding\\_the\\_world](https://www.ted.com/talks/roger_antonsen_math_is_the_hidden_secret_to_understanding_the_world)

we forget in nature they all exist together, they are all one... in nature every subject exist simultaneously in every object... there is no division of subjects in nature... ❤️

**@aminabouyahia3176**

I used to be a math student, I was always fascinated by space geometry and the graphics in algebra. I switched to literature but even now my mind is always in search for patterns. I am obsessed with patterns this is why I love math and the Universe.

This ted is amazing and very inspiring 🥰😍💖

**@javiersoberanis9718**

THIS WAS AMAZING!!! From sound to patterns numbers can be expressed in so many ways and honestly how he connected understanding each other, WOW! Just wow!<sup>7</sup>

## Task 4. Writing



Write a comment to the video “**Math is the hidden secret to understanding the world**” by **Roger Antonsen**, using different modes to support your point of view, agree or disagree with the speaker.

## SELF-STUDY WORK. Project



Look through different types of media, i.e. books, newspapers, radio, television / film, billboards / advertisements, theatre, websites, social media posts, etc. Find modes (linguistic, visual, aural, gestural, spatial, olfactory, gustatory) there. What role does



<sup>7</sup> [https://www.youtube.com/watch?v=ZQEIzjCsl9o&ab\\_channel=TED](https://www.youtube.com/watch?v=ZQEIzjCsl9o&ab_channel=TED)



## UNIT 2. Linguistic Mode of Multimodality

### What is Linguistic Mode?

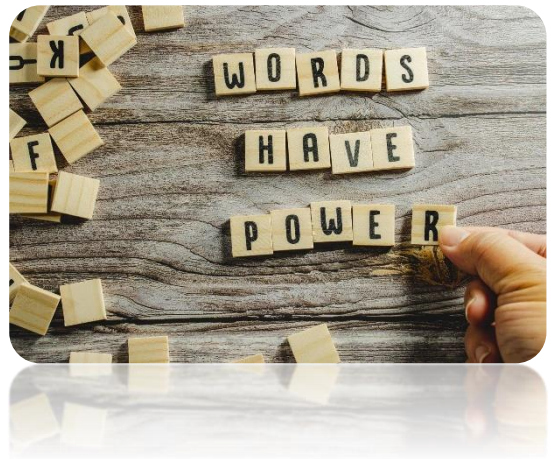


*The linguistic mode* focuses on the meaning of written or spoken language in communication. It includes: choice of words, vocabulary, grammar, structure, etc.

#### Task 1.

#### THE POWER OF WORDS<sup>8</sup>

♥ Language, much like everything else in this world, is evolving. Words are changed, replaced, and forgotten. New terms form from old meanings. You might know how to interpret chat speak, know every idiom from the eighteenth century until now, and know how to use the word “yeet” properly, but how often do you think about the effects your words have or how you use them?



a) Put the verbs in brackets into the correct tense. Justify your answers.

#### WORDS HAVE POWER

How many times you **(hear)** friends and family—even yourself—negatively **(speak)** about themselves because they **(think)** it **(be)** funny? Sadly, calling yourself names, making fun of yourself, or generally speaking of yourself in a derogatory manner **(become)** a normal and accepted part of life. The same **(go)** for speaking that way of other people. Hardly anyone **(bat)** an eye anymore.

<sup>8</sup> <https://www.sokyahealth.com/connection/the-power-of-words/>



**b) Arrange these jumbled words and expressions to make correct sentences.**

1. power / have / credit / more / are / they / than / given / words.
2. encouragement / create / words / to / have / sadness / the / and / power.
3. families / start / or / destruction / cause / words / that / have / the / crumbling / of / power / the / to / relationships / bitter / of / battles / the.
4. alike / words / humiliate / leaders / or / can / followers / and / heal / nations.
5. healing / used / salves / as / or / as / be / weapons / words / can.
6. a New Year's celebration, / yet, / unconscious / people / make / confetti / throw / like / at / can / words / the / they / mess / around / of / uncaring / or.
7. power, / about / most / mainly / themselves / see / people / to / fail / speaking / when / their.
8. words / power / in short, / have.
9. tearing down / choose? / you / when / your / the / words / comes / or / choice / will / of / lifting up, / how / which / to / you / use



**c) Put the following sentences into the correct order to continue the article "The Power of Words".**

### CHOOSE YOUR WORDS WISELY

1. Have we all forgotten not to say anything at all when we don't have anything nice to say?
2. People can be careless with the words that they use.
3. The digital age has made hurtful and negative words all too easy to spout when you can hide anonymously behind a computer screen.
4. People feel entitled to things or far above other people and it causes harsh words and awful tones.
5. Curse words can be nouns, verbs, and adjectives.
6. People gossip about, judge, and make fun of others.







d) Explain the words in bold, then suggest synonyms for the highlighted words.

The words that we say to others can either **empower** or **destroy** them. One phrase can **cause** a river of **unstoppable** emotions, both good and bad. People remember what you say to them, even long after the **season** you **interacted** with them. The words you spoke to them have the power to **stick** with them for the rest of their lives. For that very reason, the words that we use when talking to others should be chosen with **mindfulness**. Once a comment has come out of your mouth, it can not be undone or taken back, so use kind words to **build** people **up**. Always keep that in mind when speaking to others.

## Task 2. Reading



1. Read the online article “Try This: No Swearing for One Week”<sup>9</sup> by **Yvette Miller**, paying attention to linguistic mode of multimodality.

### TRY THIS: NO SWEARING FOR ONE WEEK

“Well, that was very silly!” The mild phrase **startled** me. It was years ago, I was in my early 20s and had recently become close with a woman who volunteered for the same charity I did. I admired her greatly: She was kind, had just started an interesting career and was **fun to be around**. But it was at that moment—when she described something as “silly” instead of using a term that was a little **saltier**—that it **struck** me. My new friend never **swore**.

People “behaved rather badly,” situations



<sup>9</sup> [https://www.chabad.org/theJewishWoman/article\\_cdo/aid/4377665/jewish/Try-This-No-Swearing-for-One-Week.htm](https://www.chabad.org/theJewishWoman/article_cdo/aid/4377665/jewish/Try-This-No-Swearing-for-One-Week.htm)

were “a bit of a shame.” Sometimes, my new friend was “really quite angry.” But she never, ever **peppered** her speech with **profanities** the way many of my friends did.

At first, her clean talking irritated me. Who was she trying to impress, I wondered? She must be **putting on an act** to speak in such **exalted tones**. After spending time with her, though, I began to realize the problem was all in my head: I admired her manners and her style. If I thought she was **giving herself airs**, maybe it was because I wished I was as well-mannered and pleasant to be around, much as I didn’t like admitting it to myself. I was jealous of my **clean-talking** friend and her **refined way of speaking**.

It’s not that I had a particularly **coarse way of talking**, but **spurred by** her example, I decided to clean up my act even more. I’d go without **uttering** a single swear word for a week, I decided, and see how I felt.

It turned out to be an **eye-opener**. “What a ... greedy person,” I found myself saying. “That was so ... deliberately hurtful.” Each time I was tempted to reach for a **crude word**, I searched for a substitute instead. Often, the new word I used was much more descriptive and illuminative than any **obscenity** I might have uttered.

Almost immediately, I began to feel like I was communicating on a higher level; I remember the word that kept **popping into my head** was mature. Without resorting to crude phrases or comments, I felt like a nicer person. I noticed that people seemed to respect me more; when I gave up swearing, people around me stopped using **dirty phrases** in my presence as well.

But it wasn’t easy. Forcing myself to look for a way to accurately describe a situation was a lot harder than reaching for an **expletive**, as well as a lot more descriptive. Was an unsatisfactory item broken, messy, unnecessary or defective? Was an unpleasant person **brusque**, **abrasive**, **condescending** or rude? Refusing to swear forced me to evaluate situations with more precision

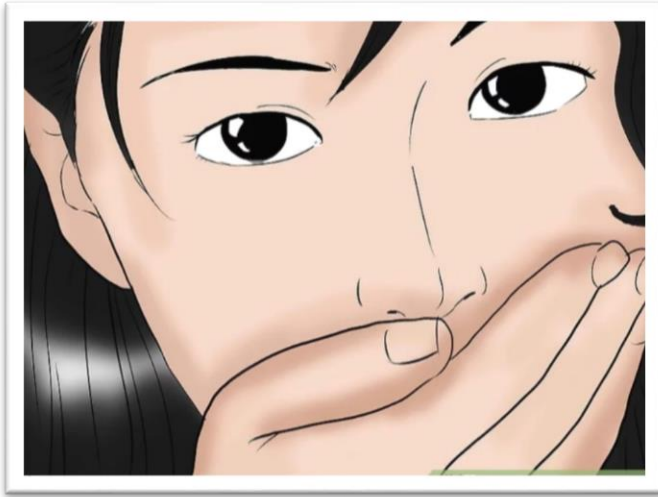


and decide exactly what it was I wished to say. Soon, I **relished my newfound clarity** as much as my more **elevated mode of speech**.

Researchers have found that about 0.7 percent of a typical American's speech is made up of swear words. That might not sound like a lot, but given that an average person utters about 15,000 to 16,000 words each day, that adds up to a **whopping 80 to 90 curses**.

Saying so many coarse words has an effect on us over time. Obscenities are called dirty words for a reason: Using them sends a message that we don't care enough about our speech to monitor what we say and choose cleaner options instead.

Many of us intuitively realize when we want to seem intelligent and successful, swearing is out of the question. Few people would swear during a job interview or a first date. In Judaism, important occasions aren't reserved



only for special moments; the Torah encourages us to take ourselves seriously and try to grow and reach our potential. Part of that is refining our speech and not allowing degrading expressions **to drag us down**.

Years ago, when I first started studying Hebrew, I was shocked to find that the Hebrew language contains few swear words. You

can insult someone in Hebrew, but when an Israeli wants to swear, they often import words from other languages. The Hebrew language is a living, breathing tongue, but one that **eschews** obscenities.

It reflects a key Jewish truth that what we say matters. The Talmud speaks disapprovingly about people who use crude or **vulgar language**, but it goes beyond that. In Jewish thought, the way we interact with people and the comments we make shape us. If we speak and act kindly to people, we become kind. When we talk gently to others, we become gentle.

Three thousand years ago, King Solomon wrote, "Death and life are in the power of the tongue" (Proverbs 18:21). The words we say shape us in both clear and **subtle ways**; engaging in crude speech drags down both the speaker and the listener. With **vulgarity** and swearing such a huge part of everyday speech, maybe it's time to experiment with going **obscenity-free**.

Consider giving up swearing for a week. It might not be easy, but the rewards—in clarity of thought and a more **refined way of communicating**—are well worth it.



2. Explain the words and expressions in bold.
3. Find modes in the text above. Analyse the effect they produce. Fill in the table.

№	An example from the text	Mode
1		
2		
...		



4. Scan through the article “**HOW TO AVOID SAYING BAD WORDS**”<sup>10</sup>. Which method from this article seems most suitable to you? Give arguments.

**METHODS:**

1. Become Self Aware and Plan.
2. Start by Making Small Changes.
3. Continue Adding Challenges and Practicing.



### Task 3. Listening and Viewing Comprehension

There are about 7,000 languages spoken around the world – and they all have different sounds, vocabularies and structures. But do they shape the way we think? Cognitive scientist **Lera Boroditsky** shares examples of language that suggest the answer is a resounding yes. "The beauty of linguistic diversity is that it reveals to us just how ingenious and how flexible the



<sup>10</sup> <https://www.wikihow.com/Avoid-Saying-Bad-Words>

human mind is," Boroditsky says. "Human minds have invented not one cognitive universe, but 7,000."



Watch the TED talk<sup>11</sup> given by Lera Boroditsky entitled “**How language shapes the way we think**”, paying attention to linguistic mode. Identify all other modes and the effect they produce. Fill in the table.

№	An example from the video	Mode
1		
2		
...		

#### Task 4. Discussion. Work in pairs



The following comments refer to the previous video “**How language shapes the way we think**” by Lera Boroditsky. Read, discuss and comment on them in pairs. What modes are recognized in them? Do you agree with these comments? Why or why not? Justify your point of view.

**@dr.irfananwaramab1925**

This is one of the best TED talks I have listened to, being able to speak more than one language – I can definitely relate to this, I was actually thinking about this before & she presented the facts, Thanks a lot.

I think people would also relate to the fact that speaking different dialects of the same language can very much influence the way you think & behave. I feel there are more 'aggressive' dialects and 'kinder' dialects of the same language.

**@victorguzman2302**

100% true. I speak several languages and when you shift from one to another, your brain and your mind shift to another way of thinking. You start expressing in a complete different ways. I remember one time that I was in work g in Brazil. One of the local engineers wanted to practice his English

<sup>11</sup> [https://www.ted.com/talks/lera\\_boroditsky\\_how\\_language\\_shapes\\_the\\_way\\_we\\_think](https://www.ted.com/talks/lera_boroditsky_how_language_shapes_the_way_we_think)

with me, although we had been speaking in Portuguese since my arrival. As soon as I started speaking English to him, I saw the surprise in his face and he told me: Your voice is completely different in English than in Portuguese which was very curious to me because I never noticed it. I have noticed though that Spanish language is a very descriptive language. You just don't say a thing. You have to describe it. English is simpler in that way. It lacks the description of things but the pronunciation of words is more complex.

#### @04steen

In Spanish we could also say "él rompió el jarrón" ("he broke the vase"). We would only say "El jarrón se rompió" ("the vase broke") when we don't want to blame ourselves or others for that. There is a pragmatic intention in whether we use the first or the second structure. That is why Spanish speaking kids would always use the second structure, because it sounds as if it happened just like that 😊. We even say things like "se me perdieron las llaves" (the keys went lost to me) instead of "perdí las llaves" (I lost the keys).

#### @quynhtrangnguyen3206

So amazing! I'm living in Viet Nam and in my language there are different ways to call another in a conversation, it's not just "I-You" like in English. We call people who are older, much older, younger, male, female, ect. by separate subjects (anh, chị, cô, chú, bác, ông, bà,...)

At first I thought it was so complicated, but after your talk, I realize that the way we call each other create more close-knit relationships among people. That's the reason why Vietnamese people are so friendly and warmhearted.<sup>12</sup>

## Task 5. Writing



Write a comment to the video **“How language shapes the way we think”** by **Lera Boroditsky**, using different modes to support your point of view, agree or disagree with the speaker.

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<sup>12</sup> [https://www.youtube.com/watch?v=RKK7wGAYP6k&ab\\_channel=TEDxTalks](https://www.youtube.com/watch?v=RKK7wGAYP6k&ab_channel=TEDxTalks)

## SELF-STUDY WORK. Project

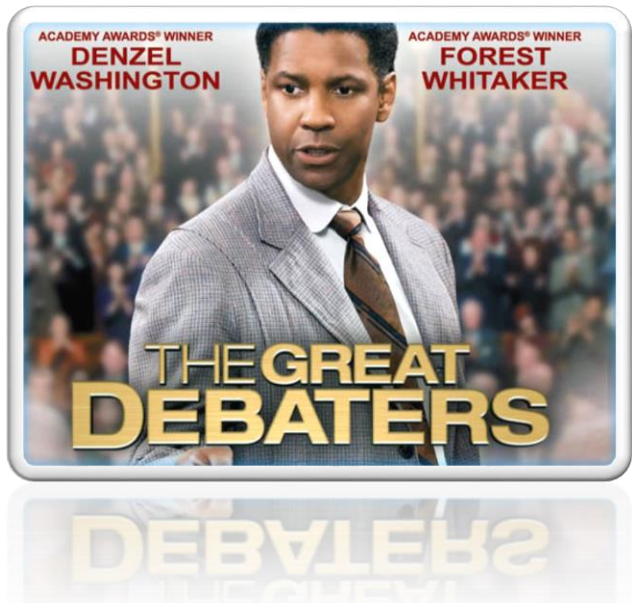
### SPEAKING WITH HEART AND MIND

Have you ever listened to a brilliant speaker and felt captivated by the music of their speech, the poetry of their words and the resonance of their voice? Then they probably have that magical combination that we call **eloquence**.

An **eloquent speaker** is someone who has mastery over how they use language. They understand its subtleties and nuances and can use it to communicate their message effectively and persuasively.

Listening to an eloquent speaker is similar to hearing a piece of great music. It can fill us with joy and we remember the message they delivered and how they made us feel.

An **eloquent speaker** raises the level of communication to one that is persuasive, musical and sometimes magical. They have found a way to make their words and voice reflect their feelings and thoughts on multiple levels. From using their vowels and consonants, through to picking words that perfectly articulate their feelings and ideas, they have mastery over communication which gives them true power and influence as a communicator.<sup>13</sup>



**Collect several striking examples of eloquent speeches in different types of media and analyse the effect they create. Present the results of your research in class.**

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<sup>13</sup> <https://blog.londonspeechworkshop.com/how-to-speak-eloquently>

## UNIT 3. Visual Mode of Multimodality

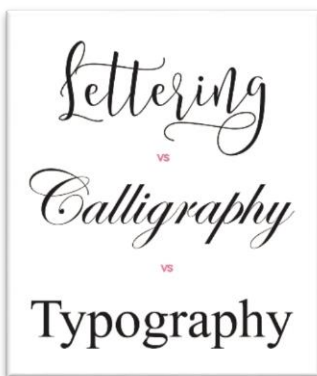
### What is Visual Mode?



The *visual mode* focuses on the meaning of what can be seen by a viewer. It includes: images, symbols, videos, signs, aspects of visual design, such as colour, layout, font type and size, etc.

#### Task 1.

- ♥ Are you confused by the difference between hand lettering, calligraphy and typography?
- ♥ What do these signs, symbols, images mean?





## Task 2. Reading



1. Read **The Guardian** article<sup>14</sup>, paying attention to visual and linguistic modes of multimodality.
2. Fill in the correct prepositions.

