

[Free and download] Literacy in the New Media Age (Literacies)

## Literacy in the New Media Age (Literacies)

Gunther Kress

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#1207918 in Books 2003-02-16 2003-01-16Original language:EnglishPDF # 1 9.21 x .46 x 6.14l, .69 #File Name: 041525356X208 pages | File size: 35.Mb

**Gunther Kress : Literacy in the New Media Age (Literacies)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Literacy in the New Media Age (Literacies):

0 of 1 people found the following review helpful. Nice line of workBy Marcelo EscobalGunther Kress keeps expanding his previous work in this book. Nothing to blow your mind, but useful anyway. Meets expectations.0 of 2 people found the following review helpful. This is a good read, but denseBy AndKarenaBy dense I mean that there is a lot of information here and it takes time to absorb. The ideas are innovative and thought provoking.I do not agree with

everything the author said, but he supports them and states them clearly enough that I understand them and can comfortably oppose them with my own supporting information. This area is new, and fascinating. I would enjoy having lunch with this guy.

In this 'new media age' the screen has replaced the book as the dominant medium of communication. This dramatic change has made image, rather than writing, the centre of communication. In this groundbreaking book, Gunther Kress considers the effects of a revolution that has radically altered the relationship between writing and the book. Taking into account social, economic, communication and technological factors, Kress explores how these changes will affect the future of literacy. Kress considers the likely larger-level social and cultural effects of that future, arguing that the effects of the move to the screen as the dominant medium of communication will produce far-reaching shifts in terms of power - and not just in the sphere of communication. The democratic potentials and effects of the new information and communication technologies will, Kress contends, have the widest imaginable consequences. Literacy in the New Media Age is suitable for anyone fascinated by literacy and its wider political and cultural implications. It will be of particular interest to those studying education, communication studies, media studies or linguistics.

"In his new book, Gunther Kress shows us that as reading and writing move from page to screen, we must understand literacy not just as a matter of language but also as motivated multimedia design. In doing so, he reminds us that this is what reading and writing have always been.." -Jay L. Lemke, City University of New York  
About the Author  
Gunther Kress is Professor of Education at the Institute of Education, University of London, UK.