**Chapter 4**

**Additional activity**

**GIFs: Recombination and recontextualization**

In Chapter 4 we talked about how recombination (the mixing of different modes) and recontextualization (the transportation of a text or utterance from one context to another) are both important aspects of multimodal communication, particularly online. In this activity, you should visit the website [Giphy](https://giphy.com/) and collect three different animated Gifs which include an image and written words. For each one, talk about how the meaning of the image affects the meaning of the words and how the words affect the meaning of the image. Then imagine two different contexts/situations in which you might send this GIF to a friend. How would the meaning of the GIF change in these two different contexts?

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| --- | --- | --- | --- | --- |
|  | How do the words affect the meaning of the image? | How does the image affect the meaning of the words? | Situation 1 in which you might send this to a friend | Situation 2 in which you might send this to a friend |
| GIF 1 |  |  |  |  |
| GIF 2 |  |  |  |  |
| GIF 3 |  |  |  |  |

**Reference**

Giphy <https://giphy.com>