



Discourse of Twitter and Social Media: How We Use Language to Create Affiliation on the Web (Hardback)

By Michele Zappavigna

Continuum Publishing Corporation, United States, 2012.
Hardback. Book Condition: New. New.. 236 x 162 mm. Language: English . Brand New Book ***** Print on Demand *****.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.



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Reviews

This written publication is wonderful. It really is loaded with knowledge and wisdom You will not really feel monotony at at any time of your time (that's what catalogues are for relating to if you ask me).

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Absolutely essential go through publication. I am quite late in start reading this one, but better then never. You will not feel monotony at at any time of the time (that's what catalogues are for regarding if you ask me).

-- **Ambrose Thompson II**