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	Nota di contenuto	The Linguistics of Newswriting; Editorial page; Title page; LCC data; Acknowledgements; Preface; Table of contents; The parts of the book; A. Challenge: Providing added value by applying linguistics; A|1 Situating newswriting as a socially relevant application field; A|1.0 The social context: Promoting public understanding; A|1.1 Organizational context: The Swiss public service TV stations; A|1.2 Program context: The main news programs, items, and genres; A|1.3 Newsroom context: Journalists' roles in collaborative newswriting A|1.4 Workflow context: Daily routines between meetings and airtime A|2 Applying linguistics in a socially relevant professional setting; A|2.0 The Leba case: Staging the story by changing one word; A|2.1 Starting from the right discipline; A|2.2 Distinguishing linguistics; A|2.3 and applied linguistics; A|2.4 Outlining media linguistics; A|2.5 Focusing on the linguistics of newswriting; A|3 Adding value through knowledge transformation; A|3.0 The Idee suisse findings; A|3.1 Demarcating scientific knowledge; A|3.2 Managing knowledge transformation from the science perspective A|3.3 Developing a language to talk about newswriting A|4 Summary and conclusion; B. Procedure: Adding value by re-contextualizing problems; B|1.0 The Idee suisse research collaboration; B|1

Overcoming disciplinary boundaries; B|1.1 Integrating disciplinary approaches; B|1.2 Aggregating knowledge in multidisciplinary collaboration; B|1.3 Approaching the object of study in interdisciplinary collaboration; B|1.4 Contextualizing problems in transdisciplinary collaboration; B|2 Contextualizing newswriting as the object of study; B|2.0 The Idee suisse project design
B|2.1 Epistemological interests related to newswriting B|2.2 Newswriting as language use; B|2.3 Newswriting as writing at work; B|2.4 Newswriting as providing content for journalistic media; B|2.5 Identifying the gap: What do they do when they write?; B|3 Triangulating newswriting research methods; B|3.0 The Idee suisse multimethod approach; B|3.1 Method and methodology; B|3.2 Tracking intertextual chains with version analysis; B|3.3 Tracing writing processes with progression analysis; B|3.4 Revealing audience design with variation analysis
B|3.5 Investigating language policing with metadiscourse analysis B|3.6 Combining perspectives with multi-method approaches; B|4 Summary and conclusion; C. Solution: Identifying the media-linguistic mindset; C|1 Investigating language environments in newswriting; C|1.0 The Yogy case: Negotiating across socializations; C|1.1 Inter-personal environment; C|1.2 Intersituative environment; C|1.3 Intertextual environment; C|1.4 Intermodal environment; C|1.5 Language environments and activity fields of newswriting; C|2 Investigating language functions in newswriting
C|2.0 The Mars case: Missing the key piece of explanation

| Sommario/riassunto | The Linguistics of Newswriting focuses on text production in journalistic media as both a socially relevant field of language use and as a strategic field of applied linguistics. The book discusses and paves the way for scientific projects in the emerging field of linguistics of newswriting. From empirical micro and theoretical macro perspectives, strategies and practices of research development and knowledge transformation are discussed. Thus, the book is addressed to researchers, teachers and coaches interested in the linguistics of professional writing in general and newswriting in |