Digital Discourse Language In The New Media

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Identity and Ideology in Digital Food Discourse - Alla Tovares 2020-11-26 Exploring food-related interactions in various digital and cultural contexts, this book demonstrates how food as a discursive resource can be mobilized to accomplish actions of social, cultural, and political consequence. The chapters reveal how social media users employ language, images, and videos to construct identities and ideologies that both encompass and transcend food. Drawing on various discourse analytic frameworks to digital communication, contributors examine interactions across Facebook, Twitter, YouTube, and Instagram. From the multimodal discourse of a Korean livestreaming online eating show, to food activism in an English blogging community and discussions of a food-related controversy on Omani Twitter, this book shows how

language and multimodal resources serve not only to communicate about food, but also as a means of accomplishing key aspects of everyday social life.

Discourse and Creativity - Rodney Jones 2014-06-11 Discourse and Creativity examines the way different approaches to discourse analysis conceptualize the notion of creativity and address it analytically. It includes examples of studies of creativity from a variety of traditions and examines the following key areas, how people interpret and use discourse, the processes and practices of discourse production, discourse in modes other than written and spoken language, and the relationship between discourse and the technologies used to produce it. Discourse and Creativity combines a forward-thinking and interdisciplinary approach to the topic of creativity; this collection will be of great value to students and scholars in applied linguistics, stylistics, and communication studies.

Digital Discourse - Crispin Thurlow 2011-10-26 Digital Discourse offers a distinctly sociolinguistic perspective on the nature of language in digital technologies. It starts by simply bringing new media sociolinguistics up to date, addressing current technologies like instant messaging, textmessaging, blogging, photo-sharing, mobile phones, gaming, social network sites, and video sharing. Chapters cover a range of communicative contexts (journalism, gaming, tourism, leisure, performance, public debate), communicators (professional and lay, young people and adults, intimates and groups), and languages (Irish, Hebrew, Chinese, Finnish, Japanese, German, Greek, Arabic, and French). The volume is organized around topics of primary interest to sociolinguists, including genre, style and stance. With commentaries from the two most internationally recognized scholars of new media

discourse (Naomi Baron and Susan Herring) and essays by well-established scholars and new voices in sociolinguistics, the volume will be more current, more diverse, and more thematically unified than any other collection on the topic.

Second-language Discourse in the Digital World - Ilona Vandergriff 2016-08-17 Second-language Discourse in the Digital World illustrates a new, practice-driven approach to technology in second-language (L2) learning that begins with what L2 users do when they connect with others online. With its rich set of examples from a number of different languages and a variety of digital platforms, in and beyond the classroom, this book provides a structured account of L2 computer-mediated discourse. The book is divided into four sections. Section I considers how new media have changed language learning. Section II is about L2 participation in digital forms and practices in online communities. Sections III centers around L2 linguistic and other semiotic practices, including the use of multimodal and multilingual resources while section IV analyzes social practices to explore how networked L2 users build, maintain and challenge relationships. Written in accessible style, the volume will be an important read to anyone interested in L2 use and learning in Web 2.0.Finalist for the AAAL 2019 book award.

The International Encyclopedia of Language and Social Interaction, 3 Volume Set - Cornelia Ilie 2015-06-08 The International Encyclopedia of Language and Social Interaction is an invaluable reference work featuring contributions from leading global scholars, available both online and as a three-volume print set. The definitive international reference work on a topic of major and increasing importance, in a new series of sub-disciplinary international encyclopedias Provides state-of-the-art

research for scholars in a highly interactive and accessible format, available both online and as a three-volume print set Covers key research topics in the field with contributions from a team of experienced, global editors Successfully brings into a single source, explication of all of the fascinating and ground-breaking Language and Social Interaction work developing globally and across subjects Part of The Wiley Blackwell-ICA International Encyclopedias of Communication series, published in conjunction with the International Communication Association. Online version available at Wiley Online Library

