

1. Record Nr.	UNINA990002816020403321
Autore	Prochnow, Herbert Victor <1897- >
Titolo	Practical Bank Credit. / by Prochnow H.V. Fo ulke R.A.
Pubbl/distr/stampa	New York : Harper & Row, 1963
Locazione	ECA
Collocazione	11-93-TB
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNINA9910785215103321
Autore	Conboy Martin
Titolo	The language of newspapers [[electronic resource] ] : socio-historical perspectives / / Martin Conboy
Pubbl/distr/stampa	London, : Continuum, c2010
ISBN	1-282-87362-8 9786612873621 1-4411-2606-6
Descrizione fisica	1 online resource (185 p.)
Collana	Advances in sociolinguistics
Disciplina	302.23220941
Soggetti	English newspapers - Language - History English language - Style - History Journalism - Social aspects - Great Britain
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; Acknowledgements; Introduction: The social nature of newspaper language; 1. Society writes back; 2. Putting on a style: The contours of a public sphere; 3. Radical rhetoric: Challenging patterns of control; 4. Shaping the social market; 5. A message from America: A commercial vernacular; 6. Tabloid talk: Twentieth-century template; 7.

Technology and newspaper language: The reshaping of public communication; Bibliography; Index

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**Sommario/riassunto**

This book charts the connections between the language of journalism in England and its social impact on audiences and social and political debates from the first emergence of periodical publications in the seventeenth century to the present day. It extends work done on the language of the media to include an historical perspective, adding to wider contemporary debates about the social impact of the media. . It draws upon the field of historical pragmatics, while retaining a concentration on the development of a particular form of media language, the newspaper, and its role in refracting and

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