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	Sommario/riassunto	David Crystal investigates the nature of the impact which the Internet is making on language. There is already a widespread popular mythology that the Internet is going to be bad for the future of language - that technospeak will rule, standards be lost, and creativity diminished as globalization imposes sameness. The argument of this book is the reverse: that the Internet is in fact enabling a dramatic expansion to take place in the range and variety of language, and is providing unprecedented opportunities for personal creativity. The Internet has now been around long enough for us to 'take a view' about the way in which it is being shaped by and is shaping language and languages, and there is no-one better placed than David Crystal to take that view. His book is written to be accessible to anyone who has used the Internet and who has an interest in language issues.