

AMERICAN UNIVERSITY OF BEIRUT
Faculty of Arts and Sciences
Department of English

ENGL 260A: Writing in a multimodal world (3 credits)

Instructor's Name: Amy A. Zenger

Course description:

We live in a world in which we can express meanings and communicate them in a rich range of *modes*: for example, in visual images; moving images; sound; space; or fabric. Each mode carries distinctive capacities for expression—allows us to produce meanings that would be hard to express otherwise. In school and university, it is written language and written academic genres that are typically privileged and become the focus of instruction. In this course, we will explore a broader spectrum of possibilities for composing and communicating our ideas. We will study multimodality through our own meaning-making practices as we produce our own texts. We will also read and discuss theories of communication concerned with expression in different modes; define terms and concepts specific to multimodality (*mode, affordance, design, text, genre*), analyze multimodal texts, and research how designers working in different modes go about producing their work. The course will primarily follow a workshop format, with ongoing composing practice and critique as the central activity. We will design and produce hypertext narratives, comic strips, and short movies. Experimentation and risk-taking are encouraged. Students from any field are welcome.

Required:

Jennifer Rowsell (2013). *Working with Multimodality: Rethinking Literacy in a Digital Age*.

A course reading packet

A working notebook