

# Multimodal texts

Media literacy

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- Tell a story to an audience of adults
- Tell a story to a kindergarden

Count different types of *mods*

# Modes

- **Linguistic:** vocabulary, structure, grammar of oral/written language
- **Visual:** colour, vectors and viewpoint in still and moving images
- **Audio:** volume, pitch and rhythm of music and sound effects ^
- **Gestural:** movement, facial expression and body language
- **Spatial:** proximity, direction, position of layout, organisation of objects in space.

# Hypertext, multimodal text

Are they just new words in our vocabulary?

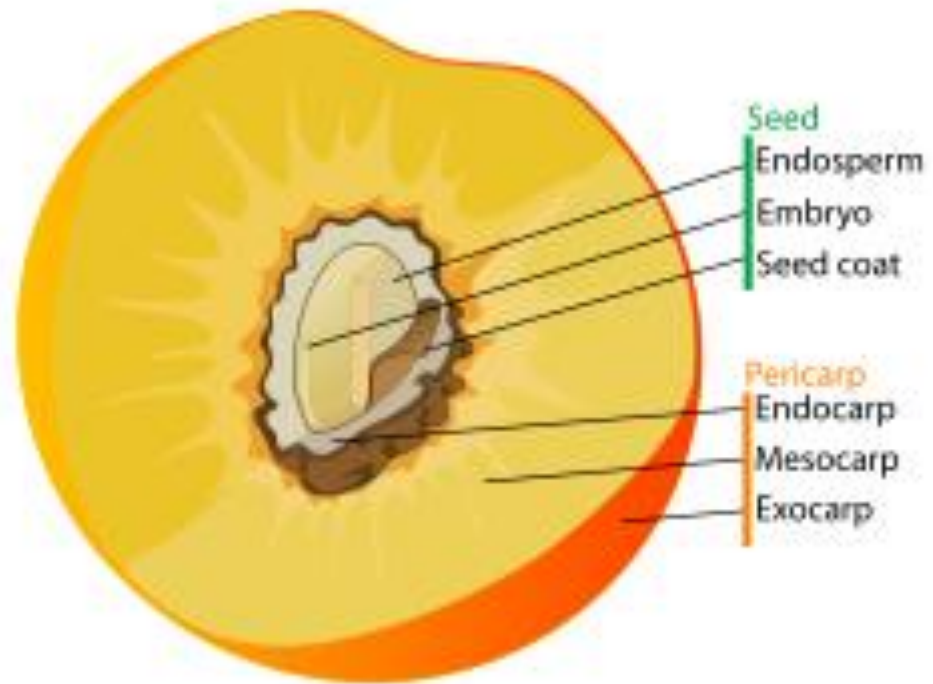
Or

Important communication skills?

# Forms of multimodal texts

- **paper** – such as books, comics, posters.
- **digital** – from slide presentations, e-books, blogs, e-posters, web pages, and social media, through to animation, film and video games.
- **live** – a performance or an event.
- and, **transmedia**—for example, book, comic, magazine, film, web series, and video game mediums all working as part of the same story.

# Visual text example



# Aims of the scenario ““Travelling with *The Little Prince*. A multitrip or a hypertrip”

- To come into first contact in the sense of hyper-literary literature.
- Be aware that the reader in digital media is a co-producer of meaning
- Reflect on the idea that the use of digital texts, the web and devices the text is not static and permanent anymore.



It acquires fluidity, requiring the reader's active interaction with it. Each reader selects the hyperlinks he will activate by drawing his own personal path into the text.

-> To reflect on the power of multimedia and interactivity







# Step 1

- Please, read the entry about *The Little Prince* @ Wikipedia  
[https://en.wikipedia.org/wiki/The\\_Little\\_Prince](https://en.wikipedia.org/wiki/The_Little_Prince)
- And compare with a printed encyclopedia

## Step 2

*“He began, therefore, by visiting them, in order to add to his knowledge”*

- Welcome to the planets





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