

# MULTIMODALITY, MEANING, AND INSTITUTIONS

**Edited by** Markus A. Höllerer,  
Thibault Daudigeos and Dennis Jancsary

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RESEARCH IN THE SOCIOLOGY  
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**VOLUME 54B**

# MULTIMODALITY, MEANING, AND INSTITUTIONS

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**Dennis Jancsary** is an Assistant Professor at the Institute for Organization Studies at WU Vienna University of Economics and Business. His research mainly draws on institutional approaches in organization theory. Current studies focus on the communicative dimension of institutions and organizations, specifically the role of verbal, visual, and multimodal forms of rhetoric, narrative, and symbolism. Empirically, he explores such conceptual issues in the context of the institutionalization of management knowledge. He is interested in novel methodology that captures meaning structures from a variety of communicative traces.



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