Pragmatics of Social Media Christian Hoffmann 2017-09-11 This handbook provides a comprehensive overview of the pragmatics of social media, i.e. of digitally mediated and Internet-based platforms which are interactively used to share and edit self- and other-generated textual and audio-visual messages. Its five parts offer state-of-the-art reviews and critical evaluations in the light of on-going developments: Part I The Nature of Social Media sets up the conceptual groundwork as it explores key concept such as social media, participation, privacy/publicness. Part II Social Media Platforms focuses on the pragmatics of single platforms such as YouTube, Facebook. Part III Social Media and Discourse covers the micro-and macro-level organization of social media discourse, while Part IV Social Media and Identity reveals the multifarious ways in which users collectively (re-)construct aspects of their identities. Part V Social Media and Functions/Speech Acts surveys pragmatic studies on speech act functions such as disagreeing, complimenting, requesting. Each contribution provides a state-of-the-art review together with a critical evaluation of the existing research.

Language and Media - Rodney H. Jones 2020-10-12 Routledge English Language

Introductions cover core areas of language study and are one-stop resources for students. Assuming no prior knowledge, books in the series offer an accessible overview of the subject, with activities, study questions, sample analyses, commentaries, and key readings—all in the same volume. The innovative and flexible 'two-dimensional' structure is built around four sections—introduction, development, exploration, and extension— which offer self-contained stages for study. Each topic can also be read across these sections, enabling the reader to build gradually on the knowledge gained. This revised second edition of Language and Media: Provides an accessible introduction and comprehensive overview of the major approaches and methodological tools used in the study of language and media. Focuses on a broad range of media and media content from more traditional print and broadcast media formats to more recent digital media formats. Incorporates practical examples using real data, including newspaper articles, press releases, television shows, advertisements (print, broadcast, and digital), blogs, social media content, internet memes, culture jamming, and protest signs. Includes key readings from leading scholars in the field, such as Jan Blommaert, Sonia Livingstone, David Machin, Martin Montgomery, Ruth Page, Ron Scollon, and Theo van Leeuwen. Offers a wide range of activities, questions, and points for further discussion. The book emphasises the increasingly creative ways ordinary people are engaging in media production. It also addresses a number of urgent current concerns around media and media production/reception, including fake news, clickbait, virality, and surveillance. Features of the new edition include: Special attention on 'new media' forms such as websites, podcasts, YouTube videos, social media sites, and mobile apps such as Snapchat and

Instagram; Additional material on: mobility and materiality in media, memes and virality, discourse processes in media production, collaborative production and user created content, reality TV, fake news, the role of algorithms and bots in media production and circulation, and media and resistance; Discussion of media surveillance, privacy boundaries, and the so-called 'right to be forgotten' related to Internet archiving; Brand new readings from key scholars in the field including Piia Varis, Jan Blommaert, Monika Bednarek and Martin Montgomery; Updated examples and references throughout, to reflect more contemporary issues. Written by three experienced teachers and authors, this accessible textbook is an essential resource for all students of English language and linguistics.

Language, Identity and Cycling in the New Media Age - Patrick Kiernan 2017-09-21 This book examines how identities associated with cycling are evoked, narrated and negotiated in a media context dominated by digital environments. Arguing that the nature of identity is being impacted by the changing nature of the material and semiotic resources available for making meaning, the author introduces an approach to exploring such identity positioning through the interrelated frameworks of Systemic Functional Linguistics and Multimodal Analysis, and illustrates how this happens in practice. The book is divided into three parts, each of which focuses on a different aspect of identity and media environment. Part I considers celebrity identities in the conventional media of print and television. Part II investigates community and leisure / sporting identity through an online cycling forum, while Part III examines corporate identity realised through corporate websites, consumer reviews and Youtube channels. This unique volume will appeal to students and

scholars of discourse analysis, applied linguistics and the world of cycling.

