MODES AS TECHNOLOGIES OF TRANSCRIPTION: SOME COMMENTS ON CONTEMPORARY FORMS OF COMPOSITION

Gunther Kress

The contemporary landscape of communication is not what it was even thirty years ago. That much seems beyond debate really; and it is not merely a replay of usual generational or temporal/historical differences.

If we accept that theories are shaped in the historical / social environments of the periods of their making, we must ask what kinds of theories around communication and representation are adequate to the descriptive and analytic tasks demanded of them by present conditions of representation and communication.

In my talk I want to focus on two issues: the issue of 'transcription' and of 'technologies of description' in an era marked by the use of multiple forms of representation; and the issue of contemporary forms and principles of composition in their interrelation with social, semiotic and technological factors.