

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



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Reviews

Thorough information! Its this type of great go through. It is amongst the most incredible publication i actually have read through. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Germaine Welch)

DISCOURSE OF TWITTER AND SOCIAL MEDIA: HOW WE USE LANGUAGE TO CREATE AFFILIATION ON THE WEB (HARDBACK)

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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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