Multimodality, Cognition, and Experimental Literature

Alison Gibbons
First published 2012
by Routledge
711 Third Avenue, New York, NY 10017
Simultaneously published in the UK
by Routledge
2 Park Square, Milton Park, Abingdon, Oxon OX14 4RN

Routledge is an imprint of the Taylor & Francis Group,
an informa business

© 2012 Taylor & Francis

The right of Alison Gibbons to be identified as author of this work has
been asserted by her in accordance with sections 77 and 78 of the

Typeset in Sabon by IBT Global.
Printed and bound in the United States of America on acid-free paper by
IBT Global.

All rights reserved. No part of this book may be reprinted or reproduced or
utilised in any form or by any electronic, mechanical, or other means, now
known or hereafter invented, including photocopying and recording, or in
any information storage or retrieval system, without permission in writing
from the publishers.

Trademark Notice: Product or corporate names may be trademarks or
registered trademarks, and are used only for identification and explanation
without intent to infringe.

Library of Congress Cataloging-in-Publication Data
A catalog record has been requested for this book.

This is it.
Contents

List of Figures ix
Permissions xi
Acknowledgements xiii

1 Introduction 1
2 Multimodality 8
3 Towards a Multimodal Cognitive Poetics 26
4 Crossing Thresholds and the Exploring Reader of *House of Leaves* by Mark Z. Danielewski 46
5 Embodiment and the Book that Bleeds: *VAS: An Opera in Flatland* by Steve Tomasula with Stephen Farrell 86
6 Cowitnessing Trauma in Reading *Extremely Loud & Incredibly Close* by Jonathan Safran Foer 127
7 Cut, Paste, Repair, but Read: *Woman’s World* by Graham Rawle 167
8 Conclusion 208

Appendix A 227
Appendix B 231
References 233
Index 251