

What is multimodality?

What is the difference between *mode* and *medium*? In each, where is *meaning* located?

What is the role of *media* in relation to *design*? How about *production*?

What is the relationship between *articulation* and *interpretation*? Between *design* and *discourse*?

What do Kress and Van Leeuwen mean by “experiential meaning potential?” What does that have to do with media?