Analyzing Digital Discourse and Human Behavior in Modern Virtual Environments - Baggio, Bobbe Gaines 2016-02-09 Though humans have been communicating through virtual mediators since the invention of the telephone, new technologies make the use of virtual communications even more immediate and pervasive than ever before. By understanding the theories and models behind virtual communication, one can understand the way society has been changed and how it will continue to do so. Analyzing Digital Discourse and Human Behavior in Modern Virtual Environments examines the implications of virtual communication and online interaction and the theories and trends associated with them. It will discuss and address the differences and challenges that develop when communicating virtually and explore the various influences virtual communication plays in work, education, and quotidian life. This title provides a foundation of emerging trends from which new theories and models of communication can grow. This book will become a cherished resource for academics, researchers, technology developers, students, and government or institutional leaders.

Discourse 2.0 - Deborah Tannen 2013-02-15 Our everyday lives are increasingly being lived through electronic media, which are changing our interactions and our communications in ways that we are only beginning to understand. In Discourse 2.0: Language and New Media, editors Deborah Tannen and Anna Marie Trester team up with top scholars in the field to shed light on the ways language is being used in, and shaped by, these new media contexts. Topics explored include: how Web 2.0 can be conceptualized and theorized; the role of English on the worldwide web; how use of

social media such as Facebook and texting shape communication with family and friends; electronic discourse and assessment in educational and other settings; multimodality and the "participatory spectacle" in Web 2.0; asynchronicity and turn-taking; ways that we engage with technology including reading on-screen and on paper; and how all of these processes interplay with meaning-making. Students, professionals, and individuals will discover that Discourse 2.0 offers a rich source of insight into these new forms of discourse that are pervasive in our lives.

The Language of Social Media - P. Seargeant 2014-01-21

This timely book examines language on social media sites including Facebook and Twitter. Studies from leading language researchers, and experts on social media, explore how social media is having an impact on how we relate to each other, the communities we live in, and the way we present a sense of self in twenty-first century society.

Englishes in a Globalized World: Exploring Contact Effects on Other Languages - Alexander Onysko 2022-11-03

Analyzing Digital Discourse - Patricia Bou-Franch 2018-09-29

This innovative edited collection presents new insights into emerging debates around digital communication practices. It brings together research by leading international experts to examine methods and approaches, multimodality, face and identity, across five thematically organised sections. Its contributors revise current paradigms in view of past, present, and future research and analyse how users deploy the wealth of multimodal resources afforded by digital technologies to undertake tasks and to enact identity. In its concluding section it identifies the ideologies that underpin the construction of digital texts in the social world. This

important contribution to digital discourse studies will have interdisciplinary appeal across the fields of linguistics, socio-linguistics, pragmatics, discourse analysis, gender studies, multimodality, media and communication studies.

The SAGE Handbook of Social Media - Jean Burgess 2017-03-30
The world is in the midst of a social media paradigm. Once viewed as trivial and peripheral, social media platforms like Twitter, Facebook and WeChat have become an important part of the information and communication infrastructure of society. They are bound up with business and politics as well as everyday life, work, and personal relationships. This international Handbook addresses the most significant research themes, methodological approaches and debates in the study of social media. It contains substantial chapters written especially for this book by leading scholars from a range of disciplinary perspectives, covering everything from computational social science to sexual self-expression. Part 1: Histories And Pre-Histories Part 2: Approaches And Methods Part 3: Platforms, Technologies And Business Models Part 4: Cultures And Practices Part 5: Social And Economic Domains

Discourse of Twitter and Social Media - Michele Zappavigna 2012-02-23
Social media such as microblogging services and social networking sites are changing the way people interact online and search for information and opinions. This book investigates linguistic patterns in electronic discourse,looking at online evaluative language, Internet slang, memes and ambient affiliation using a large Twitter corpus (over 100 million tweets) alongside specialized case studies. The author argues that we are currently witnessing a cultural movement from online conversation to what can be termed 'searchable talk' - online talk where people affiliate by making their

discourse findable (for example, via metadata such as Twitter hashtags) by others holding similar interests. This cutting edge text will be of interest to all scholars and students dealing with electronically mediated discourse.

Analysing Health Discourse in Digital Environments - Anna Franca Plastina 2022-02-21 This collection explores the changing nature of health discourse in different digital environments. It offers sustained discourse analyses of a number of interactions generated through the affordances and constraints of these new social contexts, which are affecting health communication in subtle and profound ways.