### CANADIAN JUDGE RULES THUMBS-UP EMOJI CAN REPRESENT CONTRACT AGREEMENT

A Canadian judge has ruled that the “thumbs-up” emoji is just as valid as a signature, arguing that courts need to adapt to the “new reality” ..... how people communicate as he ordered a farmer to pay C\$82,000 (\$61,442) ..... an unfulfilled contract.

In a recent case the Court of King’s Bench ..... the province of Saskatchewan heard that a grain buyer ..... South West Terminal sent a mass text message to clients ..... March 2021, advertising that the company was looking to buy 86 tonnes of flax ..... a price of C\$17 (\$12.73) per bushel.

The buyer, Kent Mickleborough, spoke ..... farmer Chris Achter ..... the phone and texted a picture of a contract to deliver the flax in November, asking the farmer to “please confirm flax contract” ..... the message.



Achter, who lives in the community ..... Swift Current, responded ..... a thumbs-up emoji. But Achter did not deliver the flax in November – and ..... that time, prices ..... the crop had increased.

Mickleborough and Achter dispute the meaning of the emoji. The buyer pointed ..... previous

contracts confirmed ..... text message, suggesting the emoji meant Achter was agreeing ..... the terms of the contract.

<sup>14</sup> <https://www.theguardian.com/world/2023/jul/06/canada-judge-thumbs-up-emoji-sign-contract>

But Achter said that the emoji indicated only that he had received the contract ..... the text message.

“I deny that he accepted the thumbs-up emoji as a digital signature of the incomplete contract,” Achter said in an affidavit. “I did not have time to review the Flax Contract and merely wanted to indicate that I did receive his text message.”

..... one point in the proceedings, Achter’s lawyer objected ..... a cross examination of his client ..... the meaning of the thumbs up, arguing his client “is not an expert in emojis”.



Justice Timothy Keene, who at one point used a **dictionary.com definition of the symbol**, lamented

that the case “led the parties to a far flung search ..... the equivalent of the Rosetta Stone in cases from Israel, New York State and some tribunals in Canada, etc. to unearth what a 👊 emoji means”.



“This court readily acknowledges that a 👍 emoji is a non-traditional means to ‘sign’ a document but nevertheless ..... these circumstances this was a valid way to convey the two purposes of a ‘signature’,” he wrote.

Keene also dismissed defence concerns that allowing the thumbs up emoji to signify acceptance “would open ..... the flood gates” to new interpretations of other emojis, including the ‘fist bump’ and ‘hand shake’. In finding that the thumbs-up can be used to enter ..... contracts, Keene said the court “cannot (nor should it) attempt to stem the tide of technology and common usage” of emojis.

“This appears to be the new reality in Canadian society and courts will have to be ready to meet the new challenges that may arise ..... the use of emojis and the like.”

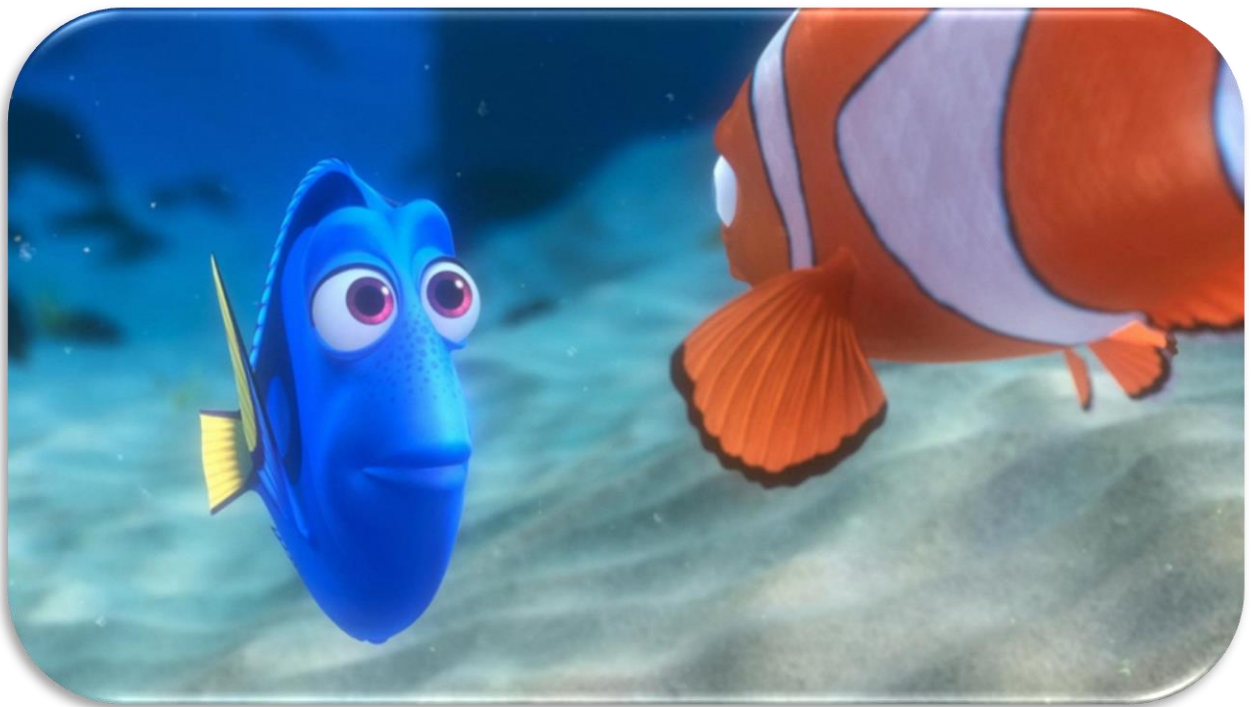


**3. Find modes in the text above. Analyse the effect they produce. Fill in the table.**

No	An example from the text	Mode
1		
2		
...		

### Task 3. Listening and Viewing Comprehension

**Danielle Feinberg**, Pixar's director of photography, creates stories with soul and wonder using math, science and code. Go behind the scenes of Finding Nemo, Toy Story, Brave, WALL-E and more, and discover how Pixar interweaves art and science to create fantastic worlds where the things you imagine can become real. This talk comes from the PBS special "TED Talks: Science & Wonder."



1. Watch the **TED talk**<sup>15</sup> given by **Danielle Feinberg** entitled **"The magic ingredient that brings Pixar movies to life"**, paying attention to visual mode. Identify all other modes and the effect they produce. Fill in the table.

<sup>15</sup>

[https://www.ted.com/talks/danielle\\_feinberg\\_the\\_magic\\_ingredient\\_that\\_brings\\_pixar\\_movies\\_to\\_life?referrer=playlist-how\\_visual\\_effects\\_bring\\_movie](https://www.ted.com/talks/danielle_feinberg_the_magic_ingredient_that_brings_pixar_movies_to_life?referrer=playlist-how_visual_effects_bring_movie)

№	An example from the video	Mode
1		
2		
...		



**2. Comment on the following details Danielle Feinberg mentions:**

- ♥ little seven-year-old Picasso dreams;
- ♥ the next Albert Einstein;
- ♥ a three-dimensional world inside the computer;
- ♥ lighting in practice.

**3. Answer the questions:**

- ♥ How did they make "Finding Nemo" look underwater?
- ♥ What did they use to create the amazing worlds? What did they use to bring them to life?

#### Task 4. Discussion. Work in pairs



The following comments refer to the previous video **“The magic ingredient that brings Pixar movies to life”** by **Danielle Feinberg**. Read, discuss and comment on them in pairs. What modes are recognized in them? Do you agree with these comments? Why or why not? Justify your point of view.

**@duyguozkann**

I always think that the jellyfish scene in Finding Nemo is awesome, the first time I saw it I felt like I was in an underwater paradise. Actually listening to the woman who made that scene happen, made me feel happy. I generally think science as a one dimensional boring thing which doesn't includes any imagination, but this video made me understand that sometimes, a beauty can come out from science. And talent.

**@amit4Bihar**

Pixar movies are just product of extremely hard labor and extreme love of art

**@MiyahSundermeyer**

I prefer Disney and Pixar over traditional Disney films because their stories are unique and capture our mind. For instance, who doesn't love the story about the journey of one small clown fish making the journey across the sea with a Blue Regal Tang? I know I do. In fact, I can hear the soundtrack right now.

**@pacemarshall9358**

I always knew that Pixar took its job seriously and that the animation was of the utmost importance to them, but I never realized how important lighting is in its films. It never hit me how lighting could be involved in animation, but how central it is to the believability of the created world.

This was so educational! Thanks!

**@AbzArt**

That got me a bit emotional :) beautifully presented. Art comes in so many forms and really does create magic.

**@srimansrini**

Pixar's creations like Toy Story, Finding Nemo and Wall-E are epoch-making work of art. In this awe-inspiring talk, Pixar's Director of Photography – Danielle Feinberg gives how they create a realistic world with the mixture of science, math and art. Highly recommended.

**@yahyasafe7**

This is amazing... I'm not a big fan of animation movies, but every time I watch one, I just feel the TREMENDOUS amount of work, effort and passion put in creating it! It's just amazing!<sup>16</sup>

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<sup>16</sup> [https://www.youtube.com/watch?v=Z1R1z9ipFnM&ab\\_channel=TED](https://www.youtube.com/watch?v=Z1R1z9ipFnM&ab_channel=TED)

## Task 5. Writing



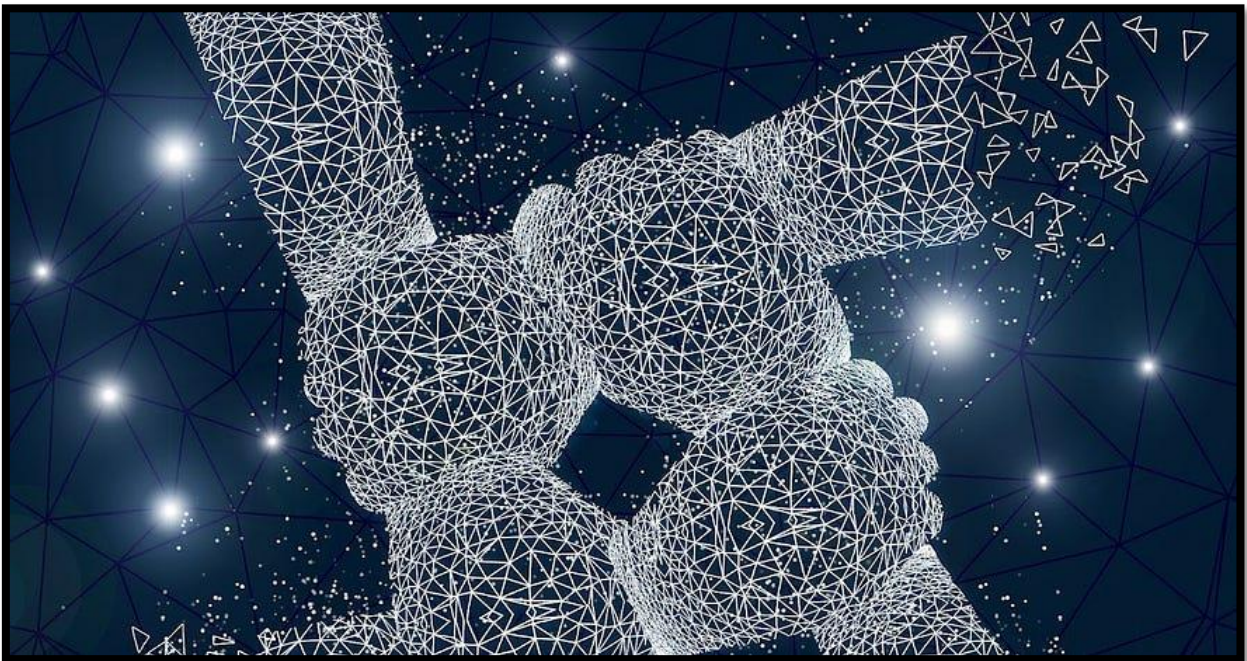
Write a comment to the video “**The magic ingredient that brings Pixar movies to life**” by **Danielle Feinberg**, using different modes to support your point of view, agree or disagree with the speaker.

### SELF-STUDY WORK. Project

#### VISUAL COMMUNICATION & PHOTOGRAPHY: A POWERFUL DUO<sup>17</sup>

Visual communication and photography are inseparable partners in the world of visual storytelling.

While **visual communication** encompasses a broad spectrum of visual elements used to convey information, ideas and emotions, **photography** stands out as one of its most compelling and influential components.



In today’s digital age, visual communication plays a pivotal role in capturing the audience’s attention. In a world where information overload is a common challenge, well-crafted visual elements can break through the noise and

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<sup>17</sup> <https://www.getulearn.com/2023/09/visual-photography.html>

deliver messages effectively. This is where photography shines as a potent tool.

Photography is the art and science of capturing light to create images that freeze moments in time. It is a medium that goes beyond mere documentation; it has the power to tell stories, convey emotions and inspire action. Photography is a versatile form of visual communication that can be found in various fields: journalism, advertising, art and culture, social media.



**Collect several striking examples of visual communication and photography in different types of media and analyse the effect they create. Present the results of your research in class.**

## UNIT 4. Aural Mode of Multimodality

### What is Aural Mode?



The *aural mode* focuses on the meaning of what can be heard by a listener. It includes: sound effects, music, voice. This can be realised through tone, pitch, speed, volume, rhythm, etc.

#### Task 1.

- ♥ What sounds would / wouldn't you like to hear clearly again?
- ♥ What do you think is the most / the least satisfying sound in the world?





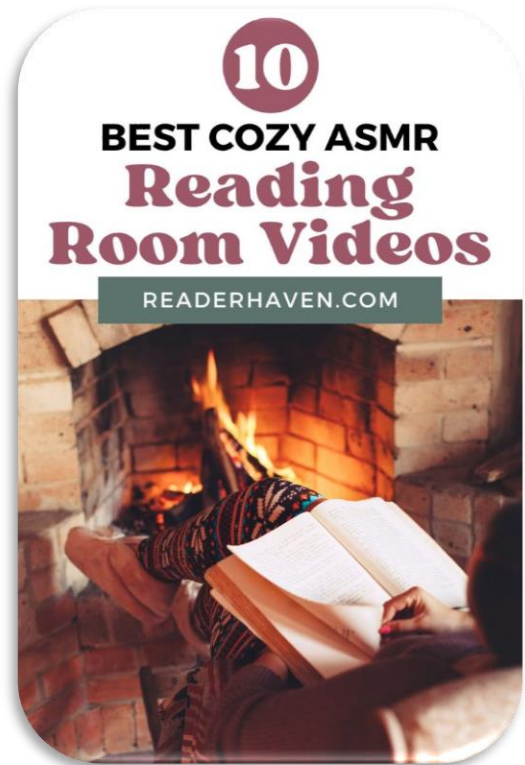
## Task 2. Reading



1. Read the text by **Taylor** from **Reader Haven**<sup>18</sup>, paying attention to modes and media. Be ready to discuss it.

Whenever cooler weather rolls around, it makes me want to wrap myself up in a blanket and read in front of a crackling fireplace. While the fireplace isn't usually an option, ASMR videos – like reading ambience rooms – are the next best thing!

Below, I'm sharing some favorites, with a variety of settings and vibes – from ancient library rooms with rain sounds to cozy winter cabins with roaring fireplaces and snowfall. Either way, they're a fabulous way to play in the background and set your reading mood!



### What is ASMR?

ASMR stand for autonomous sensory meridian response. Essentially, it's the warm and tingling feeling you get in response to a positive stimuli, like a sound.



Sounds that comfort and relax you can cause this type of response, such as the patter of rain, pages turning, or a crackling fire.

For many readers, cozy reading rooms (videos) act in this way, and are the

<sup>18</sup> <https://readerhaven.com/cozy-asmr-reading-rooms-fall-winter/>

perfect background noise and ambience from settling in with a book. They also include a visual stimuli (the setting of the video).

### What is a reading room video?

These are videos you stream in the background while you're reading, to enhance your reading experience.

They have a variety of settings – from outside in nature to a log cabin to a gothic-style library, and beyond.

These relaxing videos can help set a particular mood or make you feel extra cozy. They're especially perfect for the fall and winter seasons.

### Best Cozy Reading Ambience Rooms (Videos)

Now, on to the list! Here are some wonderful ASMR reading ambience videos, with a variety of sounds and backgrounds.

Grab a book, a comfy blanket, your favorite reading snacks, a warm beverage, your pet or child, and whatever else your



heart desires. Settle into your favorite reading chair, play your favorite ASMR video, and relax into your reading experience!

#### 1. Crackling Mountain Campfire with Relaxing River, Wind & Fire Sounds<sup>19</sup>

If you want to feel like you're spending time in nature (without actually feeling the chill of it), this ASMR video is perfect. It's like camping...sort of.



#### 2. Ancient Library Room with Rain & Thunder Sounds<sup>20</sup>

Is there anything better for a bibliophile than being surrounded by a massive library? This is a vibe I can always get behind. (It's especially perfect for reading dark academia novels!).

#### 3. Reading in the Hogwarts Library on a Rainy Night<sup>21</sup>

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<sup>19</sup> [https://www.youtube.com/watch?v=EqqpcFj8G-s&list=PLHRignMl-rpm3cfhfDFFNsKIsfGvk2bGT&index=3&ab\\_channel=VirtualFireplace](https://www.youtube.com/watch?v=EqqpcFj8G-s&list=PLHRignMl-rpm3cfhfDFFNsKIsfGvk2bGT&index=3&ab_channel=VirtualFireplace)

<sup>20</sup> [https://www.youtube.com/watch?v=IvJQTWGP5Fg&list=PLHRignMl-rpm3cfhfDFFNsKIsfGvk2bGT&index=5&ab\\_channel=NewBliss](https://www.youtube.com/watch?v=IvJQTWGP5Fg&list=PLHRignMl-rpm3cfhfDFFNsKIsfGvk2bGT&index=5&ab_channel=NewBliss)

<sup>21</sup> [https://www.youtube.com/watch?v=NqSbyaVTqII&ab\\_channel=ASMRWeekly](https://www.youtube.com/watch?v=NqSbyaVTqII&ab_channel=ASMRWeekly)

Harry Potter fans: immerse yourself in a study session in this ASMR room inspired by the Hogwarts library! This video is complete with rain and soft page-turning sounds.

