

Multimodal Writing:

Using Media in Academic Writing

Cooks and Teachers



What is Multimodal Writing?

- Writing that integrates different “modes,” such as written prose, images, color, video, document design, and sound
- Multimodal writing may be presented physically or digitally
- Focus on digital multimodal writing, but multimodal texts may be created without digital technology
- Multimodal writing can be done with pencils and paper, if that’s all you have available

Engaging Students in Learning



Webinar Goals

- Increase understanding of multimodal writing
- Learn how it can be used in the English language classroom
- Understand the advantages and challenges of using multimodal assignments
- Learn more about how to design and evaluate multimodal writing assignments

Examples: Blogs

What's Your Story?

Course blog for UC Berkeley's L&S 24 course: What's Your Story?

Monday, October 10, 2016

Components of Stories & A Story About Rice

A story has three important components: plot, climax, and resolution. Plot is essential since after-all, storytelling is about sharing experience and emotions. Plot of a short story should be tightly-structured for the story tellers to keep the audience on the truck. Good stories grab readers' attention at the first glance. A story also has a climax and a resolution. It centered about what's being discussed at the climax, the most exciting part of the whole story. At the end, the resolution part gives an answer and tells audience how the story ends. In addition, in a lot of times stories tend to reflect on a theme or idea beyond the lines of plain words been written. I want to share a short story I wrote about rice.

Every night I lie on my bed fantasizing about what to cook the next day, since food stimulates my motivation like nothing else does. Among all dishes, I care most for the simplest-cooked

This is how I love rice. All ordinary matters, such as rice, deserve attention, as all seemingly unremarkable matters are capable of shining.



Image Link: <http://www.wisegeek.com/what-is-rice.htm>

Posted by [Tingxuan Zhai](#) at 3:32 PM 2 comments: 
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Examples: Collages



Why Use Digital Multimodal Writing?

- Helps students to develop digital literacy and critical analysis
- Promotes creativity in writing and idea development
- Enhances motivation

Advantages for Students: Developing Digital Literacy

Digital literacy is made up of these aspects:

- Ability to locate, organize, understand, evaluate, and analyze information using digital technology
- Ability to communicate and work more efficiently, especially with people who have the same knowledge and skills



What skills do students need to be successful as digital writers?

Advantages for Students: Critical Analysis

- Develop search strategies
- Understand found information
- Organize the information located
- Evaluate the information for usefulness
- Analyze the information to adapt it to personal use

Advantages for Students: Creativity and Idea Development

- Language learning is a creative process.
- A good language learner doesn't just repeat what others have said, or write what others have written.
- We want students to be creative, to express their own ideas, and to come up with fresh approaches to expressing those ideas.

Advantages for Students: Creativity and Idea Development, continued

Multimodal writing emphasizes creativity:

- Novel ways of bringing different media together
- Creative ways to communicate ideas (images, sound)

“Creativity ... contributes to what should be our ultimate goal as educators: inspiring students to become curious, engaged, and interested in the world around them and within them.”

–Laura Preble, teachhub.com



Advantages for Students: Increases Student Motivation

- Creativity increases student motivation
- Language learning is personalized
- For students with different learning styles, multimodality respects these styles, whether aural/oral, visual, or kinesthetic



What advantages are there for teachers who use multimodal writing?

Advantages for Teachers: Workload

- Students take responsibility for finding material to support their writing
- Students become independent learners
- Students create more interesting projects to assess

Advantages for Teachers: Learn with the Students

Important:

- None of us ever know *everything* about current technology; we can learn *with* our students about new tools and technologies.

Challenges and Opportunities #1

Some teachers are uncomfortable knowing less than their students do, or learning along with them.



How can we be less concerned about students knowing more than we do about technology?

Challenges and Opportunities #2

Technology is constantly changing, so our learning never ends.



How can we see this as positive rather than negative?

Planning a Multimodal Assignment: The KISS Principle

(KISS – Keep it simple, stupid!)



Inventory Your Own Skills

Think about what you know
how to do, or what you are
comfortable learning.



Planning a Multimodal Assignment: Students

Learn about your students' skills

- Ask them directly – you may think you know what they know, but they might surprise you
- Use a written or online survey

Technology Survey

Name: _____

How well can you do these things?

	I can do this well	I can do this a little	I don't know how to do this
Use word-processing software (Word, Pages, etc.)			
Use a smart phone to take pictures			
Edit pictures on your phone or computer			
Use a smart phone to take video			

Planning and Design

Three types of assignments:

- one simple: using pictures with student writing
- one more sophisticated: annotating a map
- one complex: creating a video

Planning: The Topic

- Option 1: Choose the topic for your students to write about.
- Option 2: Help guide students to their topic choices.
- Option 3: Allow students to choose a topic.



Lower-Level Students

Choose a topic with which they are familiar, and which they can write about with confidence.

Examples:

- A person they admire
- A place in their city/town they enjoy
- An important event in their lives
- A food they can prepare or that they enjoy

Upper-Level Students

Give them more freedom to choose a topic, or guide their topic choice.



Planning: Teaching/Learning Objectives

- What should your students learn in the process of completing the assignment?
- What should they produce in order to demonstrate this learning?

Objectives: Examples

Students will...

- understand how images can assist meaning in writing.
- choose appropriate and meaningful images to use in their own writing.
- edit images for size and placement in their writing.