Face Work and Social Media - Kristina Bedijs 2014 On social media platforms - such as Facebook and Twitter, message boards, blogs, and commentaries - users interact as if they know each other personally. Malicious verbal behavior is found next to clapping and kissing emoticons, both indicative of users' relational work strategies. This book contains 17 papers that examine 'face work' in social media - theoretical reflections, as well as corpus-based studies - thus opening the way to rethink linguistic pragmatics in computer-mediated communication. (Series: Hildesheimer Contributions to Media Research / Hildesheimer Beitrage zur Medienforschung - Vol. 2) [Subject: Sociology, Media Studies, Communication, Computer Technology]

Computer Mediated Communication - Crispin Thurlow 2004-02-25 This is a uniquely friendly and easy-to-understand treatment of the complex theories and findings that surround CMC. Communication is often complicated, and computerization makes it stranger still, yet the authors have deftly demystified both the miraculous and the mundane of computer-mediated interaction.

Visualizing Digital Discourse - Crispin Thurlow 2020-02-10 The first dedicated volume of its kind, Visualizing Digital Discourse brings together sociolinguists and discourse analysts examining the role of visual communication in digital media. The volume showcases work from leading, established and emerging scholars from across Europe, covering a diverse range of digital media platforms such as messaging, video-chat, gaming and wikis; visual modalities such as emojis, video and layout; methodologies like discourse analysis, ethnography and conversation analysis; as well as data from different languages. With an opening chapter by Rodney Jones, the volume is organized into three parts: Besides Words and Writing, The Social Life of Images, and Designing Multimodal Texts. From the perspective of these broad domains, chapters tackle some of the major ideological, interactional and institutional implications of visuality for digital discourse studies. The first part, beginning with a co-authored chapter by Crispin Thurlow, focuses on micro-level visual practices and their macro-level framing – all with particular regard for emojis. The second part, beginning with a chapter from Sirpa Leppänen, examines the ways visual resources are used for managing personal relations, and the wider cultural politics of visual representation in these practices. The third part, beginning with a chapter by Hartmut Stöckl, considers organizational contexts where users deploy visual resources for more transactional, often commercial ends.

Discourse 2.0 - Deborah Tannen 2013-03-12 Our everyday lives are increasingly being lived through electronic media, which are changing our interactions and our communications in ways that we are only beginning to understand. In Discourse 2.0: Language and New Media, editors Deborah Tannen and Anna Marie Trester team up with top scholars in the field to

shed light on the ways language is being used in, and shaped by, these new media contexts. Topics explored include: how Web 2.0 can be conceptualized and theorized; the role of English on the worldwide web; how use of social media such as Facebook and texting shape communication with family and friends; electronic discourse and assessment in educational and other settings; multimodality and the "participatory spectacle" in Web 2.0; asynchronicity and turn-taking; ways that we engage with technology including reading on-screen and on paper; and how all of these processes interplay with meaning-making. Students, professionals, and individuals will discover that Discourse 2.0 offers a rich source of insight into these new forms of discourse that are pervasive in our lives.

Researching Language and Social Media - Ruth Page 2014-06-27
Social Media is fast becoming a key area of linguistic research.

This highly accessible guidebook leads students through the process of undertaking research in order to explore the language that people use when they communicate on social media sites. This textbook provides: An introduction to the linguistic frameworks currently used to analyse language found in social media contexts An outline of the practical steps and ethical guidelines entailed when gathering linguistic data from social media sites and platforms A range of illustrative case studies, which cover different approaches, linguistic topics, digital platforms, and national contexts Each chapter begins with a clear summary of the topics covered and also suggests sources for further reading to supplement the initial discussion and case studies. Written with an international outlook, Researching Language and Social Media is an essential book for undergraduate and postgraduate students of Linguistics, Media Studies and