#### 4. Relaxing Blizzard/Snowstorm with Crackling Fireplace in a Cozy Cabin Room<sup>22</sup>

Imagine the warmth of a roaring fireplace in a room surrounded with floor-to-ceiling windows, as snow falls around you. It's like being in the perfect winter cabin without having to travel!

#### 5. Lord of the Rings / The Shire Ambience & Music<sup>23</sup>

All my fellow LOTR fans: kick back and relax with your book while enjoying views inspired by Middle Earth and listening to music inspired by the movies.



#### 6. Cozy Forest Cabin with Birdsong & Lake Sounds<sup>24</sup>

Feel one with nature in a cabin in the forest, surrounded by birds chirping and water lapping at the nearby shore.

#### 7. Sherlock Holmes-Inspired ASMR Reading Room<sup>25</sup>

Transport yourself back to the late 1800s with this ASMR video inspired by Sherlock Holmes' place, 221B Baker Street in London. Includes ambient sounds and music!

#### 8. Lakeside Porch on a Rainy Morning<sup>26</sup>

Have you ever wanted a big wraparound porch filled with flower pots and comforting rocking chairs? Then you'll love this video, especially with the relaxing rain sounds.

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<sup>22</sup> [https://www.youtube.com/watch?v=jK3cMch9e\\_c&list=PLHRignMI-rpm3cfhfDFFNsKIsfGvk2bGT&index=7&ab\\_channel=RainyGuy](https://www.youtube.com/watch?v=jK3cMch9e_c&list=PLHRignMI-rpm3cfhfDFFNsKIsfGvk2bGT&index=7&ab_channel=RainyGuy)

<sup>23</sup> [https://www.youtube.com/watch?v=HF1xEM6zZsc&list=PLHRignMI-rpm3cfhfDFFNsKIsfGvk2bGT&index=15&ab\\_channel=TheBeautyOfMiddleEarth](https://www.youtube.com/watch?v=HF1xEM6zZsc&list=PLHRignMI-rpm3cfhfDFFNsKIsfGvk2bGT&index=15&ab_channel=TheBeautyOfMiddleEarth)

<sup>24</sup> [https://www.youtube.com/watch?v=8TS5twiZ62g&list=PLHRignMI-rpm3cfhfDFFNsKIsfGvk2bGT&index=17&ab\\_channel=TheAlleyofSounds](https://www.youtube.com/watch?v=8TS5twiZ62g&list=PLHRignMI-rpm3cfhfDFFNsKIsfGvk2bGT&index=17&ab_channel=TheAlleyofSounds)

<sup>25</sup> [https://www.youtube.com/watch?v=wFrIeXGXEco&ab\\_channel=ASMRrooms](https://www.youtube.com/watch?v=wFrIeXGXEco&ab_channel=ASMRrooms)

<sup>26</sup> [https://www.youtube.com/watch?v=C5XfSzBxSg0&list=PLHRignMI-rpm3cfhfDFFNsKIsfGvk2bGT&index=20&ab\\_channel=RainyBoy](https://www.youtube.com/watch?v=C5XfSzBxSg0&list=PLHRignMI-rpm3cfhfDFFNsKIsfGvk2bGT&index=20&ab_channel=RainyBoy)

## 9. Rainy Autumn Evening in a Cozy Room with a Fireplace<sup>27</sup>

Spend a fall evening cozied up with the sounds of rain and a crackling fireplace surrounding you.

## 10. Christmas in the Great Hall ASMR Room (Harry Potter)<sup>28</sup>

This gorgeously-created depiction of the Great Hall at Hogwarts during Christmastime is something to behold. Includes music from the movies!

I hope these videos bring you extra comfort and coziness during these colder months. Enjoy, and happy reading!



**2. What is ASMR? Which of the ASMR videos suggested in the article above do you like best? What role does the aural mode play in them?**

**3. Find modes and media in the text above. Analyse the significance of using modes and media. Fill in the table.**

No	An example from the text	Mode	Medium
1			
2			
...			

### Task 3.



**Match these phrasal verbs with the appropriate definitions. Then use them to make up your own sentences.**

	Phrasal verb		Definition
1	<i>hear of something</i>	a	to get a call, email or other form of communication from someone
2	<i>listen out for</i>	b	to get information
3	<i>hear from somebody</i>	c	to listen to everything someone has to say
4	<i>hear about something</i>	d	to know of someone or something's existence

<sup>27</sup>

[https://www.youtube.com/watch?v=N9TefB0gh\\_k&list=PLHRignMl-rpm3cfhfDFFNsKIsfGvk2bGT&index=22&ab\\_channel=CozyRain](https://www.youtube.com/watch?v=N9TefB0gh_k&list=PLHRignMl-rpm3cfhfDFFNsKIsfGvk2bGT&index=22&ab_channel=CozyRain)

<sup>28</sup> [https://www.youtube.com/watch?v=\\_v4cgUVBsi4&ab\\_channel=AmbientWorlds](https://www.youtube.com/watch?v=_v4cgUVBsi4&ab_channel=AmbientWorlds)

5	<i>hear of something</i> (used in the negative)		e	listen for a particular noise or sound
6	<i>listen up</i> (often used as a command)		f	pay attention
7	<i>hear somebody out</i>		g	to refuse to accept something

## Task 4. Listening and Viewing Comprehension

Have you ever felt like you're talking, but nobody is listening? Here's **Julian Treasure** to help. In this useful talk, the sound expert demonstrates the how-to's of powerful speaking – from some handy vocal exercises to tips on how to speak with empathy. A talk that might help the world sound more beautiful.



1. Watch the TED talk<sup>29</sup> given by **Julian Treasure** entitled “**How to speak so that people want to listen**”, paying attention to aural mode. Identify all other modes and the effect they produce. Fill in the table.

No	An example from the video	Mode
1		
2		
...		



2. Comment on the following details Julian Treasure mentions:

- ♥ a number of habits that we need to move away from;
- ♥ seven deadly sins of speaking;
- ♥ four really powerful cornerstones, foundations;
- ♥ an amazing toolbox;
- ♥ his six vocal warm-up exercises.

<sup>29</sup> [https://www.ted.com/talks/julian\\_treasure\\_how\\_to\\_speak\\_so\\_that\\_people\\_want\\_to\\_listen](https://www.ted.com/talks/julian_treasure_how_to_speak_so_that_people_want_to_listen)



### 3. Answer the questions:

- ♥ How can we speak powerfully to make change in the world?
- ♥ What would the world be like if we were speaking powerfully to people who were listening consciously in environments which were actually fit for purpose?
- ♥ What does the word “hail” stand for?

### Task 5. Discussion. Work in pairs



The following comments refer to the previous video entitled “How to speak so that people want to listen” by **Julian Treasure**. Read, discuss and comment on them in pairs. What modes are recognized in them? Do you agree with these comments? Why or why not? Justify your point of view.

**@mingyuhuang8944**

Always good to listen to these speeches to improve your own emotional intelligence, even if it's only a little bit of improvement.

Charisma and communications are a real void for most people these days. 😞

**@countmein5164**

Did he just influence such a large group of people within 10mins to make them stand and do some warmups like that?

He proved his technique to be true. Amazing!

**@TheFogLakeshore**

Wow it's so amazing. People from all around want to hear and interact, they come and sit in silence with others to hear someone elevated on a stage with an electrically-amplified voice. Lo and Behold, they are listening to the person on an elevated stage with an amplified voice! IT MUST BE A MIRACLE!

**@MrDuck313**

He didn't use any "uhm"s or "eh"s in his speech. Absolutely amazing.

**@AntiComposite**

A good way to avoid filler words and increase effectiveness is to make eye contact with whomever you are talking to.

**@ysa7823**

I assumed this would be your basic talk on vocal coaching, how to carry and conduct oneself in public speaking. But he went to a deeper level and emphasized how we should speak about goodness, light, and positivity ❤️ A concise message that hit the mark precisely ❤️

**@arthurkiazis9497**

I was a speech & debate champion in HS & college (Harvard) and then a debate and speech coach at the HS and college levels for more than 30 years, as well as a founder of urban speech and debate. Everything Julian Treasure says here is exactly what high school speech teachers try to convey to their students each and every day; policy debaters try to persuade by facts and logic, whereas events like oratory involve rhetorical methods (some of which are mentioned in the talk) for persuasion. These essentially are known to us as LOGOS and ETHOS; the best speakers can not only control register, timbre, prosody, pace, silence, pitch and volume, but also can start a speech with a hook, an introduction, a topic sentence, 2-3 arguments, surrounded by rhetorical flourishes (three words starting with the same consonant is a famous one) a conclusion and a closing hook.

I'm lucky enough to have been teaching the last few years standardized tests, and getting across how to write, or how to speak, is a delight with young kids. They should all watch this You Tube!<sup>30</sup>

## Task 6. Writing



Write a comment to the video **“How to speak so that people want to listen”** by **Julian Treasure**, using different modes to support your point of view, agree or disagree with the speaker.

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<sup>30</sup> [https://www.youtube.com/watch?v=eIho2S0ZahI&ab\\_channel=TED](https://www.youtube.com/watch?v=eIho2S0ZahI&ab_channel=TED)

## SELF-STUDY WORK. Project

### THE IMPORTANCE OF SOUND EFFECTS FOR FILMMAKERS<sup>31</sup>



When it comes to filmmaking, **sound effects** are often overlooked despite their indisputable importance. A movie without sound effects would be a lifeless, dull experience for viewers – absolutely no fun to watch! Even the most visually stunning films need these audible cues to bring stories to life. Sound effects add another layer of depth and emotion to the film that cannot be achieved through visuals alone.

The deceptively simple short film *“Digits”*<sup>32</sup> (with phone sound effects) uses an amazing array of sound effects to bring to life a man making calls on a phone. Sounds like pushing buttons, and scrawling on paper, are crucial to making the short feel energetic and alive.



*Digits — SHORT FILM by Alexander Engel*



**Choose one of the (short) films with amazing sound effects and study the ways the aural mode is construed in it. Present the results of your research in class.**

<sup>31</sup> <https://www.showmeshorts.co.nz/posts/theimportanceofsoundeffects>

<sup>32</sup>

[https://www.youtube.com/watch?v=-tmRw2dqG5k&list=PL09sZJJ6gxp5qB7raBCWGAxYUK65jGjUx&ab\\_channel=ShortoftheWeek](https://www.youtube.com/watch?v=-tmRw2dqG5k&list=PL09sZJJ6gxp5qB7raBCWGAxYUK65jGjUx&ab_channel=ShortoftheWeek)



## UNIT 5. Gestural Mode of Multimodality

### What is Gestural Mode?



The *gestural mode* focuses on the meaning of communication through movement. It includes: facial expressions, gestures, body language, interactions between people.

#### Task 1.

- ♥ Have you ever wondered if you are good at decoding body language? Some people are naturally able to read and interpret body language – they are often called Truth Wizards. Others had to learn the basics from scratch.
- ♥ Take **the Body Language Quiz**<sup>33</sup>, which will help you test your nonverbal decoding skills and identify where to improve.



*BODY LANGUAGE IN DAILY LIFE*

<https://medium.com/@indiayuvagi/body-language-in-daily-life-ac75ff6f2453>

<sup>33</sup> <https://www.scienceofpeople.com/quiz/>

## Task 2. Reading



1. Look through the beginning of the article by **Kendra Cherry**, (MS, a psychosocial rehabilitation specialist, psychology educator, and author of the "Everything Psychology Book") and continue reading at the link.<sup>34</sup> Be ready to discuss it.

### UNDERSTANDING BODY LANGUAGE AND FACIAL EXPRESSIONS

Body language refers to the nonverbal signals that we use to communicate. These nonverbal signals make up a huge part of daily communication. In fact, body language may account for between 60% to 65% of all communication.

Examples of body language include facial expressions, eye gaze, gestures, posture, and body movements. In many cases, the things we *don't* say can convey volumes of information.

So, why is body language important? Body language can help us understand others and ourselves. It provides us with information about how people may be feeling in a given situation. We can also use body language to express emotions or intentions.

Facial expressions, gestures, and eye gaze are often identified as the three major types of body language, but other aspects such as posture and personal distance can also be used to convey information. Understanding body language is important, but it is also essential to pay attention to other cues



<sup>34</sup> <https://www.verywellmind.com/understand-body-language-and-facial-expressions-4147228>

such as context. In many cases, you should look at signals as a group rather than focus on a single action.



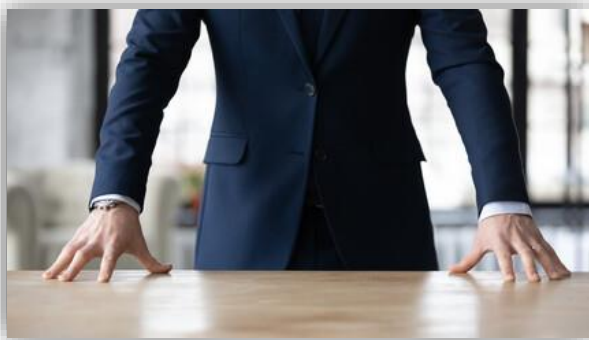
**2. Complete the following sentences from the online article,** which discusses the roles played by body language in communication, as well as body language examples and the meaning behind them—so you know what to look for when

you're trying to interpret nonverbal actions.

1. *Breaking eye contact and frequently looking away might indicate that the person is ...*
2. *People often blink more rapidly when they are ...*
3. *Covering the mouth may be an effort to be polite if the person is ...*
4. *When the mouth is slightly turned up, it might mean that the person is ...*
5. *A clenched fist can indicate ...*
6. *Crossed arms might indicate that a person feels ...*
7. *Crossed legs can indicate that a person is ...*
8. *Sitting up straight may indicate that a person is ...*



**3. Take a look at these pictures. What do you see? Decipher body language.**



### Task 3.



Match these Body idioms with the appropriate definitions. Are there similar idioms in your first language? Then use the idioms to make up your own sentences.

	Idiom			Definition
1	<i>keep your fingers crossed</i>		a	control someone
2	<i>under your thumb</i>		b	have influence over someone
3	<i>hand on heart</i>		c	where you learn to do something
4	<i>cut your teeth on something</i>		d	start-up problems with a new project
5	<i>see eye to eye on something</i>		e	persuade someone
6	<i>keep your ears to the ground</i>		f	promise with sincerity
7	<i>teething problems</i>		g	wish something for someone
8	<i>have someone in the palm of your hand</i>		h	agree with someone
9	<i>twist someone's arm</i>		i	listen out for something

### Task 4. Listening and Viewing Comprehension



Can you read someone's mind by looking at them? Almost. **Lynne Franklin** teaches you how to connect with three types of people by understanding how their bodies communicate. After a boy threatened to kill her with a machete, Lynne Franklin decided to learn everything she could about persuasion. She became a neuroscience nerd, studying how the brain works and how to build rapport with people. She has since worked with organizations to use persuasive communication to increase their

performance, productivity, and profit, and published a book about her personal research called "Getting Others to Do What You Want." In addition to her marketing and consulting work, Lynne is a member of the National Speakers Association and President-elect of its Illinois chapter.



Watch the TEDxNaperville<sup>35</sup> given by **Lynne Franklin** entitled “**Reading minds through body language**”, paying attention to gestural mode. Identify all other modes and the effect they produce. Fill in the table.

No	An example from the video	Mode
1		
2		
...		

### Task 5. Discussion. Work in pairs



The following comments refer to the previous video entitled “**Reading minds through body language**” by **Lynne Franklin**. Read, discuss and comment on them in pairs. What modes are recognized in them? Do you agree with these comments? Why or why not? Justify your point of view.

**@Rambsp21**

Use of non verbal communication always interested me, and this video is a good example to start with, the use of real people as example helps to understand things easily. And from the start of the video it's very clear that understanding body language is not only about judging people on the basis of how they are reacting but it's about understanding how their brain works.

**@JESSICAANNJOSEPHBBT**

Well, I loved the video. Body language provides a great deal of information on what other people are thinking. One could learn plenty of things from her, the strength she had and how she gave live examples. Well I think I am a

looker and a listener. The concept is explained in such a simplified manner that anyone can apply this in real life. Great video, makes me want to learn more!

**@joelyazell7380**

Reading people is a perception of your own understanding. The more understanding you are of yourself, the more understanding you are of everything else. Only to the point that it raises your understanding to understand what it hasn't yet. At no time when reading people, are they stuck being what you're thinking. That's all you, being your perception.

**@psahir6370**

It's a fantastic lecture related to reading minds of the people through their body language. There are three models of body language according to Lynne Franklin. The first one is lookers. A looker's brain thinks in pictures and images. They stand tall with good posture and have a good appearance. They mostly have wrinkles on their forehead as they think oftenly looking upwards. They give you lot of eye contact. In order to build rapport with them, one should make eye contact and use words which have visual component. But, I have seen persons who are lookers who bend a while standing and don't have any wrinkles on forehead. Second type of persons are listeners. Their mind thinks in words and sounds. They don't give much preference to appearance and they look on to the left side when they remember something they heard. I have observed so many listeners who always on the right when remembering something. And last type of people are touchers whose brain think in feelings. Their characteristics are, they are ready to hug a person if they meet him for first time. They wear dress which are comfortable rather than stylish. I oppose the point. I have a friend who is a toucher. He dresses to look stylish rather than having comfort. Lynne Franklin said to know to which category we belong to we can know by imagining a situation i.e whether we remember in pictures or in words or feelings. I imagined a situation like movie at the same time with some words as well. So, I feel we can't say whether a person is looker or listener or toucher just by the way they imagine.

