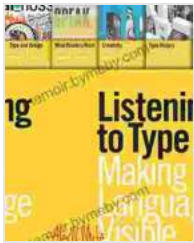


# Listening to Type: Making Language Visible

By Nina Stössinger

Typography is everywhere we look. From the headlines in our newspapers to the labels on our food, type shapes the way we read and understand the world around us. But what exactly is typography? And how does it work?



## Listening to Type: Making Language Visible by Alex W. White

★★★★☆ 4.4 out of 5

Language : English

File size : 118418 KB

Text-to-Speech : Enabled

Screen Reader : Supported

Print length : 272 pages

Lending : Enabled



In her groundbreaking book, *Listening to Type: Making Language Visible*, author Nina Stössinger argues that typography is not merely a neutral tool for conveying information, but rather an active force that shapes how we read and understand text. Through a series of case studies, Stössinger demonstrates how typography can be used to create meaning, evoke emotions, and convey cultural values.

For example, Stössinger shows how the typeface used in a newspaper headline can influence how we perceive the story. A bold, sans-serif typeface might make a story seem more urgent or important, while a delicate, serif typeface might make it seem more elegant or sophisticated. Similarly, the size and spacing of type can affect how we read a text. A

large, widely spaced typeface might make a text easier to read, while a small, tightly spaced typeface might make it more difficult.

Stössinger also explores the role of typography in shaping our understanding of culture. She shows how different typefaces can be associated with different cultures and periods of time. For example, the typeface Times New Roman is often associated with the Victorian era, while the typeface Helvetica is often associated with the modernist movement.

*Listening to Type* is a must-read for anyone interested in the art and science of typography. Stössinger's insights will help you to see typography in a new light and to appreciate its power to shape how we read and understand the world around us.

## **Case Studies**

In *Listening to Type*, Stössinger presents a number of case studies that demonstrate how typography can be used to create meaning, evoke emotions, and convey cultural values. Here are a few examples:

- **The New York Times** uses a bold, sans-serif typeface in its headlines to make them stand out from the rest of the text. This typeface creates a sense of urgency and importance, which is appropriate for a newspaper that reports on breaking news.
- **The Wall Street Journal** uses a more delicate, serif typeface in its headlines. This typeface creates a sense of elegance and sophistication, which is appropriate for a newspaper that covers business and finance.

- **The Guardian** uses a variety of typefaces in its headlines, depending on the story. For example, the newspaper might use a bold, sans-serif typeface for a story about a major news event, and a more delicate, serif typeface for a story about a cultural event.

These are just a few examples of how typography can be used to create meaning, evoke emotions, and convey cultural values. As Stössinger argues in *Listening to Type*, typography is a powerful tool that can be used to shape how we read and understand the world around us.

*Listening to Type* is a groundbreaking book that explores the relationship between typography and language. Author Nina Stössinger argues that typography is not merely a neutral tool for conveying information, but rather an active force that shapes how we read and understand text. Through a series of case studies, Stössinger demonstrates how typography can be used to create meaning, evoke emotions, and convey cultural values. *Listening to Type* is a must-read for anyone interested in the art and science of typography.



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