Communication Studies.
Research Methods for Digital
Discourse Analysis - Camilla
Vásquez 2022-04-14
Introducing the key questions
and challenges faced by the
researcher of digital discourse,
this book provides an overview
of the different methodological
dimensions associated with this
type of research. Bringing
together a team of experts,
chapters guide students and
novice researchers through
how to conduct rigorous,
accurate, and ethical research
with data from a wide range of
online platforms, including
Facebook, Instagram, Twitter,
YouTube, and online dating
apps. Research Methods for
Digital Discourse Analysis
focuses on the key issues that
any digital discourse analyst
must consider, before tackling
more specific topics and
approaches, including how to
work with multilingual or
multimodal data. Emphasizing
concrete, practical advice and
illustrated with plentiful
examples from research
studies, each chapter
introduces a new research
dimension for consideration,
briefly exploring how other
discourse analysts have
approached the topic before
using an in-depth case study to
highlight the main challenges
and provide guidance on
methodological decision-
making. Supported by a range
of pedagogical tools, including
discussion questions and
annotated further-reading lists,
this book is an essential
resource for students and any
researcher new to analyzing
digital discourse.
Discourse and Identity on
Facebook - Mariza Georgalou
2017-06-15
Social network sites are
dynamic online socio-cultural
arenas which give users ample
and unprecedented
opportunities for self-
presentation through the
meshing of language with other
semiotic modes. With a focus
on Facebook, one of the most
widely-used online social
network sites, this book brings
together ideas and concepts
related to language online,
multimodality, and identity
through five topical issues.

These include place, time, profession and education, stance-taking, and privacy. The book features a discourse-centred online ethnography that provides authentic verbal and multimodal Facebook posts in both Greek and English . These are complemented with insights from interviews with Facebook participants. The examples bring to life various engaging instances of self- and other-presentation on Facebook identifying the ways in which users can: - locate themselves in terms of place and time; - announce activities, share and broaden their expertise and buttress solidarity among colleagues and fellow students; - communicate emotions, tastes, thoughts, opinions and assessments; - control the flow of textual information on their Facebook profiles to secure their privacy. Focusing on discourse manifestations of identity, this book also shows how Facebook can function as a space for vernacular literacy practices, a silo of relationships, a digital memory bank, a research tool, a knowledge forum, a cardiograph of a society, and a grassroots channel.

Social Media Discourse, (Dis)identifications and Diversities - Sirpa Leppanen 2016-12-08
This volume serves as an in-depth investigation of the diversity of means and practices that constitute (dis)identification and identity construction in social media. Given the increasing prevalence of social media in everyday life and the subsequent growing diversity in the types of participants and forms of participation, the book makes the case for a rigorous analysis of social media discourses and digital literacy practices to demonstrate the range of semiotic resources used in online communication that form the foundation of (dis)identification processes. Divided into two major sections, delineating between the (dis)identification of the self across various social categories and the (dis)identification of the self in

relation to the "other", the book employs a discourse-ethnographic approach to highlight the value of this type of theoretical framework in providing nuanced descriptions of identity construction in social media and illuminating their larger, long-term societal and cultural implications. This volume is a key resource for researchers, and students in sociolinguistics, discourse studies, computer-mediated communication, and cultural studies.

The Bloomsbury Handbook of Discourse Analysis - Ken Hyland 2021-07-29
An essential reference to contemporary discourse studies, this handbook offers a rigorous and systematic overview of the field, covering the key methods, research topics and new directions. Fully updated and revised throughout to take account of developments over the last decade, in particular the innovations in digital communication and new media, this second edition features: · New coverage of the discourse of media, multimedia, social media, politeness, ageing and English as lingua franca · Updated coverage across all chapters, including conversation analysis, spoken discourse, news discourse, intercultural communication, computer mediated communication and identity · An expanded glossary of key terms Identifying and describing the central concepts and theories associated with discourse and its main branches of study, The Bloomsbury Handbook of Discourse Analysis makes a sustained and compelling argument concerning the nature and influence of discourse and is an essential resource for anyone interested in the field.