**@zarapoghosyan1986**

Body language is an important aspect of nonverbal communication that can

reveal a lot about a person's thoughts and feelings. Body language alone cannot read people's minds, but it can provide insight into their emotional states and intentions. Facial expressions, gestures, and postures can be used to interpret a person's mood and engagement in conversation. However, body language can also be influenced by cultural and individual differences, so it is important to consider several factors when interpreting non-verbal cues. Ultimately, body language can give clues about a person's thoughts and feelings, but it should only be viewed as part of the overall communication picture.<sup>36</sup>

## Task 5. Writing



Write a comment to the video **“Reading minds through body language”** by **Lynne Franklin**, using different modes to support your point of view, agree or disagree with the speaker.

### SELF-STUDY WORK. Project

#### WHY BODY LANGUAGE MATTERS<sup>37</sup>

Body language is the non-verbal communication that reveals the emotions, attitudes, and intentions of a person. It includes facial expressions, eye contact, gestures, posture, and movements. Body language can complement, contradict, or enhance what a person says verbally. Therefore, it can provide clues to detect deception, confidence, enthusiasm, and compatibility.



<sup>36</sup> [https://www.youtube.com/watch?v=W3P3rT0j2gQ&ab\\_channel=TEDxTalks](https://www.youtube.com/watch?v=W3P3rT0j2gQ&ab_channel=TEDxTalks)

<sup>37</sup> <https://www.linkedin.com/advice/1/what-most-effective-ways-use-body-language-analysis>



Find gestural mode (facial expressions, eye contact, gestures, posture, movements) in different types of media and analyse the effect it creates. Present the results of your research in class.





## UNIT 6. Spatial Mode of Multimodality

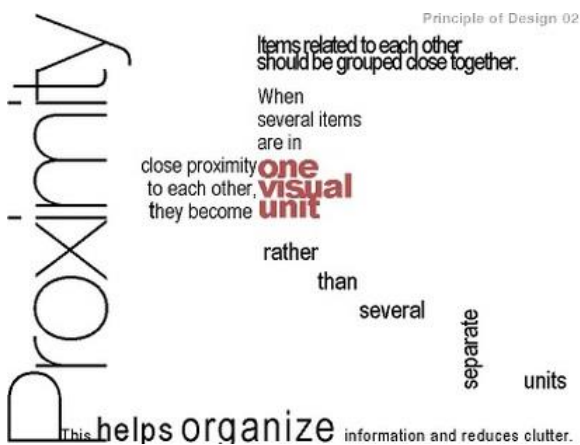
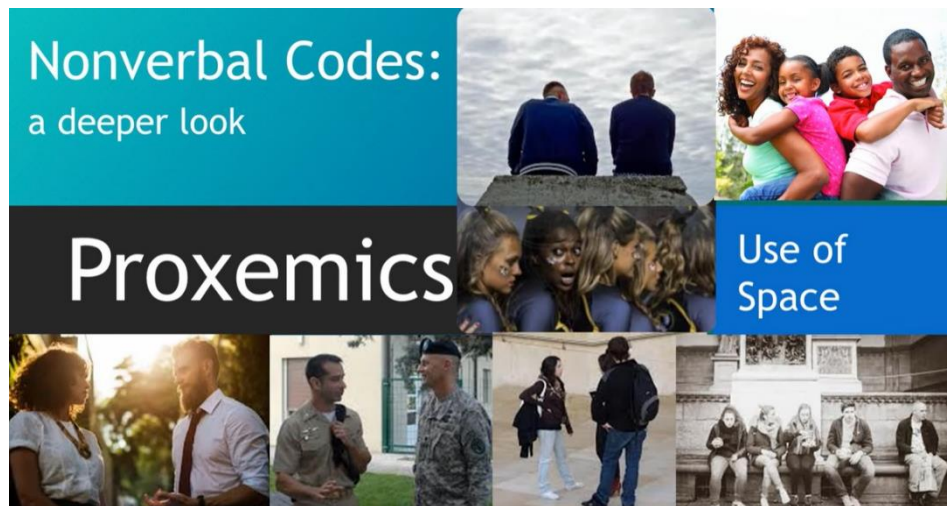
### What is Spatial Mode?



The *spatial mode* focuses on the meaning of communication through physical layout. It includes: position, spacing, the distance between elements in a text, proximity between people / objects, etc.

#### Task 1.

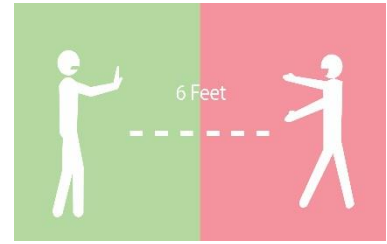
- ♥ Take a look at these pictures. What do you see?
- ♥ What is proxemics? Watch the video “**Discussion of the Nonverbal Code of Proxemics (How we use Space to communicate)**”<sup>38</sup> and find out. Be ready to discuss it.



<sup>38</sup> [https://www.youtube.com/watch?v=a-mZ7EDO\\_38](https://www.youtube.com/watch?v=a-mZ7EDO_38)



**Answer the questions and comment on the following details:**



1. What is proxemics according to Edward Hall?
2. Explain how the use of space varies between cultures, upon the occasion and our own individual preferences.
3. Which four “zones” or distances did Edward Hall identify?
4. What are horizontal and vertical distances?
5. What is territoriality? What are territorial markers?
6. What are you communicating with how you use space?



[https://www.youtube.com/watch?v=yGcnqqrj3Os&ab\\_channel=StudyHal](https://www.youtube.com/watch?v=yGcnqqrj3Os&ab_channel=StudyHal)

## Task 2. Reading



1. Read an excerpt from the online article “**Personal Space, Territory and Physical Contact**”<sup>39</sup>, paying attention to spatial mode of multimodality.
2. Complete the article with the words and phrases from the box.

### PERSONAL SPACE, TERRITORY AND PHYSICAL CONTACT

carry on	<i>proxemics</i>	bump into	physically	property
bounce off	observation	distance	slightly	intimate couple
relationship	social	read	adjust	meter
average	street	an estate agent		

Can you (1)..... people just by their (2)..... from each other? A man and a woman are walking down the (3)..... They are about a (4)..... or more apart from each other. As they walk, every now and then they get

<sup>39</sup> <https://www.skillsconverged.com/pages/body-language-personal-space-territory-and-physical-contact>

(5)..... closer, but they keep their distance around the one meter  
(6)..... Sometimes they look like they (7)..... from each other as  
they (8)..... their direction making sure they don't (9)..... each  
other. What does their body language suggest?



Most people would agree that the two are probably not an (10)..... or  
two friends who know each other well. Perhaps they are colleagues, or may  
be (11)..... on the way to show a (12)..... to a customer.

Now suppose you observe that when the man and woman walk together,  
every now and then they bump into each other (13)....., fairly casually  
and (14)..... as normal. Even if they are not holding hands, their body  
language suggests that they must be a couple or be in a very close  
(15)..... .

A simple (16)..... of distance between people can tell you a lot about  
people and their relationships with each other. The study of this distance is  
known as (17)..... within the field of body language and was  
introduced by Edward T. Hall in 1966. It is the study of measuring distances  
between people in different (18)..... contexts.

### **Personal Space**

It turns out that we respond differently as a person enters different zones of  
proximity. The zones are as follows:

*Intimate / Personal Zone*

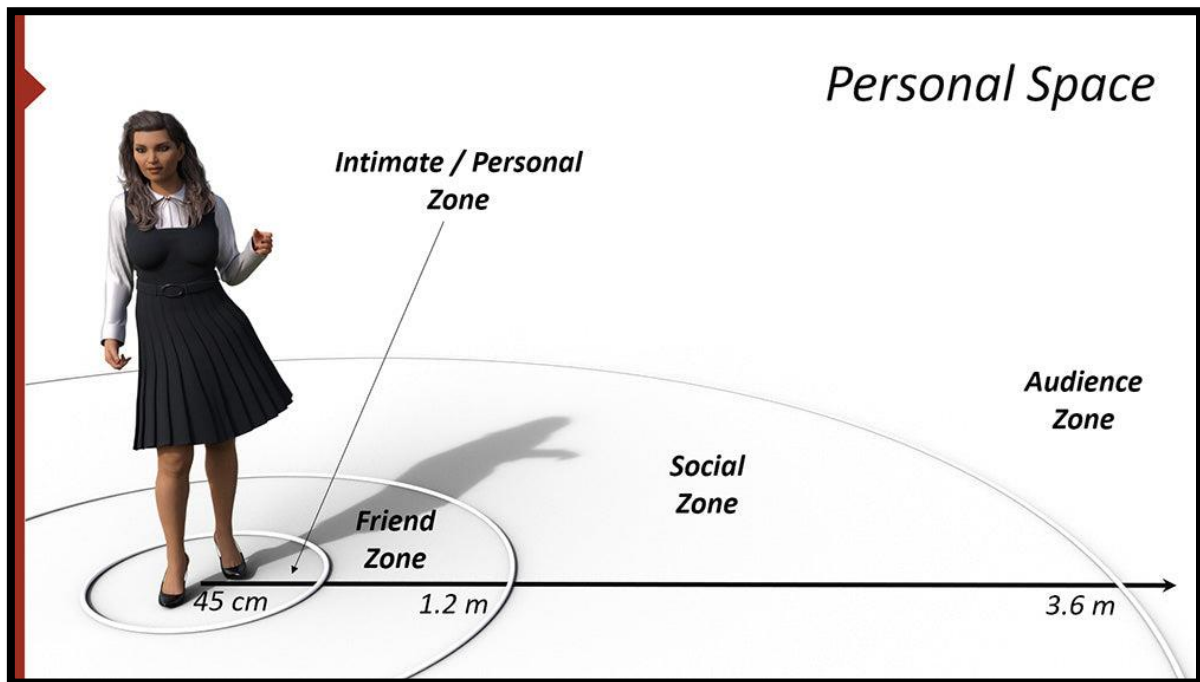
$X < 45 \text{ cm}$

Reserved for loved ones, family and children.

*Friend Zone*

$45 \text{ cm} < X < 1.2 \text{ m}$

This is the zone for friends, associates and colleagues. You are familiar with them and you see them occasionally.



### *Social Zone*

$$1.2 \text{ m} < X < 3.6 \text{ m}$$

This is the zone for new acquaintances and newly formed groups or strangers. Examples are a customer who just walked into the store, a manager of another company visiting your premises or a new colleague.

### *Audience Zone*

$$X > 3.6 \text{ m}$$

This is the zone for public audience and is used when giving a lecture, a presentation or a public speaking.

Note that there is a bit of an overlap between the friends zone and the public zone. After all there are always exceptions to the norm. In addition you should also consider cultural biases. Some cultures are more comfortable to touch each other (such as Brazil, Mexico and Italy) while others may not be so comfortable (such as UK, Germany and Norway).



**3. Can you read people just by their distance from each other?  
If yes, support your answers with specific examples.**

### Task 3. Listening and Viewing Comprehension

**The Piano** is a 1993 period drama film written and directed by Jane Campion. The film focuses on a mute Scottish woman who travels to a remote part of New Zealand with her young daughter after her arranged marriage to a frontiersman.



Watch a scene from the film 'The Piano' on Karekare beach, Auckland “**The Piano Beach Scene – The Heart Asks Pleasure First**”<sup>40</sup>, paying attention to modes and the effect they produce. Fill in the table.

No	An example from the video	Mode
1		
2		
...		



Analyse the significance of spatial mode.  
Can you read the main characters by their distance from each other?

<sup>40</sup> [https://www.youtube.com/watch?v=rfpHj11C5Yk&ab\\_channel=Jacob%27sPiano](https://www.youtube.com/watch?v=rfpHj11C5Yk&ab_channel=Jacob%27sPiano)

## Task 4. Discussion. Work in pairs



The following comments refer to the previous video entitled **The Piano Beach Scene – The Heart Asks Pleasure First**. Read, discuss and comment on them in pairs. What modes are recognized in them? Do you agree with these comments? Why or why not? Justify your point of view.

**@samosullivan1744**

There's something about that shot of Anna Paquin dancing on the sands that it just magical.

The waves, the music and her childish joy all go together so perfectly.....then the shadow of Harvey Keitel steps in, foreshadowing how Ada's love for him will overtake the love for her daughter.

Truly one of the most haunting films ever, it lingers on fresh in your mind YEARS after you've seen it!

**@monharris28**

This movie is so freaking amazing, my heart always melts when she's desperate to reconnect with the piano and she plays on the beach, absolutely gorgeous music

**@Houdini774**

This is the most amazing scene in movie history. Since Ada has chosen to stop speaking, she has learned to express her feelings and soul through her piano. It has become her language. There on the beach she is expressing her feelings towards Baines. At first he can only feel it but later on understands. It is this first initial contact they make with each other that begins their romance. Jane Campion directed a masterpiece.

**@clairdelun5521**

the piano melody++the daughter's "mama!!" and dancing was so cute and touching..... TT TT TT TT TT TT TT TT TT TT TT TT TT good harmony

**@TheVmaxnik**

I have to dare a lot, before watching the film, once again.

The theme, the music, the photography, the PASSION, all co-dancing in an amazingly strong feeling that earns a sweet spot in your heart.

**@veronicaalessandrello1022**

The most beautiful love story doesn't depend on words to happen. Words of love though, when communicated through our voices they become an exhilarating sensation right at the core of our heart, vibrating, trembling, pounding, pulsing.

✨💖✨ Tantric love is an absolute dedication to the experience of total presence.<sup>41</sup>

## Task 5. Writing



Write a comment to the video **The Piano Beach Scene – The Heart Asks Pleasure First**, using different modes to support your point of view.

## SELF-STUDY WORK. Project

### POWERFUL HUGS THAT SHOOK UP CINEMA<sup>42</sup>

Disney's Frozen phenomenon took us all by storm. Frozen taught us that family is important and an act of love can be all the difference. Anna sacrificed herself for her sister Elsa. Anna's act of true love unfroze her heart and rekindled the love between the sisters.



<sup>41</sup> [https://www.youtube.com/watch?v=rfpHj11C5Yk&ab\\_channel=MuratG%C3%BCro%C4%9Flu](https://www.youtube.com/watch?v=rfpHj11C5Yk&ab_channel=MuratG%C3%BCro%C4%9Flu)

<sup>42</sup> <https://www.beliefnet.com/entertainment/movies/galleries/powerful-hugs-that-shook-up-cinema.aspx>



**Collect several striking examples with spatial mode in different types of media and analyse the effect they create. Present the results of your research in class.**



## UNIT 7. Olfactory Mode of Multimodality

### What is Olfactory Mode?



*The olfactory mode focuses on the meaning of communication through the ability to smell. It includes smell as “a significant factor that affects our liking, hatred, bias against every person and every object, starting and lasting form of our communication even when we feel impassive.”<sup>43</sup>*



### Task 1.

- ♥ What is your favourite scent?
- ♥ What is the difference between perfume and scent?
- ♥ Is it possible to communicate with others or influence others with the help of smell? Why do you think so?
- ♥ What do you think the world's number one favourite scent?



<sup>43</sup> Uygunkan, S. B. (2017), p.55

♥ Choose the most appropriate answer (a, b, c, or d):

THE WORLD'S NUMBER ONE FAVOURITE SCENT IS:



♥ Watch the video “The #1 most attractive scent according to global research”<sup>44</sup> and find out.

## Task 2. Reading



1. Read the online article “The Difference Between Perfumes and Scents”<sup>45</sup>, paying attention to olfactory mode of multimodality.

2. Choose the most suitable sentence from the list **A-H** for each gap **1-7**. There is one extra sentence which you do not need to use.

<sup>44</sup> <https://www.youtube.com/watch?v=1L7bdj4vIuw>

<sup>45</sup> <https://www.fragrancesamplesuk.com/blogs/news/the-difference-between-perfumes-and-scents#:~:text=Perfumes%20are%20designed%20to%20last,oils%20mixed%20with%20other%20solvents.>

**A** Besides, there are other factors that can also affect its pricing, including bottle and packaging, brand reputation and popularity.

**B** All in all, when it comes to fragrances, the differences between perfumes and scents are often overshadowed by their similarities.

**C** Scents, on the other hand, produce a distinct type of aroma depending on the plant they were extracted from.

**D** In general, the term fragrance, coming from the word 'fragrant' itself, means "a pleasant, sweet scent".

**E** Some of the most popular scents include rose, lavender, lemongrass, peppermint, eucalyptus.

**F** However, there are differences, especially with their composition and concentration.

**G** So it's not surprising that these two words are often used interchangeably as they have several things in common.

**H** They are more sophisticated than scents, and they typically contain a greater concentration, or even different combinations, of essential oils mixed with other solvents.

## THE DIFFERENCE BETWEEN PERFUMES AND SCENTS

Perfumes and scents are two of the most popular beauty products today, and are often synonymous with each other. [1] – [ ] For example, both scents and perfumes are used for their ability to enhance our body scent. They can even work in tandem to create a fragrance that is unique and long-lasting. But they also have some important differences.

### SO, WHAT IS THE DIFFERENCE BETWEEN PERFUME AND SCENT?

Essentially, it's all about the ingredients and how they are used because perfumes and scents have different compositions and serve different purposes. In this article, we'll explain how perfumes and scents differ so you can recognise and use them correctly for yourself and your home.

### CONCENTRATION AND COMPOSITION

When it comes to fragrances, many people tend to lump perfume and scents together.

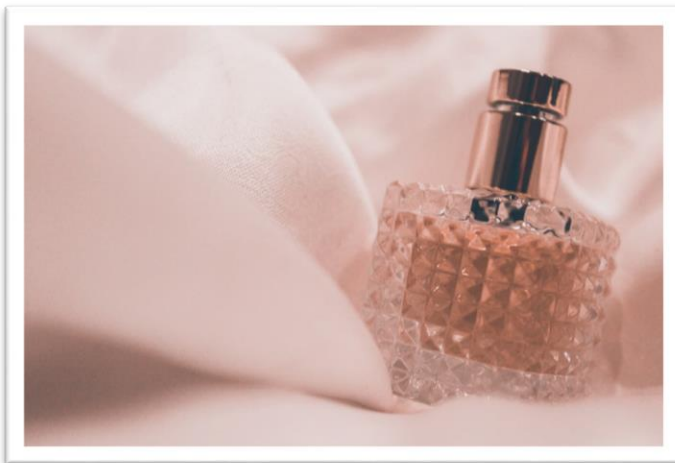


[2] – [ ] Perfumes typically contain a sophisticated blend of 1% and 15% fragrance/essential oils, mostly derived from flowers, herbs and other plants, but it can also be synthetic. These fragrances are usually mixed with alcohol and other solvents such as esters, aldehydes, resin, beeswax, etc. to create different combinations of fragrances and complex notes that are potent and long-lasting.

