**“Sound Engineering: Toward a Theory of Multimodal Soundness” by Jody Shipka**

In this journal Shipka theorizes that sound engineering is the activity based multimodal method which can benefits students using today’s modern technology available. Shipka gives her own students the liberty of creating strategies to create projects exploring the potentials of using technological devices which incorporate sound, color, typeface, photography, special arrangement, new media text and a myriad of diverse forms that are both auditory and visual.

I feel that what Shipka is trying to do is give students an opportunity to explore their own creativeness using their own strategies by utilizing various technological methods other than just linear text to help students adapt and learn the new multimodality, technology driven world we live in today. Advanced technology is a new world of sight and sound and the objective of multimodality is to is to incorporate and utilize the available technology to produce creative projects that stimulate the mind and generate interest in visual design and sound choices.

Shipka discusses the importance of using sound engineering at length in her work. Historic forms of composition did not require the audio engineering that is now imperative to mo Audio is essential for use in modern technology, sound can be monologues, music or sound effects; sound that affects the auditory senses. Audio in video and other forms of new media can be used as a rhetorical device when incorporated into use for the purposes of activism or politics. On the web the use of audio rhetoric is universal; used in a myriad of countries, states, cities, and groups and individuals who want to get their messages into the mainstream of online media. News stations such as CNN, CBSN, NBC, FOX, are just a few media sources that formerly were only heard on television or cable outlets are now live streamed as internet media. These television stations and a myriad of others have kicked open the door to internet media rhetoric; many of these stations provide a positive rhetorical platform for the political elites who they support. Moreover, sound engineering benefits multimodal soundness but it requires flexibility and the ability to bring together different concepts that affect the senses to create a project which reflects soundness and soundness in itself should be able to withstand scrutiny.

I believe that this new multimodality objective alters former pedagogical structures because it is necessary to change with the times and to remain in the mainstream of publication it is essential to incorporate and utilize web and media technology which incorporate sound and design and for students to learn this, scholarship must acclimate or become stagnant.

Multimodal soundness is a type of multimodal activity that draws on theories in its approach to writing instruction. I believe that Shipka values her student’s education and her method of pedagogy because she is teaching her students to use their own creative and artistic abilities in their projects. Her multimodal approach to educate her students equips them to deal with the reality of the world today. I also feel that she values a student’s ability to adapt and create strategies to utilize new technologies using visual, sound and design in their projects. She also values the initiative her students when they create diverse multimodal production projects.

Overall, I believe that it is imperative for instructors to include in their curriculum projects which include use of modern technology and its ability to be used as a rhetorical platform because we live in a tech-based world today. In addition, mediating between the historically linear composition forms in writing and modern technologies available today in sound, visual and graphics is where the challenge of instruction and learning will require creativity; coupled with knowledge of which rhetorical forms are most appropriate for the audience you are trying to reach.