Discourse and Digital Practices - Rodney H Jones 2015-02-11
Discourse and Digital Practices shows how tools from discourse analysis can be used to help us understand new communication practices associated with digital media, from video gaming and social networking to apps and photo

sharing. This cutting-edge book: draws together fourteen eminent scholars in the field including James Paul Gee, David Barton, Ilana Snyder, Phil Benson, Victoria Carrington, Guy Merchant, Camilla Vasquez, Neil Selwyn and Rodney Jones answers the central question: "How does discourse analysis enable us to understand digital practices?" addresses a different type of digital media in each chapter demonstrates how digital practices and the associated new technologies challenge discourse analysts to adapt traditional analytic tools and formulate new theories and methodologies examines digital practices from a wide variety of approaches including textual analysis, conversation analysis, interactional sociolinguistics, multimodal discourse analysis, object ethnography, geosemiotics, and critical discourse analysis. Discourse and Digital Practices will be of interest to advanced students studying courses on digital literacies or language and digital practices.

Extremism in the Digital Era
- Adib Abdulmajid 2021-07-15 This book constitutes a journey into the obscure field of sectarian-guided discourses of radical Islamist groups. It provides new insights into the ideological mechanisms utilized by such organizations to incite sectarian conflicts and recruit local and foreign guardians to their alleged cause. This book examines diverse aspects and dimensions of the discourses of Sunni-based ISIS and Shia-based al-Hashd al-Shaabi and explores manipulative and ideological discursive strategies utilized by media outlets associated with these groups. It delves into linguistic and contextual activities, implicit and explicit messages within the discourses of various media outlets operating in the heart of the Middle East. It also scrutinizes and explains aspects of politicization, religionization and sectarianization within the media discourse of terrorist groups in the digital era.
Corpus Linguistics and Translation Tools for Digital

Humanities - Stefania M. Maci 2022-07-14 Presenting the digital humanities as both a domain of practice and as a set of methodological approaches to be applied to corpus linguistics and translation, chapters in this volume provide a novel and original framework to triangulate research for pursuing both scientific and educational goals within the digital humanities. They also highlight more broadly the importance of data triangulation in corpus linguistics and translation studies. Putting forward practical applications for digging into data, this book is a detailed examination of how to integrate quantitative and qualitative approaches through case studies, sample analysis and practical examples. *Analyzing Digital Discourses* Marjut Johansson 2022-01-12 This book contributes to the scholarly debate on the forms and patterns of interaction and discourse in modern digital communication by probing some of the social functions that online communication has for its users. An array of experts and scholars in the field address a range of forms of social interaction and discourses expressed by users on social networks and in public media. Social functions are reflected through linguistic and discursive practices that are either those of 'convergence' or 'controversy' in terms of how the discourse participants handle interpersonal relations or how they construct meanings in discourses. In this sense, the book elaborates on some very central concerns in the area of digital discourse analysis that have been reported within the last decade from various methodological perspectives ranging from sociolinguistics and pragmatics to corpus linguistics. This edited collection will be of particular interest to scholars and students in the fields of digital discourse analysis, pragmatics, sociolinguistics, social media and communication, and media and cultural studies. **The Handbook of English**

Linguistics - Bas Aarts 2021-02-08 Second edition of this popular Handbook bringing together stimulating discussions of core English linguistics topics in a single, authoritative volume—includes numerous new and thoroughly updated chapters The second edition of the popular Handbook of English Linguistics brings together stimulating discussions of the core topics in English linguistics in a single, authoritative volume. Written by an international team of experts, the chapters cover syntax, methodology, phonetics and phonology, lexis and morphology, variation, stylistics, and discourse, and also provide discussions of theoretical and descriptive research in the field. The revised edition includes new and updated chapters on English Corpus Linguistics, experimental approaches, complements and adjuncts, English phonology and morphology, lexicography, and more. In-depth yet accessible chapters introduce key areas of English linguistics, discuss relevant research, and suggest future research directions. An important academic contribution to the field, this book: Presents thirty-two in-depth, yet accessible, chapters that discuss new research findings across the field, written by both established and emerging scholars from around the world Builds upon the very successful first edition, published in 2006 Incorporates new trends in English linguistics, including digital research methods and theoretical advances in all subfields Suggests future research directions The Handbook of English Linguistics, 2nd Edition is an essential reference work for researchers and students working in the field of English language and linguistics.