Scents are basically fancy versions of natural scented oils that are extracted from plants and can have up to 70% essential oils. [3] – [ ] They have a pleasant yet distinct aroma, such as fruity, fresh, sweet, spicy, and so on. Scents are typically more subtle than perfumes, and they can also be easily produced at home, if you know how, for use in candles, purifiers and more.

### POTENCY AND ITS EFFECTS

Perfumes are designed to last longer and be more potent than scents, so that you don't have to reapply them as often. [4] – [ ] This helps to create a variety of different smells over time—also referred to as top, middle and base notes. For example, the iconic Giorgio Armani Si (Eau de Parfum) is a delicate



blend of floral and woody notes that starts with cassis and progresses to a heart of rose and freesia.

[5] – [ ] They are created specifically to elicit different emotions or change your mood. Lavender, for example, can produce calm and relaxing effects, which help to reduce

mental stress and ease nerves and tension. Scented oils are also noticeable immediately after spraying, but they normally only last for a few minutes before dissipating.

### PRICE

Perfumes are often more expensive than the majority of scented oil products, which makes sense given the size factor and materials used to create them.

[6] – [ ] For example, a bottle of perfume can cost more than £50, but scented oil only costs around £10, or even less, for the same amount. The price of perfumes can even go higher, especially if you want to buy a limited-edition fragrance, a designer perfume, or if they are made with rare ingredients such as Oud oil.

[7] – [ ] However, they differ in a few ways, from composition and concentration to price and potency; from sophisticated and complex to simple and all-natural; from long-lasting and noticeable to brief and subtle.



3. In pairs, ask and answer questions about the differences among Eau de Cologne, Eau de Toilette, Eau de Parfum and Extrait.

### Task 3. Listening and Viewing Comprehension

**Scent of a Woman** is a 1992 American drama film produced and directed by Martin Brest that tells the story of a preparatory school student who takes a job as an assistant to an irritable, blind, medically retired Army lieutenant colonel.



1. Watch a scene from the film “**Scent of a Woman – Fleurs de Rocaille**”<sup>46</sup>, paying attention to modes and the effect they produce. Fill in the table.

No	An example from the video	Mode
1		
2		
...		



2. Analyse the significance of olfactory mode in this scene.

<sup>46</sup> [https://www.youtube.com/watch?v=gETwqN37IRA&ab\\_channel=DiogoCarneiro](https://www.youtube.com/watch?v=gETwqN37IRA&ab_channel=DiogoCarneiro)

## Task 4. Discussion. Work in pairs



The following comments refer to the previous video entitled “Scent of a Woman – Fleurs de Rocaille”. Read, discuss and comment on them in pairs. What modes are recognized in them?

**@blitzkrieg6872**

Just WOW!!!! This is my favorite scene in the whole moving. It threatens to make me burst into tears. This is what love at first sight looks like. When he names the fragrance she is wearing, she is so flattered that she melts. They both obviously had an immediate very strong attraction to each other. Then when he says "I...I don't know where to find you". That hit me hard. There really should be a sequel to this movie that is turned strictly into a love story between these two. Their chemistry is so strong. He is so handsome, masculine and dashing and she is very pretty, ladylike and feminine. Full of grace. I LOVE IT!!!!

**@meowal1192**

I first watched this in my teenage, and found this scene a weird addition that seemed irrelevant to me. I thought Slade was just randomly flirting with a woman as usual.

Now that I am old enough to actually read their expression and that vibe in the air, this is the most important scene in the film – it forecasts something wonderful that will happen between them.

**@fredp001**

Pronounced "FLERR-DUH-ROCK-EYE – French for "flowers from a rock garden" or as in this clip, "flowers from a brook."

**@Suzyfromtheblock**

Did you ever smell this scent

**@lisettmanzano1343**

[@Suzyfromtheblock](#) Yes, it's a vintage fragrance: Fleur de Rocaille by Caron. It is a contrast between softness, daintiness and femininity of delicate flowers. I love it!!!<sup>47</sup>

<sup>47</sup> [https://www.youtube.com/watch?v=gETwqN37IRA&ab\\_channel=DiogoCarneiro](https://www.youtube.com/watch?v=gETwqN37IRA&ab_channel=DiogoCarneiro)

## Task 5. Writing



1. Read the following reviews, paying attention to olfactory mode of multimodality.
2. Write a similar review or a short post for a social network, describing your favourite scent or perfume. Use as many descriptive adjectives as possible.

### **Straight To It**

For anyone unfamiliar with J'adore, it is a very heady white floral fragrance, but still sparkly in its essence. Think: a group of freshly showered young women drinking Bellinis surrounded by a lush garden of fragrant flowers. They are sitting next to an opulent magnolia tree, having a fruit tray with beautifully ripened melon, sugary sliced pears, juicy sectioned oranges, and deeply purple blackberries. The trees and plants that bear the fruit are not quite far off. The wind is blowing and you catch a whiff of the party disguised as a blooming brunch. But you smell the peachy and bubbles from the expensive champagne in wind, the sensual scent of clean skin of a gorgeous group of women, a fence of fragrant flowers with pillars of lush magnolia trees peppering the landscape, the sweet scent of perfectly ripened fruit wafting through the air.

Fruity, bubbly, flowery and sensual all at the same time.

I smell peaches and heady white florals immediately, then you get the pear that sweetens it, the orange and bergamot brighten it up and bring the bubbles, cutting through that peachy and Peary sweetness. Plum is floral but sensual and keeps the scent up, but the musk and vanilla allow that all to settle down against your skin that makes it seem like you just washed with an expensive white soap under it all.

Even the bulbous, thick bottle reminds me of champagne as does the color of the juice. The golden rings represent the gold foil that surrounds the neck of the bottle. It is topped off with a clear crystal, engraved, letting you know the experience of the wine before you pop it open, you will say, J'adore!<sup>48</sup>

### **echurch1979**

This is not a just a fragrance, but a space defining, ethereal openness. The scent is absolutely transparent; a dazzling, free-flowing, intangible air opens

<sup>48</sup> <https://www.fragrantica.com/perfume/Dior/J-adore-210.html>

the lungs. That is not to say it doesn't possess substance; it is to say the composition transcends the confines of its space. This perfume becomes the breath around you, and feels thoughtfully unimposing. Green and aquatic notes are in total balance and lift vertical space. Fresh and musky elements create horizontal blithe and longevity. I guard myself against saying its perfection. At times, it comes across as a bit synthetic and sharp, and one can over spray, thinking more will be better. However, as a whole, it is truly beautiful. Even the pepper notes are calmly assertive, and rest peacefully with flirty touches of peach and mandarin. This seems to be another Kenzo perfume forgotten, and thankfully so, because prices are reasonable and supply is obtainable. What a lovely surprise to find such a spiritually clean scent after a long, oppressively hot summer.<sup>49</sup>

### @Helvetica09

I found this candle that smelled exactly like my favourite book and stationary shop in my hometown :D it literally looked like out of a ghibli movie because there where soo many things all over the little shop and the woman that owned it (literally the oldest woman in our town) lived over the shop and she had the most beautiful rural backyard :D i really need to find that candle again because that store closes years ago :( amazing what scents can do :D<sup>50</sup>

## SELF-STUDY WORK. Project

### NOSTALGIC SMELLS THAT WILL TAKE YOU WAY BACK<sup>51</sup>

Nostalgic smells can bring in some of the fondest memories of some of the happiest times, unlock childhood memories, remind you of loved ones, and take you way, *way* back.

Your favorite fragrances smell great (after all, they're your favorites for a reason), but did you know they can also bring back emotional memories? It's why the smell of vanilla reminds you of your grandma's baking, and the smell of coconut brings back memories of your sunscreen on family vacations.

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<sup>49</sup> <https://www.fragrantica.com/perfume/Kenzo/L-Eau-par-Kenzo-78.html>

<sup>50</sup> <https://www.youtube.com/watch?v=ynrbxy36erE>

<sup>51</sup> <https://snif.co/blogs/news/nostalgic-smells>





What scents are the most nostalgic for you? Do you have any special memories associated with a specific scent? Create a multimodal presentation entitled *"THE MOST NOSTALGIC SCENTS"*, using as many modes as possible. Present the results of your research in class.



## UNIT 8. Gustatory Mode of Multimodality

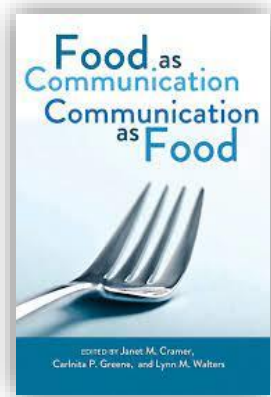
### What is Gustatory Mode?



The *gustatory mode* focuses on the meaning of communication which describes how something tastes. It can be realised to engage the memories and emotions.

#### Task 1.

- ♥ How do you judge food? By taste, appearance, smell, or feel?
- ♥ What food reminds you of family?
- ♥ What's your earliest memory of homecooked meals?
- ♥ What food would encourage conversations?
- ♥ Look at the quotes below. What do they mean? Do you agree with these statements?





## Task 2. Reading



1. Read the online article “**Serving: food’s role in communication**”<sup>52</sup> by **Jenny Loveland**, paying attention to gustatory mode of multimodality.

### **SERVING: FOOD’S ROLE IN COMMUNICATION**

**FOOD.** It gives people life, filling them both physically and mentally, and **providing** the energy to go on as it allows them to connect with those around them. The act of preparing and eating food with others exists as a **timeless** social tradition, with recipes, memories, religion, and cultures shared over broken bread. For different people, food serves as a way to create something unique and **fulfilling**, show love for others, or remember the past, and so we come together to eat.

From birthdays to **informal** brunches between friends to the Passover, meals remain a central element in celebrations, simple gatherings of friends, and holidays, as people eat together and **frequently** cook together, too.

Like other hobbies, cooking with others can **strengthen** relationships as knowledge, ingredients, and personal styles combine in recipes passed down through families and found via other resources. The process of cooking together offers people a chance to share their cultures in a comfortable, familiar setting while still introducing foreign elements.

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<sup>52</sup> <https://nchschant.com/18765/investigative/serving-foods-role-in-communication/>

“I met a lady from Lebanon who came to do some prep work in my kitchen, as a **part-time** job. Everyone that I worked with, mostly Americans, thought she was rude and **unpleasant**. I didn’t know a lot about Middle Eastern food but I did know a few recipes and I started to talk to her about her hummus recipe, her baba ganoush, her zatar spice, how she made pita. We built a relationship [on food] and it completely changed the way I think and feel about not only her but everyone in the Middle East. Now she’s one of my dearest friends. Food... was the bridge that brought us together,” said Chef Patrick Cantrell from Tiny Kitchen Provisions.



Beyond direct, face to face interactions seen as family and friends cook together, food culture and the art of cooking reaches the masses through the media. Food Network, speed cooking videos on social media, and food blogs represent facets of this industry. This became **evident** during quarantine, as sharing recipes on social media spread in popularity as people reached for ways to connect while physically distant. **Whipped** coffee recipes permeated TikTok, banana bread baking boomed, and loaves of **sourdough** bread reached ovens everywhere. Without actually eating around the same table with the creators of these dishes, one could experience good food as the creators did miles apart.

Besides providing entertainment and a way to connect with others, cooking shown in media and entertainment can serve as an inspiration for future cooks.

“I [watched] a lot of Food Network and Emeril Lagasse was absolutely the man when it came to cooking shows. He’s the New Orleans chef whose **catchphrase** was “kick it up a notch” and would shout “bam!” when he would throw more spices into a dish. He also cooked with a lot of garlic and beer and I really liked that,” Cantrell said.



Cooking and eating good food involves all five of one’s senses. Spices and other ingredients combine into a new and **unique** creation with color, texture, smell, taste, and even sound making a tiny **culinary** cosmos that exists only in that meal. Due to these strong sensory qualities of food, memories associated with foods remain strong even after years of not eating a specific dish. The combination of **memories** and the experience of enjoying good food can serve as a source of comfort in times of change or displacement, providing a moment to remember the events and people one associates the meal with. Eating a meal that evokes memories of a

different time can provide a moment to remember the past, although making food one’s only comfort in **stressful** or difficult times can quickly become an unhealthy habit.

People also **frequently** utilize this comforting effect of food to express care for those around them, such as when a parent makes a specific dish when their child does not feel well, or when someone brings a new mother a meal. Baking a loaf of bread or cooking a meal serves as a way to give not only of one’s **substance** but one’s time, skills, love and support without saying a word.

Whether someone cooks for themselves or others, cooking presents an opportunity to express oneself **creatively**. Although works of art created in the kitchen do not find their way to museums or concert halls, the act of choosing ingredients and using them to create something unique and useful remains a fulfilling and exciting hobby for **amateur** and professional **chefs**.

“For me, [cooking] has always been a way for me to meet a desire to create. I have always needed some way to express myself and in this case, it turned into cooking. I didn’t recognize it then, but I think the interest has always been inside me. Once I learned to create a recipe, to make a unique dish that was my own and especially when people **responded** to it... it became something that I wanted to put my heart into. As recipes and meals possess the power to carry memories and **showcase** an individual’s creativity and knowledge, the younger generations frequently find that they learn their family’s culture most through the food they share with older generations,” Cantrell said.

Due to time and **circumstance**, family members and friends become spread out or separated. Shared recipes serve as a way to remember those from other places and times.

In addition to providing this link to the past, sharing foods with family members helps to create bonds as they enjoy a meal together. Even if people



do not share similar hobbies or occupations, everyone needs to eat.

“Since it’s only my mom’s side that’s Filipino it’s always been harder to connect with the culture. Luckily, you don’t need to know the language to eat the food. I grew up eating **traditional** Filipino food

everyday and learning more about why we eat what we eat and the importance of eating together as a family. That’s big for us because it shows we’re connected through our food and our culture, plus Filipino food smacks,” **sophomore** Kiana Hawley said.

**Instances** such as this **exemplify** why food holds such a **significant** place in society. Due to biological necessity, it remains a common **variable** between people of all ages and backgrounds, regardless of age. The infinite variations of flavor and culinary methods form threads that tie together families, friends, and strangers as they gather around their tables to eat.

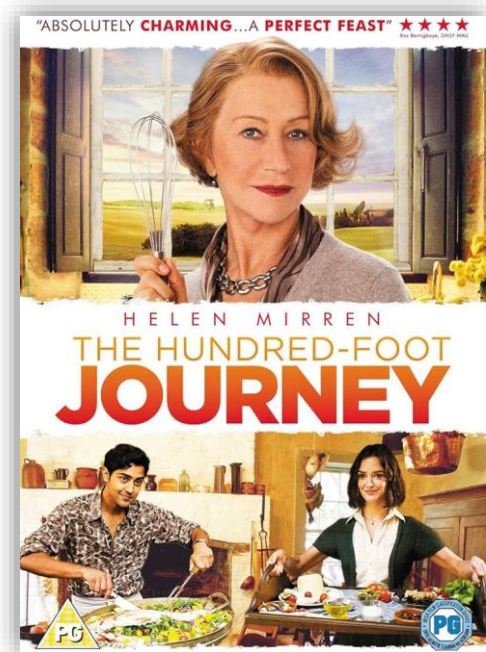


2. What is the role of food in communication?
3. Suggest synonyms for the highlighted words.
4. Find modes in the text above. Analyse the effect they produce. Fill in the table.

No	An example from the text	Mode
1		
2		
...		

### Task 3. Listening and Viewing Comprehension

**The Hundred-Foot Journey** is a 2014 American comedy-drama film directed by Lasse Hallström from a screenplay written by Steven Knight, adapted from Richard C. Morais' 2010 novel of the same name. It stars Helen Mirren, Om Puri, Manish Dayal, and Charlotte Le Bon, and is about a battle in a French village between two restaurants that are directly across the street from each other: a new Indian restaurant owned by an Indian emigrant family and an established French restaurant with a Michelin star owned by a French woman.





1. Watch a scene from the film “The Hundred-Foot Journey” By The River clip<sup>53</sup>, paying attention to modes and the effect they produce. Fill in the table.

No	An example from the video	Mode
1		
2		
...		



2. Analyse the significance of gustatory mode.

3. Can you name all five French sauces in The Hundred-Foot Journey?

4. Take a look at this Facebook post. Do you agree with the quote by Steven Spielberg, Producer of The Hundred-Foot Journey?



