

Analyzing Digital Discourse

“With contributions by established as well as new scholars, this volume pulls together research on discourse and communication in various languages and digital spaces, from consumer reviews and health forums to social networking and video interaction. All papers examine issues at the forefront of current research, focusing on multimodality, identities in discourse, relationship work, and language ideologies. A kaleidoscope of contemporary research in language and digital communication, offering new insights in global patterns and local details of digital discourse.”

—Jannis Androutsopoulos, *Professor in German and Media Linguistics, Universität Hamburg, Germany*

“*Analyzing Digital Discourse* includes an exciting range of studies that are at the cutting edge of the field. Going beyond the foci of many earlier studies, this collection interrogates examples of digital discourse that range from parody Amazon reviews, profiles on LinkedIn to multi-semiotic data such as sexting messages, memes and emoji. Each of these studies is interesting in their own right and together demonstrates the importance of analysing online interactions both at the micro and macro level.”

—Ruth Page, *Senior Lecturer, University Birmingham*

“This book brings together original research in the field of digital discourse analysis, offering new critical insights and exciting avenues for research. While engaging with widely debated issues such as face and identity online, the volume also rewards the reader with a range of well-informed and nuanced approaches to the study of multimodality, as well as language and media ideologies—highly recommended to anyone who wants to understand and analyse digital discourse in a networked world.”

—Tereza Spilioti, *Senior Lecturer, Cardiff University*

“Taking a critical and situated perspective on social media platforms and communities ranging from Amazon reviewers to Greek Twitter and British sexters, this cutting-edge volume lays down exciting new paths for future research which embrace three important aspects of contemporary digital communication: its multimodal nature; the mediated co-construction of identity and sociability; and the discursive (re)construction of ideologies online. An absolute must-read for anyone interested in the development of the field of digital discourse studies.”

—Dr Caroline Tagg, *Lecturer in Applied Linguistics, Open University, UK*

Patricia Bou-Franch
Pilar Garcés-Conejos Blitvich
Editors

Analyzing Digital Discourse

New Insights and Future Directions

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