The Routledge Handbook of Language and Digital Communication - Alexandra Georgakopoulou 2015-07-16 The Routledge Handbook of Language and Digital Communication provides a comprehensive, state of the art

overview of language-focused research on digital communication, taking stock and registering the latest trends that set the agenda for future developments in this thriving and fast moving field. The contributors are all leading figures or established authorities in their areas, covering a wide range of topics and concerns in the following seven sections: • Methods and Perspectives; • Language Resources, Genres, and Discourses; • Digital Literacies; • Digital Communication in Public; • Digital Selves and Online-Offline Lives; • Communities, Networks, Relationships; • New debates and Further directions. This volume showcases critical syntheses of the established literature on key topics and issues and, at the same time, reflects upon and engages with cutting edge research and new directions for study (as emerging within social media). A wide range of languages are represented, from Japanese, Greek, German and Scandinavian languages, to computer-mediated Arabic, Chinese and African languages. The Routledge Handbook of Language and Digital Communication will be an essential resource for advanced undergraduates, postgraduates and researchers within English language and linguistics, applied linguistics and media and communication studies.

*Handbook of Research on Discourse Behavior and Digital Communication: Language Structures and Social Interaction*Taiwo, Rotimi 2010-05-31
A compendium of over 50 scholarly works on discourse behavior in digital communication.

Language Ideologies and Media Discourse - Sally Johnson 2009-12-24
The study of language ideologies has become a key theme in sociolinguistics over the past decade. It is the study of the relationship between representations of language, on the one hand, and broader aesthetic, economic, moral and political concerns, on the

other. Research into the particular role played by media discourse in the construction, reproduction and contestation of such ideologies has been widely scattered - this book brings together this emerging field. It considers how, in an era of global communication technologies, the media - by which we understand the press, radio, television, cinema, the internet and multimodal gaming - help to disseminate preferred uses of, and ideas about, language. The book is tightly focussed on the relationship between language ideologies and media discourse, together with the methods and techniques required for the analysis of that relationship. It also places emphasis on television and new-media texts, incorporating and expanding upon recent theoretical insights into visual communication and multimodal discourse analysis. International in scope, this book will also be of interest to students from a wide range of fields including linguistics (particularly sociolinguistics and linguistic anthropology), modern languages, education, media studies, communication studies and cultural theory.

Understanding Digital Literacies - Rodney H. Jones 2021-07-05
Understanding Digital Literacies Second Edition provides an accessible and timely introduction to new media literacies. This book equips students with the theoretical and analytical tools with which to explore the linguistic dimensions and social impact of a range of digital literacy practices. Each chapter in the volume covers a different topic, presenting an overview of the major concepts, issues, problems, and debates surrounding it, while also encouraging students to reflect on and critically evaluate their own language and communication practices. Features of the second edition include: • expanded coverage of a diverse range of digital media practices that now includes Instagram, Snapchat, TikTok, Tinder, and WhatsApp; • two entirely new chapters on

mobility and materiality, and surveillance and privacy; • updated activities in each chapter which engage students in reflecting on and analysing their own media use; • e-resources featuring a glossary of key terms and supplementary material for each chapter, including additional activities and links to useful websites, articles, and videos. This book is an essential textbook for undergraduate and postgraduate students studying courses in new media and digital literacies.

*Social Media Discourse, (Dis)identifications and Diversities*Sirpa Leppanen 2016-12-08 This volume serves as an in-depth investigation of the diversity of means and practices that constitute (dis)identification and identity construction in social media. Given the increasing prevalence of social media in everyday life and the subsequent growing diversity in the types of participants and forms of participation, the book makes the case for a rigorous analysis of social media discourses and digital literacy practices to demonstrate the range of semiotic resources used in online communication that form the foundation of (dis)identification processes. Divided into two major sections, delineating between the (dis)identification of the self across various social categories and the (dis)identification of the self in relation to the "other", the book employs a discourse-ethnographic approach to highlight the value of this type of theoretical framework in providing nuanced descriptions of identity construction in social media and illuminating their larger, long-term societal and cultural implications. This volume is a key resource for researchers, and students in sociolinguistics, discourse studies, computer-mediated communication, and cultural studies.