<sup>53</sup> [https://www.youtube.com/watch?v=CR7cqR3oXUQ&ab\\_channel=TheHundredFootJourney](https://www.youtube.com/watch?v=CR7cqR3oXUQ&ab_channel=TheHundredFootJourney)

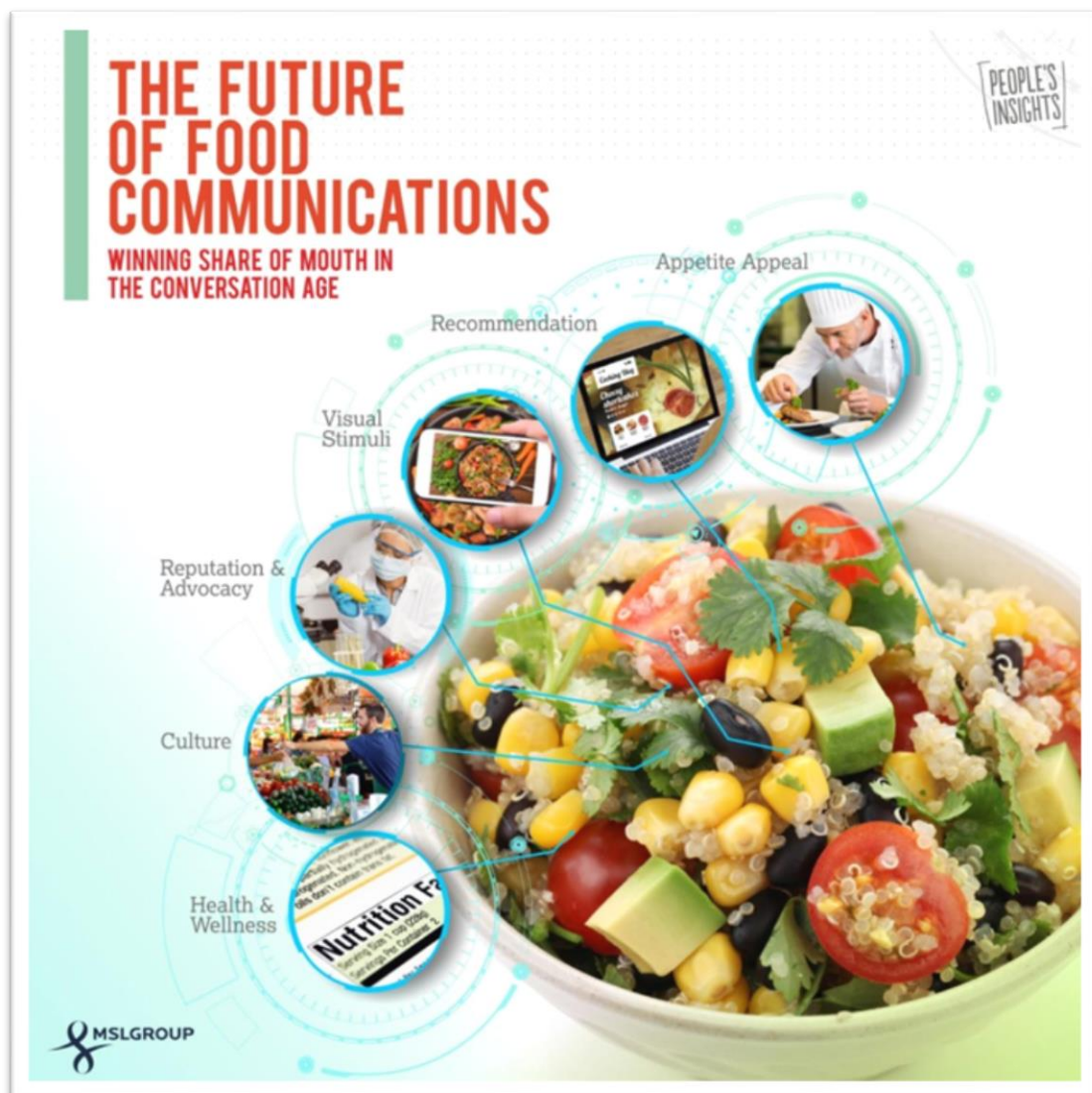


## Task 4. Discussion. Work in pairs



1. Look through the online edition “The Future of Food Communications: Winning Share of Mouth in the Conversation Age”.<sup>54</sup>

In this edition of the People’s Insights Series, MSLGROUP explores Six Communication Drivers for Winning Share of Mouth in the Conversation Age. This publication features the voices of experts from inside and outside MSLGROUP who examine current food trends, consumer food behavior and how food technology can enable food companies to be at the forefront of innovation.



<sup>54</sup> [https://issuu.com/mslgroupofficial/docs/the\\_future\\_of\\_food\\_communications](https://issuu.com/mslgroupofficial/docs/the_future_of_food_communications)



2. Discuss and comment on this online edition in pairs. What modes are recognized in it?
3. What is the future of food communications?

## Task 5. Writing



Write a comment to the video “The Hundred-Foot Journey” By **The River clip**, using different modes to support your point of view.

## SELF-STUDY WORK. Project

### UNFORGETTABLE MOVIE SCENES ABOUT FOOD<sup>55</sup>

Food has always been a very recurring element when it comes to telling stories in the cinema. It is something everyday, very visual and capable of provoking all kinds of emotions: from nostalgia, pleasure or discomfort to obviously hunger.



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<sup>55</sup> <https://www.tapasmagazine.es/en/scenes-movies-food/>



Which film has your favourite food scene? Choose one of the unforgettable movie scenes about food and study the ways the gustatory mode is construed in it. Present the results of your research in class.



## PART TWO

*“When you do something noble and beautiful  
and nobody noticed, do not be sad.  
For the sun every morning is a beautiful spectacle  
and yet most of the audience still sleeps.”*

John Lennon



## UNIT 9. Multimodality & Intermediality: Books and Newspapers

### What is Intermediality?



*Intermediality* (also called *interart(s) studies*) is the synthesis (interaction) of arts or media, “the presence of more than one media, with the participation of which the encoding and transmission of a certain message is carried out”.<sup>56</sup>

### What is Medium?

(“The medium is a message”)

- 1) a communication channel intended for broadcasting information or entertainment content, i.e. the encoding of a message and its transmission using a certain code that is specific to this particular medium (television, radio, book, etc.);
- 2) a material or technical means of artistic expression, i.e. the means by which this message is created (paints, letters, musical instruments).<sup>57</sup>

### What are the Subcategories of Intermediality?

Irina O. Rajewsky proposes the following *three subcategories of intermediality*<sup>58</sup>:

1. Intermediality in the more narrow sense of **medial transposition** (as for example film adaptations, novelizations, and so forth): here the intermedial quality has to do with the way in which a media product comes into being, i.e., with the transformation of a given media product (a text, a film, etc.) or of its substratum into another medium.
2. Intermediality in the more narrow sense of **media combination**, which includes phenomena such as opera, film, theater, performances, illuminated manuscripts, computer or Sound Art installations, comics, and so on, or, to use another terminology, so-called multimedia, mixed media, and intermedia. The intermedial quality of this category is

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<sup>56</sup> Лещенко, Г. В. (2021), с.21

<sup>57</sup> Лещенко, Г. В. (2021), с.21

<sup>58</sup> Rajewsky, I. O. (2005), p.51-53

determined by the medial constellation constituting a given media product, which is to say the result or the very process of combining at least two conventionally distinct media or medial forms of articulation. These two media or medial forms of articulation are each present in their own materiality and contribute to the constitution and signification of the entire product in their own specific way.

3. Intermediality in the narrow sense of **intermedial references**, for example references in a literary text to a film through, for instance, the evocation or imitation of certain filmic techniques such as zoom shots, fades, dissolves, and montage editing. Other examples include the so-called musicalization of literature, *transposition d'art*, *ekphrasis*, references in film to painting, or in painting to photography, and so forth.

## Task 1. Reading



1. Read **The Washington Post** article<sup>59</sup> by **Sebastian Smee** (Nov. 30, 2023), paying attention to modes and media.

### **COME DANCE WITH ME, BABY** **Kerry James Marshall's slow seduction** **scene pulls us into the frame**

Kerry James Marshall is one of our most beguiling living painters. I'm continually drawn back to his work, even when I feel I know it. A part of my mind — the rational part — is always expecting to “solve” his pictures, as if to save them from the feeling that something doesn't quite add up.

But something more powerful and instinctive in me is seduced for other reasons. This part wants the mystery prolonged, deepened. It's a sign of how good Marshall is that this second part is always gratified.

This painting, “Slow Dance,” is in the collection of the Smart Museum of Art at the University of Chicago. Like other figurative paintings, it's first of all an object, made from paint applied to fabric, wood or metal. In this case, the canvas isn't framed, it's simply pinned to the wall — one of the many things

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<sup>59</sup> [https://www.washingtonpost.com/entertainment/interactive/2023/kerry-james-marshall-slow-dance/?itid=sf\\_entertainment\\_entertainment%20-%20art\\_article\\_list](https://www.washingtonpost.com/entertainment/interactive/2023/kerry-james-marshall-slow-dance/?itid=sf_entertainment_entertainment%20-%20art_article_list)

Marshall does to slow us down and draw attention to the image's materiality, its thingness.

Still, the paint creates a lovely illusion. A man and a woman are in an intimate embrace, dancing in a gorgeously colored interior. A blue couch recedes in space according to the laws of perspective. The couch and a certain



*Slow Dance, 1992-1993 Kerry James Marshall (b. 1955). At the Smart Museum of Art, the University of Chicago.*

fading in the lines separating the floorboards help us infer the space as three-dimensional. But other things — including the patterned rug — ignore conventional perspective. Pulling us back to the surface of the picture, they remind us that we're looking at an illusion — a kind of trick, or seduction. The painting, too, shows a seduction scene. So, suddenly we're involved in ... if not a hall of mirrors, then at least something a little more complex than it initially appears.

Marshall has created a kind of collage of different styles and cultural references, which he unifies with decorative patterns, paint effects and harmonized color. There are references to Haitian and African cultures (the sequined Haitian bottle lamp, the sculptures) as well as to African American culture (the cropped issue of Ebony magazine on the table).

The dance itself also evokes a romantic scene from “Killer of Sheep,” the celebrated 1977 film by the African American director Charles Burnett. In an interview, Marshall once described this scene (which unfolds to the accompaniment of the song “This Bitter Earth,” performed by Dinah Washington) as “probably one of the most powerful moments — for me — in film history” because of its poignant combination of pleasure, yearning and pain.

Paintings don’t emit sound. So in “Slow Dance,” Marshall helps us imagine a little mood music, and maybe also the slow sway of the couple’s movements, with a musical stave. Curving like a banner across the top part of the painting, it includes the notes and lyrics from “Baby, I’m for Real,” a soulful song, tailor-made for seduction, composed by Marvin Gaye and his first wife, Anna Gordy Gaye, for the Originals.

This whole painting is not quite for real (or at least that’s the inference) in the same way that every seduction is a little bit of theater, a little bit of motivated deception. And what of it?

Well, it’s funny, to begin with. The fictions we deploy to get what we want.

It’s also (and I’m not proposing to solve the painting, I promise; it’s just my rational mind briefly fizzing before the inevitable fade-out) Marshall doing what he often does. In the same way that novelists use the device of the unreliable narrator to make you think twice about what you’re reading, Marshall is drawing attention to the artifice of his painting and to what might be missing from his fiction.

Are his images depictions of reality? Or are they aspirational? If there’s a gap between the two, how much hope, how much irony and how much pathos exist in that gap?



**2. What subcategories of intermediality are recognized in the article? Give examples.**

**3. Find modes and media in the text above. Analyse the significance of using modes and media. Fill in the table.**



№	An example from the text	Mode	Medium
1			
2			
...			

## Task 2. Listening and Viewing Comprehension

**Little Women** is a 2019 American coming-of-age period drama film written and directed by Greta Gerwig.



1. Watch the last scenes of Greta Gerwig's movie “Little Women” (2019): **The making of a book (EXTENDED version) – LITTLE WOMEN 2019**<sup>60</sup>.



After Beth died, her sister Jo decides to write the story of her family in a novel. These are only the scenes that show how a book is published, from the sending of the manuscript to the editor and the agreements with him, to the material realization of the book.

<sup>60</sup> [https://www.youtube.com/watch?v=ldkXzhCAJn0&ab\\_channel=Lorem](https://www.youtube.com/watch?v=ldkXzhCAJn0&ab_channel=Lorem)

2. Pay attention to modes and the effect they produce. Fill in the table.

No	An example from the video	Mode
1		
2		
...		



What subcategory of intermediality (according to Irina O. Rajewsky) is it?:

- medial transposition;
- media combination;
- intermedial references.

### Task 3. Discussion. Work in pairs



1. Read the description of picture book “Wally the World's Greatest Piano-Playing Wombat”<sup>61</sup> by Camilla Pintonato & Ratha Tep. Then look through the pages from this picture book, paying attention to modes and media. Be ready to discuss it.

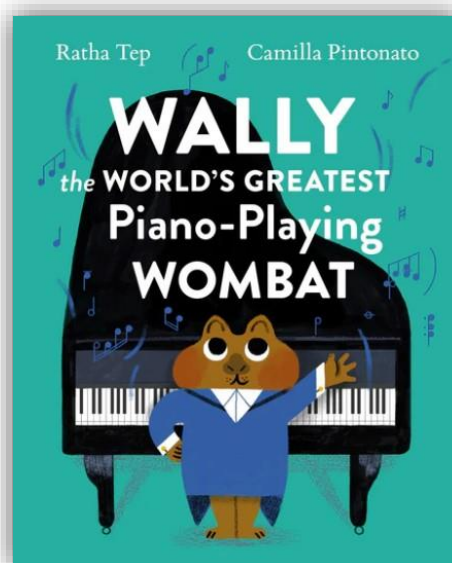
#### WALLY THE WORLD'S GREATEST PIANO-PLAYING WOMBAT

by Camilla Pintonato, Ratha Tep

##### Description

*Wally was the world's greatest piano-playing wombat—until he realized there was an even more talented piano-playing wombat in town! This funny picture book's bright colors and imaginative musical scenes teach children to have self-confidence when faced with competition.*

When Wally, the world's greatest piano-playing wombat, hears Wylie play, he

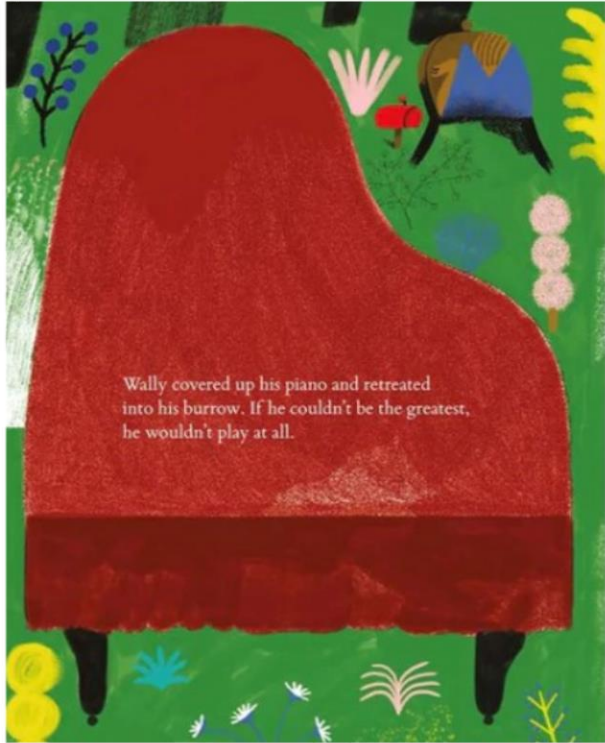


<sup>61</sup> <https://papress.com/products/wally-the-worlds-greatest-piano-playing-wombat>

becomes envious. Wally tries toe-tapping and ball-twirling as he plays piano, but every time Wally thinks he's one-upping the competition, he discovers Wylie can do all the same tricks.

Although Wally is discouraged at first, he soon realizes that competing with Wylie inspires them both to play better. And finding a friend to share what you love? That's the best win of all. Both affirming and motivating, Wally's story will resonate with young readers as they learn how to deal with competition and to do what makes them happy—even when they're not the very best.





Wally kept busy. He read books, picked up knitting, and got a pet. But he missed doing what he loved most.





2. The following reviews refer to the picture book “Wally the World's Greatest Piano-Playing Wombat” by Camilla Pintonato & Ratha Tep. Read, discuss and comment on them in pairs. What modes and media are recognized in them? Do you agree with these reviews? Why or why not? Justify your point of view.

### **PRAISE FOR WALLY THE WORLD'S GREATEST PIANO-PLAYING WOMBAT...**

"Tep's encouraging message about doing what you love despite not being the greatest of all time will spur children to explore life's joys just for the pleasure it brings....This rollicking fable will resonate with aficionados, dilettantes, and prodigies everywhere."

– **Kirkus Reviews**

"What a delightful picture book. Competition, collaboration, wombats! The illustrations are bold and hilarious, the text is full of humor and heart. Like the wombats, they work together to make something wonderful."

– **Corey R. Tabor, author-illustrator of the 2022 Caldecott Honor Book *Mel Fell***

"*Wally the World's Greatest Piano-Playing Wombat* is a charming story about competitiveness and creativity, told with sly humor and wit. It definitely resonated with us as artists, and its message will resonate with any budding artist, musician, or competitive creative. Both the illustrations and text are a delight."

– **The Fan Brothers, authors/illustrators of the 2021 *New York Times*/*New York Public Library Best Illustrated Children's Book, *It Fell From the Sky****

"What a book. What a wombat! Wally is a wonder. Forget the piano, his true greatness is that he is every creative kid and adult everywhere. Through Tep's humorous text and Pintonato's hilarious illustrations, Wally reminds us all that we don't have to be the greatest in the world at our creative pursuits to find the greatest joy in pursuing them."

