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Gunther Kress, one of the founders of social semiotics and multimodality, has made lasting contributions to these fields through his work in semiotics and meaning-making; power and identity; agency, design, production; and pedagogy and learning; in varied sites of transformation. This book brings together leading scholars in a variety of disciplines, including social semiotics, pedagogy, linguistics, media and communication studies, new literacy studies, ethnography, academic literacy, literary criticism and, more recently, medical/clinical education, to examine and build upon his work. This disciplinary diversity is evidence of the ways in which Kress' work has influenced and been influenced by a wide range of academic work and intellectual endeavors and how it has been used to lay foundations for theory-building and concept development in a varied yet connected range of areas.

The individual contributions to the book pick up the threads of the often collaborative work of the authors with Kress; they show how these approaches were subsequently developed and discuss what future trajectories the authors see for them.



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