Visualizing Digital Discourse Crispin Thurlow 2020-02-10 The first dedicated volume of its kind, Visualizing Digital

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Digital Discourse - Crispin Thurlow 2011-10-26 Chapters cover a range of communicative contexts (journalism, gaming, tourism, leisure, performance, public debate), communicators (professional and lay, young people and adults, intimates and groups), and languages (Irish, Hebrew, Chinese, Finnish, Japanese, German, Greek, Arabic, and French). **Language, Social Media and Ideologies** - Sender Dovchin 2019-08-08 This book seeks to contribute to the critical applied

linguistics by investigating the dynamic role of English on social media, focusing on EFL university students in East Asia – Mongolia and Japan. Drawing on sets of Facebook data, the book primarily emphasizes that the presence of English on social media should be understood as 'translingual' not only due to its multiple recombinations of resources, genres, modes, styles, and repertories but also due to its direct connections with a broader socio-cultural, historical and ideological meanings. Secondly, EFL university students metalinguistically claim multiple ideologies of linguistic authenticities in terms of their usage of 'translingual Englishes' on social media as opposed to other colliding language ideologies such as linguistic purity and linguistic dystopia. The question of how they reclaim the notion of linguistic authenticity, however, profoundly differs, depending on their own often-diverse criteria, identities, beliefs, and ideas. This shows that mixing and mingling at its very core, the existence of 'translingual Englishes' on social media provides us with a significant view to accommodate the multiple co-existence and multiple origins of authenticity in the increasingly interconnected world. The book concludes the possibility of applying the ideas of 'translingual Englishes' on social media in critical EFL classroom settings, in their careful re-assessment of the complexity of contemporary linguistic experiences and beliefs of their EFL learners.

Exploring Digital Communication - Caroline Tagg 2015-04-10 Routledge Introductions to Applied Linguistics is a series of introductory level textbooks covering the core topics in Applied Linguistics, primarily designed for those beginning postgraduate studies or taking an introductory MA course, as well as advanced undergraduates. Titles in the series are also ideal for language professionals returning to academic study.

The books take an innovative 'practice to theory' approach, with a 'back-to-front' structure. This leads the reader from real-world problems and issues, through a discussion of intervention and how to engage with these concerns, before finally relating these practical issues to theoretical foundations. Exploring Digital Communication aims to discuss real-world issues pertaining to digital communication, and to explore how linguistic research addresses these challenges. The text is divided into three sections (Problems and practices; Interventions; and Theory), each of which is further divided into two subsections which reflect linguistic issues relating to digital communication. The author seeks to demystify any perceived divide between online and offline communication, arguing that issues raised in relation to digital communication throw light on language use and practices in general, and thus linguistic interventions in this area have implications not only for users of digital communication but for linguists' general understanding of language and society. Including relevant research examples, tasks and a glossary, this textbook is an invaluable resource for postgraduate and upper undergraduate students taking New Media or Communication Studies modules within Applied Linguistics and English Language courses.

Research Methods for Digital Discourse Analysis - Camilla Vásquez 2022-02-24 Introducing the key questions and challenges faced by the researcher of digital discourse, this book provides an overview of the different methodological dimensions associated with this type of research. Bringing together a team of experts, chapters guide students and novice researchers through how to conduct rigorous, accurate, and ethical research with data from a wide range of online platforms, including Facebook, Instagram, Twitter, YouTube, and online dating apps. Research Methods for

Digital Discourse Analysis focuses on the key issues that any digital discourse analyst must consider, before tackling more specific topics and approaches, including how to work with multilingual or multimodal data. Emphasizing concrete, practical advice and illustrated with plentiful examples from research studies, each chapter introduces a new research dimension for consideration, briefly exploring how other discourse analysts have approached the topic before using an in-depth case study to highlight the main challenges and provide guidance on methodological decision-making. Supported by a range of pedagogical tools, including discussion questions and annotated further-reading lists, this book is an essential resource for students and any researcher new to analyzing digital discourse.