– **Jarrett Pumphrey, co-author/illustrator of *The Old Truck*, a 2020 Best Book of the Year by *Publishers Weekly***

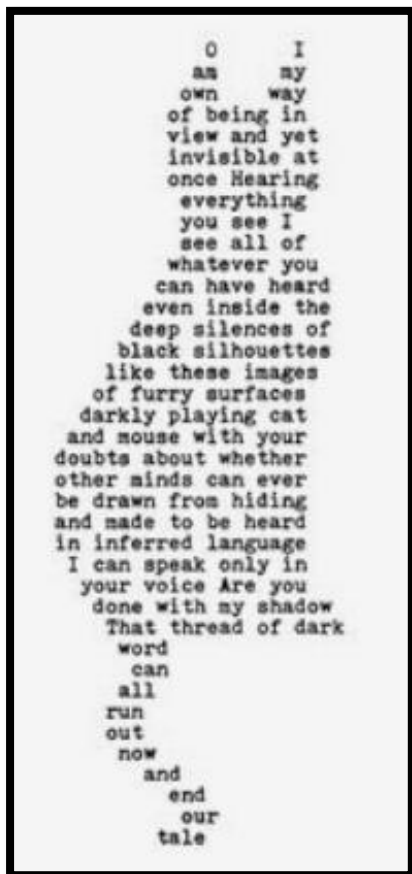
## Task 4. Writing



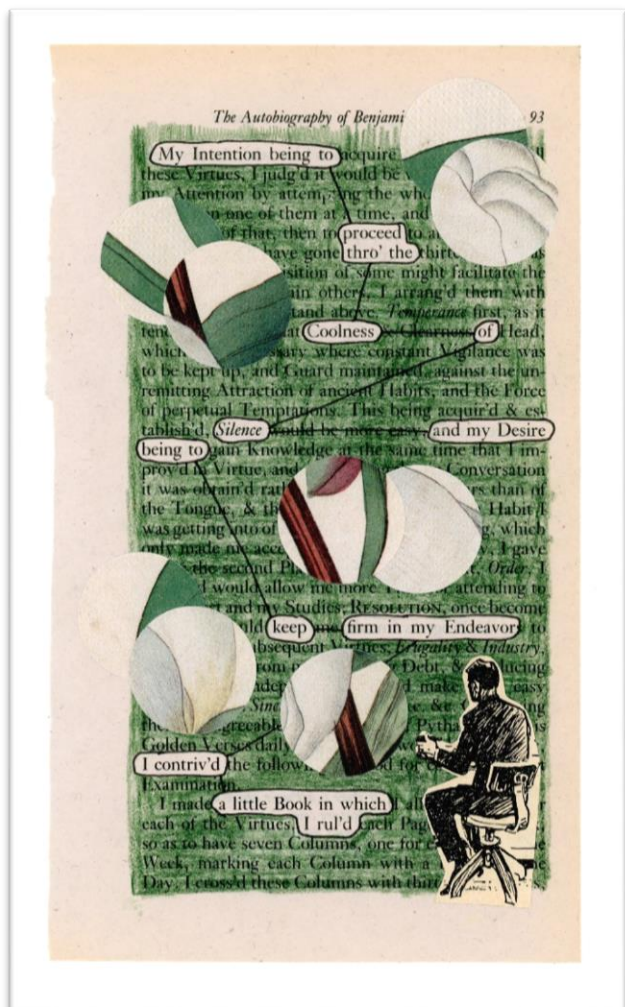
Write a review of a picture book **“Wally the World's Greatest Piano-Playing Wombat”** by **Camilla Pintonato & Ratha Tep**. Use different modes to support your point of view.

### SELF-STUDY WORK. Project

**Visual poetry** incorporates graphic details like images, colors, layout, shapes, typography, and patterns into the poem in order to emphasize the meaning of a poem. Visual poetry should try to engage the reader on a sensory level, using the visual appearance of the poem to add another layer of meaning to the words. Examples of visual poetry include *concrete poetry* and *ekphrastic poetry*.<sup>62</sup>



<https://www.pinterest.com/14mijl/visual-poetry/>



<https://www.sarahjsloat.com/portfolio/>

<sup>62</sup> <https://www.languageisavirus.com/visual-poetry/>



Collect several striking examples of visual poetry or other examples qualifying as intermedial in modern English books and newspapers and analyse the effect they create. Present the results of your research in class.

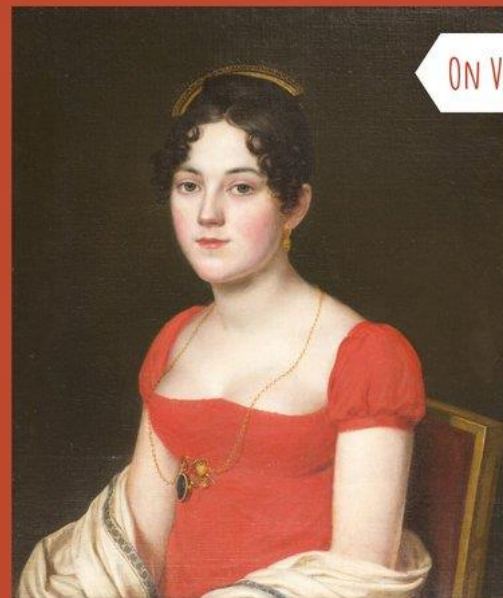
## "MARY SCOTT SWANN, 1816" BY JOAN MAZZA

AFTER JOHN VANDERLYN'S *MARY SCOTT SWANN*

At eighteen, I sat  
for Mr. Vanderlyn,  
my bosom pushed up for his view  
to paint and paint me  
into this small frame.

Hours for each link of the chain  
of my brooch and its shadow,  
the folds of the scarf encircling  
my arms, which he arranged  
and rearranged.

I did not smile.  
See how smooth my skin  
and dress, how he removed  
all evidence  
of stroke and brushstroke.



John Vanderlyn (1775 -1852), *Mary Scott Swann*, 1816, oil on canvas. Gift of Rear Admiral and Mrs. Frank L. Pinney, Jr., in honor of Mary Ellen Pinney Harrington '58, 1978.

*from the Maier Museum of Art's  
Journal of Ekphrastic Poetry, 2013*

<https://twitter.com/MaierMuseum/status/1248974429851389958>

## UNIT 10. Multimodality & Intermediality: Radio, Theatre, Television / Film

### Task 1.

- ♥ What is Art? How do you classify art?
- ♥ Name the traditional and contemporary art forms.



- ♥ Match these Art Forms with the appropriate definitions. Then provide your examples of art forms with their definitions.

	<b>Art Form</b>			<b>Definition</b>
<b>1</b>	<i>Painting</i>		<b>a</b>	is a modern artistic medium, the process of capturing light to create an image, usually on film or digitally
<b>2</b>	<i>Installation Art</i>		<b>b</b>	combines various arts – to include



				literature, music, dance, and visual arts – to represent stories before a live audience
3	<i>Sand Art</i>		<b>c</b>	is a three-dimensional work that is often site-specific and designed to transform the perception of a space
4	<i>Music</i>		<b>d</b>	involves application of pigmented media to a surface, usually canvas, wood, paper, or wall.
5	<i>Ice Sculpting</i>		<b>e</b>	involves arranging loose sand into designs or sculptures
6	<i>Theater</i>		<b>f</b>	involves the carving of shapes or forms from blocks of ice
7	<i>Photography</i>		<b>g</b>	is an auditory art form that uses the elements of rhythm, melody, harmony, and timbre
8	<i>Literature</i>		<b>h</b>	is a multi-disciplinary art form that uses visual and auditory experiences to tell stories or convey ideas
9	<i>Film</i>		<b>i</b>	is both a practical and artistic discipline involved in the design and construction of buildings and structures
10	<i>Architecture</i>		<b>j</b>	is an art form expressed through the written word, the medium of language

## Task 2. Reading



1. Read **Know Your Meme**<sup>63</sup> article about **LoFi Girl Hip Hop Radio**, paying attention to modes and media.

### About

**LoFi Girl**, also known as **Study Girl**, is an animated character created by Juan Pablo Machado for the [YouTube](#) channel Chilled Cow and their YouTube stream [Lofi hip hop mix- Beats to Relax/Study to](#).<sup>64</sup> The short

<sup>63</sup> <https://knowyourmeme.com/memes/lofi-girl>

<sup>64</sup> <https://www.youtube.com/c/LofiGirl>

animation shows a girl wearing headphones studying at her desk next to her [cat](#) and a window. The animation came to be known as a character that doesn't stop studying.

### Origin

On March 2nd, 2018, artist Juan Pablo Machado introduced the animation in a blog post titled "Making of a 2d animation for Chilledcow LoFi hip hop radio – beats to relax/study to" (shown below).



On March 19th, ChilledCow uploaded the animation to the stream "Lofi hip hop mix – Beats to Relax/Study to". The video gained over 27.8 million views in two years.

### Precursor

On July 15th, 1995, the Studio Ghibli anime film *Whisper of the Heart* was released in theaters. In the film, there is a shot of a young girl character studying that appears to be the basis for LoFi Girl (shown below).

### Spread

On March 14th, 2018, Twitter user @Jet0o posted an animation of parents sitting across the table from a girl who looks similar to LoFi Girl and captioned it "My daughter. We need to talk. It's good that you're diligent in your studies but



you have an unhealthy addiction to lofi hip hop radio – beats to relax/study to" (shown below, left). The tweet garnered over 90,200 likes and 36,800 retweets in two years. On August 22nd, 2019, Redditor SpicySusBois posted the LoFi Girl image to r/dankmemes congratulating her for studying for over a year straight (shown below, right). The post accumulated over 79,900 points (94% upvoted) in six months.



### European LoFi Girl

In September 2020, users of the subreddit r/europe began making redraws of the LoFi Girl based on their country. This was inspired by August 31st posts by user u/Marccolo with a Romanian version of LoFi Girl (shown below). First posted to r/Romania, it was subsequently posted to r/europe where it amassed over 33,000 upvotes.



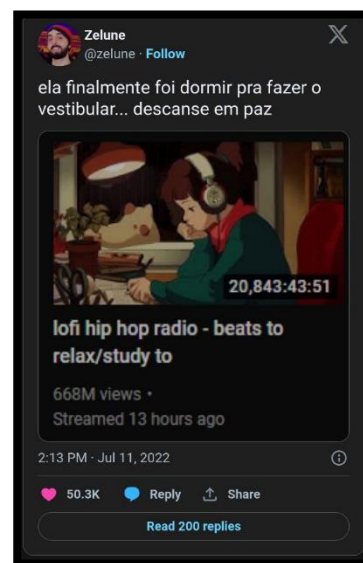
From there, other r/europe users began posting their nation's version of LoFi Girl. This culminated in a competition on the subreddit which u/Marccolo ultimately won. Additionally, several mega-threads with different LoFi girls were created and the subreddit r/LofiGirl was used for the competition. The phenomenon was covered by boredpanda on September 7th.



### End of the live stream

On July 11th, 2022, after two consecutive years on stream on YouTube, the video was taken down by the platform due to a bogus copyright claim. The stream accumulates 668 million views and more than 20,000 hours of music when it was momentarily deactivated.

After users noticed the end of the stream, they started to post several memes on social media saying “goodbye” to the LoFi Girl, saying “she’s finally ready to take that exam”. The post by @zelune, received 54,000 likes in five days.



2. What subcategories of intermediality are recognized in the article? Give examples.

3. Find modes and media in the text above. Analyse the significance of using modes and media. Fill in the table.

Nº	An example from the text	Mode	Medium
1			
2			
...			

### Task 3. Listening and Viewing Comprehension

**Pretty Woman** is a 1990 American romantic comedy film directed by Garry Marshall, from a screenplay by J. F. Lawton.



1. Watch a scene from the film “**Pretty Woman**” – **that scene at the opera!**<sup>65</sup>, paying attention to modes and the effect they produce. Fill in the table.

Nº	An example from the video	Mode
1		
2		
...		

2. What **subcategory of intermediality** (according to Irina O. Rajewsky) is it?:

- medial transposition;
- media combination;
- intermedial references.

### Task 4. Discussion. Work in pairs



The following comments refer to the previous video entitled “**Pretty Woman**” – **that scene at the opera!** Read, discuss and comment on them in pairs. What modes are recognized in them? Do you agree with these comments? Why or why not? Justify your point of view.

<sup>65</sup> [https://www.youtube.com/watch?v=G7rmEdj8c90&ab\\_channel=OperaUpClose](https://www.youtube.com/watch?v=G7rmEdj8c90&ab_channel=OperaUpClose)

**@kpax2066**

Her face is so beautifully expressive. No words, just her face.

**@hanselm.s.6018**

Now I know why Vivian cries during this scene.

This opera recounts the tale of a courtesan, a paid woman, kinda like her only more expensive.

**@theshillneckedlizard8364**

Yes, that's right, the movie was loosely based on La Traviata – even the names are similar – Violetta – Vivian, Alfredo – Edward. But unlike the opera, in this version Violetta/ Vivian ends up happily ever after with Alfredo /Edward. Just as well – I don't think it would have been as much of a box office hit if Julia Roberts died of tuberculosis instead of kissing Richard Gere on the fire escape

**@sylviebasyl2835**

[@theshillneckedlizard8364](#) And Traviata is inspired by the book "La dame aux camélias" by Alexandre Dumas fils

**@judithmercer3091**

I love the way he embraces her feelings with a look



**@ivanazdravkova**

Where has this opera singer sung? I'd love to hear more from her, she sounds lovely!

**@fit2see**

Karina Calabro (Karin on IMDB) sang opera in Germany (lives now in Westchester NY) and was certainly in fine coloratura soprano voice in Pretty Woman.

**@abymorel4925**

Heavy handed metaphor. "In Pretty Woman, Edward Lewis (Richard Gere) takes Vivian Ward (Julia Roberts) to an opera where they see "La Traviata."

An opera where a rich playboy falls in love with a courtesan (high-class prostitute: "Kept woman").

In the necklace scene, the closing of the box was ad-libbed. But, Julia's laugh prompted the director to keep the scene.

**@chooseyourpoison5105**

Yes it's pretty obvious where *Pretty Woman* drew its inspiration from. Even the character names are similar, just modernised; Violetta became Vivian and Alfredo was changed to Edward. I'm glad they deviated from the *La Traviata* ending, though – Julia Roberts dying of tuberculosis in Richard Gere's arms would have been a real downer<sup>66</sup>

## Task 5. Writing

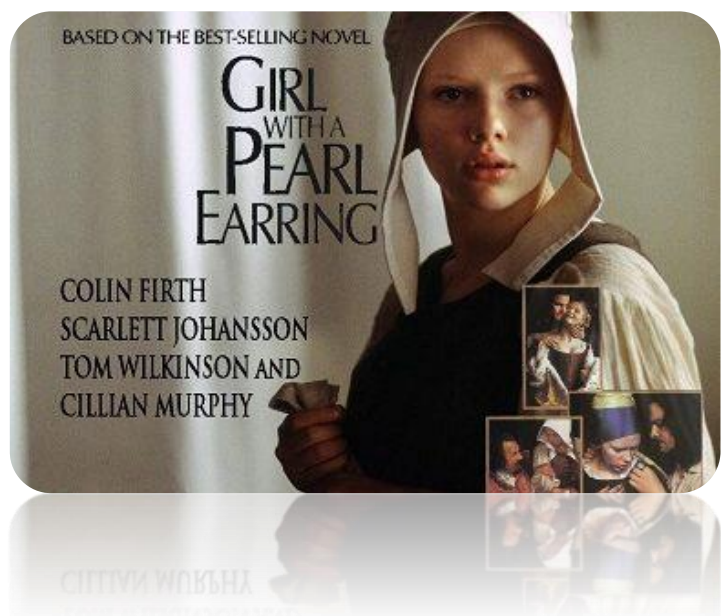


Write a comment to the video **"Pretty Woman"** – that scene at the opera! Use different modes to support your point of view.

## SELF-STUDY WORK. Project

### GIRL WITH A PEARL EARRING (film)

**"Girl with a Pearl Earring"** (2003) is uniquely premised movie, which is based on the novel *"Girl with a Pearl Earring"* by **Tracy Chevalier**, who drew her inspiration from the anonymous girl in Dutch master **Jacques Vermeer's** painting by the same name.



<sup>66</sup> [https://www.youtube.com/watch?v=G7rmEdj8c90&ab\\_channel=OperaUpClose](https://www.youtube.com/watch?v=G7rmEdj8c90&ab_channel=OperaUpClose)



Collect several striking examples with medial transposition, media combination or intermedial references in different types of media and analyse the effect they create. Present the results of your research in class.



*"Girl with a Pearl Earring"*



## UNIT 11. Multimodality & Intermediality: Billboards and Advertisements

### Task 1.

- ♥ Do you think advertising is an art?
- ♥ How would you define advertising?
- ♥ What advertisements have you seen or heard that you particularly liked?  
Which companies produce the best ads?
- ♥ Look at the advertisements below. What associations do they evoke?



*"Disneyland" for Alaska Airlines*



## Task 2. Reading



1. Read an excerpt from the online article by **Georgia Pavlou**<sup>67</sup>, paying attention to modes and media.

### A COMMERCIAL BREAK: WHAT'S BEHIND PRODUCT PLACEMENT IN MOVIES

The term *product placement* implies embedding hidden advertising into films, TV series, video games, or any other audiovisual content. It usually involves showing a product or a company logo design, or, if the producers consider it appropriate, characters may be seen discussing a particular brand.

Product placement in movies turned into a huge industry a long time ago. Big brands sign long-term contracts with film studios, and scripts are adapted from the get-go to incorporate brand exposure. Of course, there are directors, like Quentin Tarantino or David Lynch, who will not work with this approach as it distracts the viewer from the story and brings no artistic value. Tarantino even invented his own cigarette brand, Red Apple, which appears in almost all of his films. But movie studios are happy to collaborate with brands as embedded advertising can make up to half of the average blockbuster budget.

#### Examples of Successful Product Placement

##### **Forrest Gump (1994)**

*Forrest Gump* features a lot of brands. For instance, when Tom Hanks' character meets the President, he enjoys a few bottles of Dr Pepper. In another scene, he purchases shares of "some kind of fruit company" (which is actually Apple). Then his girlfriend Jenny gives him a pair of Nike running shoes, in which Forrest runs his famous race. However, brands and products do play a valid role in this film: they set a fictional character in the country's history and serve as references to a particular era.



© *Forrest Gump*/Paramount Pictures

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<sup>67</sup> <https://www.movavi.io/product-placement-in-movies-2/>

## **The Matrix (1999)**

When *The Matrix* was released, it had an incredible effect as it captivated viewers with its philosophical concept, artistic fight scenes, and innovative design. The clothes and accessories worn by the protagonists set the style for the next several years. Nokia sold more than eight million units of the 8110 phone used by the hacker Neo, played by Keanu Reeves. As for the sunglasses worn by the film's main characters, those were provided by Blinde, a company that created designs specifically for the movie protagonists and did not start selling them until after the movie hit the screens.



