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UWC Writing Group #3
ENC 1102

Prompt I:

In this writing exercise, we invite you to consider how multimodality, multiple languages, and/or multiliteracies are purposefully integrated into texts, both those you've read and those you write. Part I: Multimodality challenges us to think about the affordances of using various modes of communication to make meaning: text, audio, video, images. What's a recent text (e.g., a website, article, video, magazine) that you have read or seen that purposefully integrated multimodality? Why do you think the author or creator made those decisions—to incorporate sound, video, images, and text together? How do those decisions impact the audience, starting with you?

Response:

I recently watched a YouTube video about the 1987 King's Cross fire in London. In that video, the producer used audio, video, images, and text to tell the story. Each mode played a crucial part in telling the story. For example, the producer used audio to voice over the video and talk to the viewer, as well as background music and sound effects to keep the video entertaining and engaging. The producer also used video to show 3D renderings of the station's environment, depict how the fire behaved in King's Cross, and use many other visual aids to help tell the story and give viewers a sense of what happened. The producer used images of the fire's aftermath to show actual photos and highlight elements, such as the grease and dust buildup inside the escalator track. Lastly, the producer used text to emphasize certain sentences, to present actual reports from the fire, and to provide a clearer description of items in the videos by adding arrows with text. Without all of these elements, the video loses a crucial mode of communication that enabled the user to get a vivid understanding of what happened and what caused the King's Cross station fire in London in 1987.

Prompt II:

Next, think about a writing assignment you've had in the past. How could you have purposefully incorporated multimodality into your own work? Would you include images or audio? How would that support your goals? If you had to turn that text into a video, what would you need to do? What things would you need to consider? How would your purpose change? And how would that video create a different experience for your audience/reader?

Response:

One assignment I could add more modes of communication to would be my Autoethnographic Essay in ENC1101. For that assignment, I had to write an essay on my writing identity and writing process. I could add video and audio. I could add a supporting video of me writing the essay during the recording sessions, or record B-roll of the places where I was working. I could also add background music to make the video more entertaining and engaging, similar to how the producer did in the YouTube video about the 1987 King's Cross fire in London, which I wrote about above.