

1. Record Nr.	UNINA9910300852903321
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Titolo	Language, Identity and Cycling in the New Media Age : Exploring Interpersonal Semiotics in Multimodal Media and Online Texts // by Patrick Kiernan
Pubbl/distr/stampa	London : , : Palgrave Macmillan UK : , : Imprint : Palgrave Macmillan, , 2018
ISBN	1-137-51951-7
Edizione	[1st ed. 2018.]
Descrizione fisica	1 online resource (XV, 306 p. 24 illus., 1 illus. in color.)
Disciplina	306.44
Soggetti	Sociolinguistics Sports Semiotics Culture—Study and teaching Applied linguistics Semantics Popular Science in Sports Cultural and Media Studies, general Applied Linguistics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Chapter 1. Introduction: Exploring language, identity and cycling in the new media age -- PART I IDENTITIES IN THE MEDIA -- Chapter 2. 'Mark, Mark, can we have a word?': Narrative and evaluation in the media interview -- Chapter 3. Coming clean: Framing and identity negotiation in the Oprah-Lance Armstrong interview -- Chapter 4. Multimodality identity in manga: Yowamushi Pedal and the semiotics of Japanese comics -- PART II IDENTITY AND ONLINE COMMUNITIES -- Chapter 5. Having a Rashomon moment: Identity negotiation in an online community -- Chapter 6. Making the link: Intertextual resources in an online forum -- Chapter 7. The case of Franz: Identity and carnival in online communities -- PART III. MULTIMODALITY, CORPORATE IDENTITY, AND MARKET POSITIONING -- Chapter 8. 'Hey you, thanks

for buying our stuff.': Language, multimodality and identity in two corporate websites -- Chapter 9. "68 years on the same B17": Brooks, consumer reviews and brand loyalty -- Chapter 10. In pursuit of marginal gains: Corporate sponsorship and brand-building videos -- Chapter 11. Welcome to the GCN show!: Community and identity on YouTube -- Chapter 12. Conclusion: Rethinking interpersonal semiotics in new media.

Sommario/riassunto

This book examines how identities associated with cycling are evoked, narrated and negotiated in a media context dominated by digital environments. Arguing that the nature of identity is being impacted by the changing nature of the material and semiotic resources available for making meaning, the author introduces an approach to exploring such identity positioning through the interrelated frameworks of Systemic Functional Linguistics and Multimodal Analysis, and illustrates how this happens in practice. The book is divided into three parts, each of which focuses on a different aspect of identity and media environment. Part I considers celebrity identities in the conventional media of print and television. Part II investigates community and leisure / sporting identity through an online cycling forum, while Part III examines corporate identity realised through corporate websites, consumer reviews and Youtube channels. This unique volume will appeal to students and scholars of discourse analysis, applied linguistics and the world of cycling. Patrick Kiernan is Associate Professor in the School of Business Administration at Meiji University, Japan. His research specialises in Applied Linguistics and he is the author of *Narrative, Identity and Language Teaching*. He is also an avid cyclist. .