## **Rick and Morty (TV series, since 2013)**

In Season 3 of this popular animated series, brilliant scientist Rick confesses that he travels to parallel worlds in search of Szechuan sauce, which was sold in McDonald's back in 1998 as a part of the campaign based on Disney's *Mulan*. This absurdist joke was welcomed by fans, to the extent that McDonald's promised to return the sauce to restaurants for one day. The public's response exceeded all expectations: crowds of Rick and Morty viewers showed up on McDonald's doorsteps, and the restaurants ran out of the sauce very quickly. Some fans got pretty upset; at some sites, staff was even forced to call the police. Eventually, McDonald's extended the sauce sales for one more day – and this time they had more supplies.



© Rick And Morty/Harmonius Claptrap, Justin Roiland's Solo Vanity Card Productions, Williams Street



2. What subcategories of intermediality are recognized in the article? Give examples.

3. Find modes and media in the text above. Analyse the significance of using modes and media. Fill in the table.

Nº	An example from the text	Mode	Medium
1			
2			
...			

### Task 3. Listening and Viewing Comprehension

*A woman, a destiny, a perfume. N°5, the world's most desirable fragrance.*



1. Watch the short Film **With Gisele Bündchen, Michiel Huisman and Lo-Fang, directed by Baz Luhrmann** entitled “**N°5 CHANEL Fragrance**”<sup>68</sup>, paying attention to modes and the effect they produce. Fill in the table.

<sup>68</sup>

[https://www.youtube.com/watch?v=8asRWe5XNw8&list=PLFAFB93B94B6FF6AE&index=95&ab\\_channel=CHANEL](https://www.youtube.com/watch?v=8asRWe5XNw8&list=PLFAFB93B94B6FF6AE&index=95&ab_channel=CHANEL)

№	An example from the video	Mode
1		
2		
...		

2. What **subcategory of intermediality** (according to Irina O. Rajewsky) is it?:

- medial transposition;
- media combination;
- intermedial references.

### Task 4. Discussion. Work in pairs



The following comments refer to the previous video entitled “N°5 CHANEL Fragrance”. Read, discuss and comment on them in pairs. What modes are recognized in them? Do you agree with these comments? Why or why not? Justify your point of view.

**@aaronbynum8968**

I still come back to watch this after all these years it just brilliant this is modeling this is an ad this tells a story this inspires us; Gisele Bundchen does a great job of Not upstaging the brand while still promoting her unique brand of beauty which is Natural and Glamorous I think its something the brand should adopt as we move towards a more reserved society not wasteful but still refined and sophisticated.

**@chiochionkjakja1205**

Am I the only one who really enjoy this ads about the perfume??? I think that they really spend their time thinking about how they're going to make it, the sound, the story, the acting, such an amazing ad 🥰

**@marywalquist210**

I love all the spokesmodels but my favorite campaign featured the video by Baz Luhrmann The One That I Want. The title song was sung by Lo-Fang and the video featured the beautiful Michiel Huisman ❤️

**@karolinakrzeminska3960**

Best Chanel no 5 ad! (the one with Audrey Tatou and the night train is almost as good). Beautiful song, beautiful scenes, Giselle (adore her), and Daario on top of all that! Chanel did spoil us with that one :)

**@elfkon**

For me, the message is "You know your perfume is nothing but N°5 and you go for it..Do the same for your life!"

I suppose the story goes like that... a gorgeous, successful, rich woman who seems to have everything perfect in her life is so self-centered and neglects her "decorative" husband and their familial life. When she realises that she's going to lose her man who loves her and she loves him as well, she decides to be true to her heart... and shape up... as a person. So, she drives away to bring him back because ...she knows he's the one that she wants. Real women, strong people, aren't afraid of admitting their mistakes or needs and they take real action to correct a situation and improve themselves, their relationships..their life. That's the hardest work and not easy to perceive... Well done Chanel !!!<sup>69</sup>

## Task 5. Writing



Write a comment to the video “N°5 CHANEL Fragrance”. Use different modes to support your point of view.

## SELF-STUDY WORK. Project

### WHY IS ADVERTISING IN THE MEDIA IMPORTANT?<sup>70</sup>

Advertising in the media is crucial for every brand. Each channel is an intermediary between a brand and its customers. Finding a perfect channel

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<sup>69</sup>

[https://www.youtube.com/watch?v=8asRWe5XNw8&list=PLFAFB93B94B6FF6AE&index=95&ab\\_channel=CHANEL](https://www.youtube.com/watch?v=8asRWe5XNw8&list=PLFAFB93B94B6FF6AE&index=95&ab_channel=CHANEL)

<sup>70</sup> <https://sendpulse.com/support/glossary/advertising-media>

allows brands to present their product successfully, communicate their value, and maintain trustful relationships with the target audience.



Collect several striking examples of advertisements qualifying as intermedial and analyse the effect they create. Present the results of your research in class.



*“Change” by Leo Burnett for Koleston Naturals (Koleston Naturals is a hair colorant from natural ingredients. (Advertising Agency: Leo Burnett, Beirut, Libanon))*

# UNIT 12. Multimodality & Intermediality: Websites and Social Media Posts

## Task 1.

♥ Look through **Fragrantica**<sup>71</sup> (Perfume Encyclopedia) article, paying attention to modes. Be prepared to discuss it.

Bright Crystal Versace for women

Versace

VERSACE

main accords

- floral
- fresh
- citrus
- aquatic
- woody
- fresh spicy
- rose

I have it I had it I want it

Perfume Pyramid

Show votes

**Top Notes**

- Yuzu
- Pomegranate
- Ice

**Middle Notes**

- Peony
- Lotus
- Magnolia

**Base Notes**

- Musk
- Mahogany
- Amber

Vote for Ingredients



<sup>71</sup> <https://www.fragrantica.com/perfume/Versace/Bright-Crystal-632.html>



love like ok dislike hate winter spring summer fall day night

Perfume rating 3.72 out of 5 with 18,781 votes

**Bright Crystal** by **Versace** is a Floral Fruity fragrance for women. **Bright Crystal** was launched in 2006. The nose behind this fragrance is Alberto Morillas. Top notes are Yuzu, Pomegranate and Ice; middle notes are Peony, Lotus and Magnolia; base notes are Musk, Mahogany and Amber.

“The pink colored bottle announces softer and more luminous fragrance in comparison with Crystal Noir. Nowadays popular fruity note gives the composition slightly gourmand nuance. The top notes are pomegranate, Yuzu and frosted accord. Peony and magnolia are in the centre of the composition, while watery fresh lotus note moderates the intensity and sweetness of the floral accords. The opulent base introduces amber note extracted from plants, musk and red woods. The fragrance was designed by Alberto Morillas in 2006.

Read about this perfume in other languages: [Deutsch](#), [Español](#), [Français](#), [Čeština](#), [Italiano](#), [Русский](#), [Polski](#), [Português](#), [Ελληνικά](#), [汉语](#), [Nederlands](#), [Srpski](#), [Română](#), [العربية](#), [Українська](#), [Монгол](#), [עברית](#).

Perfumer

Alberto Morillas

**Pros**

- 126 2 Fresh and clean smell
- 107 2 Perfect for everyday wear
- 2 2 Easy to put together and fresh

**Cons**

- 68 19 Not unique or original
- 58 17 Too basic for some individuals' taste
- 2 2 Smells similar to other fragrances in the market





GinCatsBooks 12/14/22 07:12



Its simple, fresh and clean, nothing challenging and no "bad language" so to speak. Bright Crystal is really easy to wear and get along with provided your chemistry works well with sharp fruits and citrus notes. I dismissed this because of people stating how similar it is to my beloved Dior Addict Eau Fraiche (2014) and the various other previous incarnations of Dior Addict 2/Eau Fraiche, it was only when Mr Gin found a mini of this that my mind changed.

Bright Crystal opens up with a crisp, sharp blast of yuzu and pomegranate, its peppy, zesty and really feels "awakening" upon first spritz, I'm not sure what an "ice accord" is supposed to really smell like, but I detect a sparkling quality to the yuzu and the pomegranate. The sparkling theme continues into the drydown with a refreshing peony and lotus which compliments the initial bright notes perfectly, strangely though I can also detect a phantom cherry blossom note, I'm not too sure what notes create it or if its just because of my skin chemistry but I love it!

After about 3-4hrs the sharpness softens and leaves me with a mildly zesty, floral musk.

The longevity is quite short on me which is an absolute shame; 3-4hrs but I'm unsure if this is down to it being the depths of winter here in the UK, the silage is quite intimate to my nose which I have no complaints with as I can notice it and it makes me feel fresh and uplifted but I was told by a few people that this does linger around me in an airy cloud (in a good way!). This is office safe, easy to wear for pretty much occasion and, dare I say it, any season. I wouldn't say this is sexy or an excellent "noir" choice for evening wear, but its fresh, crisp and feels "youthful" without being childish or immature.

I'm glad I purchased this at last, its definitely up there with my favourite easy reach scents for work and for the warmer seasons, its popular for a good reason!



**Find modes in the article above. Analyse the effect they produce. Fill in the table.**

No	An example from the article	Mode
1		
2		
...		

## Task 2.



**1. Have a look at official Website<sup>72</sup> and Social Media Posts<sup>73</sup> of an American Christian folk singer Jennifer Judy "JJ" Heller.**

<sup>72</sup> <https://www.jjheller.com/>

<sup>73</sup> <https://www.facebook.com/jjhellermusic/>

Look through her ALBUMS, VIDEOS<sup>74</sup>, BOOK<sup>75</sup>, JJ'S STORE and PODCAST and be prepared to discuss them.



## ***STREAM MY MUSIC***

*Listening is as simple as telling your smartphone or smart speaker to "Play music by JJ Heller," or you can visit my [music page](#).*



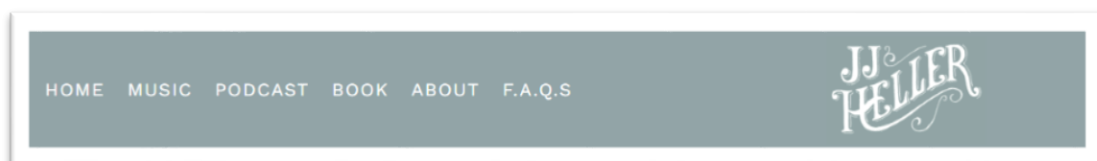
**2. Find modes and media in the JJ'S Website and Social Media Posts above. Analyse the significance of using modes and media. Fill in the table.**

<b>No</b>	<b>An example from the text</b>	<b>Mode</b>	<b>Medium</b>
<b>1</b>			
<b>2</b>			
<b>...</b>			

### **Task 3. Reading**



**1. Read JJ'S Website and Social Media Posts, paying attention to modes and media.**



<sup>74</sup> [https://www.youtube.com/watch?v=g90EQU1gtdQ&ab\\_channel=JHellermusic](https://www.youtube.com/watch?v=g90EQU1gtdQ&ab_channel=JHellermusic)

<sup>75</sup> [https://www.youtube.com/watch?v=VxSimkqW1ck&t=2s&ab\\_channel=JHellermusic](https://www.youtube.com/watch?v=VxSimkqW1ck&t=2s&ab_channel=JHellermusic)



JJ Heller

Instagram

It can be tough sometimes to be an independent artist when it comes to competing for attention with artists on labels. I just don't have the resources and connections that you need to play the industry game well (I also don't have much of the cool factor they're looking for 😍😂), but I'm soooo happy to keep making music outside the well worn industry paths. It's actually where I think I'm supposed to be.

However, every once in a while something special happens in spite of my lack of music industry leverage. Today is one of those days. @spotify put me on the cover of this playlist, and "Look For Miracles" is the very first song!

I never got into making music for the attention, and my husband will tell you how difficult that makes his job 😭 We just want to keep making meaningful songs for people who want to hear them, and the fact that that's my full-time job is still mind blowing to me. It feels like a miracle.

Thank you for listening, and thank you for celebrating fun milestones like what happened today on @spotify with me! ❤️



# HELLO, FRIEND!

*I'M SO GLAD YOU'RE HERE.*

**I'M JJ. I LOVE JESUS, MY HUSBAND, MY TWO BEAUTIFUL GIRLS, DARK CHOCOLATE, & WRITING SONGS TO REMIND YOU THAT YOU ARE LOVED.**

At some point in our lives, we all want someone to believe in us, to remind us there is beauty in the world, and to tell us that everything's going to be ok.

**THERE IS A CHILD IN ALL OF US, AND THAT'S WHO I MAKE MUSIC FOR.**

Since 2017 I've released *A NEW SONG* to digital platforms on the first Friday of every month. This year I'm releasing a new song on the first, and third Friday of each month!

I'm never quite able to comprehend that millions of you listen to my music regularly. It is an incredible honor to know that thousands of mothers play my lullabies for their children every night. I'm thrilled every time I hear a story about a heart being soothed by the songs I put out into the world.

I'm only playing a handful of events in 2023, but even though I'm not out on the road much, I remain committed to creating meaningful songs for the big and small moments of your life.

I'm grateful that you would invite my voice and music into your home.

Thank you for listening!

\*jj

P.S. For an official bio, you can [read more about me here.](#)



2. Find modes and media in the JJ'S Website and Social Media Posts above. Analyse the significance of using modes and media. Fill in the table.

Nº	An example from the text	Mode	Medium
1			
2			
...			

### Task 4. Listening and Viewing Comprehension



Watch JJ Heller – Hand To Hold (Official Music Video)<sup>76</sup>, paying attention to modes and the effect they produce. Fill in the table.



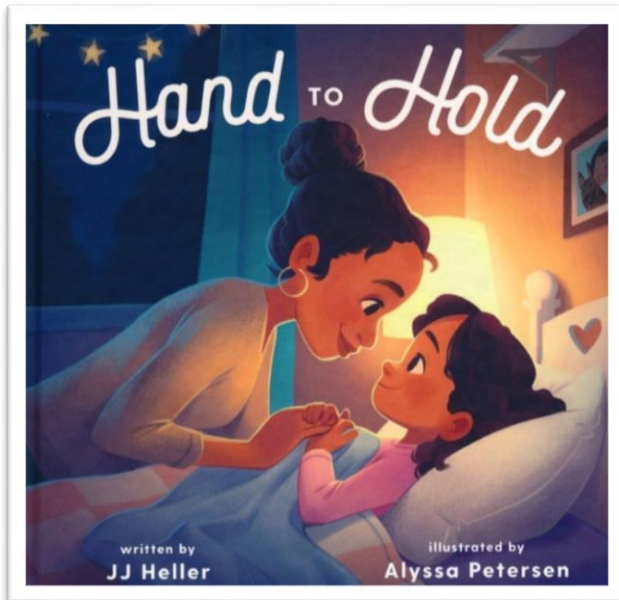
JJ Heller - Hand To Hold (Official Music Video)

Nº	An example from the video	Mode
1		
2		
...		

<sup>76</sup> [https://www.youtube.com/watch?v=n88EHf\\_ocoQ&ab\\_channel=JJHellermusic](https://www.youtube.com/watch?v=n88EHf_ocoQ&ab_channel=JJHellermusic)

## Task 5. Discussion. Work in pairs

Jennifer Judy "JJ" Heller wrote a children's book based on her song **Hand To Hold** (video above).



1. Watch **Hand To Hold – A Book By JJ Heller**<sup>77</sup>. Discuss and comment on it in pairs. What modes are recognized in this video?

2. What **subcategory of intermediality** (according to Irina O. Rajewsky) is it?:

- medial transposition;
- media combination;
- intermedial references.

## Task 6. Writing



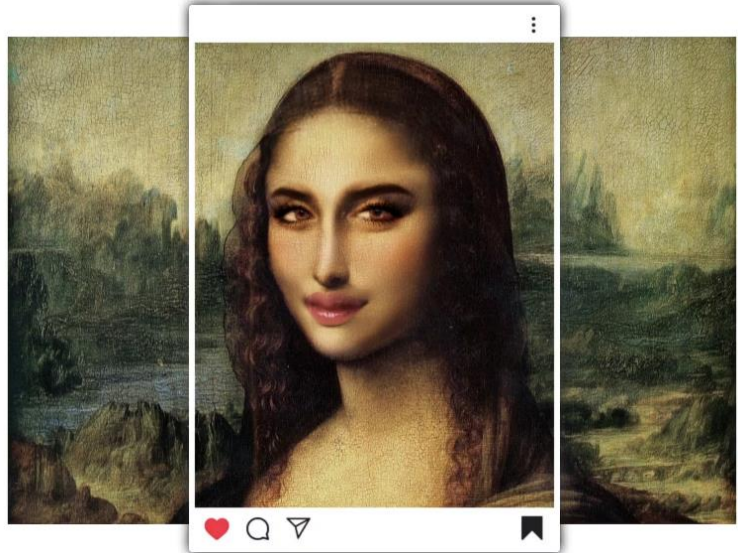
Write a review for the video **Hand To Hold – A Book By JJ Heller**. Use different modes to support your point of view.

<sup>77</sup> [https://www.youtube.com/watch?v=VxSimkqW1ck&t=2s&ab\\_channel=JJHellermusic](https://www.youtube.com/watch?v=VxSimkqW1ck&t=2s&ab_channel=JJHellermusic)

## SELF-STUDY WORK. Project

### THE IMPACT OF SOCIAL MEDIA ON THE ARTS<sup>78</sup>

If you view art exclusively in museums, galleries, or books, you may not be aware of the impact of social media on the arts. Even if you despise social media, it's difficult to escape it completely. And just like everyone else, you've likely found it does have advantages. For artists and those who appreciate art, this has certainly been the case. Thanks to social media, art is always just a click away.



<https://atelier.net/insights/authenticity-social-media>



**Analyse the impact of social media on the arts. Collect several striking examples from social media qualifying as intermedial / multimodal. Present the results of your research in class.**

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<sup>78</sup> <https://www.artsacad.net/the-impact-of-social-media-on-the-arts/>

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### **Internet Resources:**

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