

Chapter|4 pages

Introduction

By Jean Aitchison, Diana M. Lewis

Part|2 pages

PART I Modern media discourse

Chapter 1|11 pages

Poles apart

Globalization and the development of news discourse across the twentieth century

By Allan Bell

Chapter 2|9 pages

Modern media myths

By Raymond Snoddy

Chapter 3|9 pages

Globalizing 'communication'

By Deborah Cameron

Chapter 4|9 pages

The new incivility

Threat or promise?

By Robin Tolmach Lakoff

Chapter 5|10 pages

Parochializing the global

Language and the British tabloid press

By Martin Conboy

Part|2 pages

PART II Modes of the media

Chapter 6|8 pages

Reportage, literature and willed credulity

By John Carey

Chapter 7|10 pages

Speaking to Middle England

Radio Four and its listeners

*By*David Hendy

Chapter 8|10 pages

Literacy and the new media: vita brevis, lingua brevis

*By*Vita brevis, lingua brevis Angela Kessler and Alexander Bergs

Chapter 9|10 pages

Why email looks like speech

Proofreading, pedagogy and public face

*By*Naomi S. Baron

Chapter 10|10 pages

Online news

A new genre?

*By*Diana M. Lewis

Part|2 pages

PART III Representations and models

Chapter 11|9 pages

Wine language

Useful idiom or idiot-speak?

*By*Malcolm Gluck

Chapter 12|10 pages

Rhetoric, bluster and on-line gaffes

The tough life of a spin-doctor

*By*Alan Partington

Chapter 13|10 pages

Politics is marriage and show business

A view from recent Taiwanese political discourse

*By*Jennifer M. Wei

Chapter 14|10 pages

Emotional DIY and proper parenting in Kilroy

*By*Nuria Lorenzo-Dus

Chapter 15|11 pages

Language and American 'good taste'

Martha Stewart as mass-media role model

By Catherine Evans Davies

Part|2 pages

PART IV The effect of the media on language

Chapter 16|10 pages

Noun phrases in media texts

A quantificational approach

By Yibin Ni

Chapter 17|13 pages

Compressed noun-phrase structures in newspaper discourse: the competing demands of popularization vs. economy

The competing demands of popularization

By Douglas Biber

Chapter 18|5 pages

Newspapers and neologisms

By John Ayto

Chapter 19|6 pages

Reliable authority

Tabloids, film, email and speech as sources for dictionaries

By John Simpson

Chapter 20|11 pages

From Armageddon to war

The vocabulary of terrorism

By Jean Aitchison