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Collana	Studies in New Media
Disciplina	302.23
Soggetti	Mass media and language Mass media - Social aspects Discourse analysis Communication analysis Electronic books.
Lingua di pubblicazione	Inglese
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; Acknowledgments; Introduction; 1 I am you and you are we and we are all . . . me?; 2 Polymediation; 3 Rhetoric and Polymediation; 4 Communicating, Sensemaking, and (Dis)Organizing; 5 Ipsedixitism, Ipseity, and Ipsilateral Identity; 6 Polyreality; 7 Hashtagging Feminism; 8 Technology as Engagement; Conclusion; Bibliography; Index; About the Contributors
Sommario/riassunto	Bringing together rhetorical, media studies, organizational communication, ethnographic, pop culture, mass communication, gender studies, and educational technology backgrounds to bear on polymediation, the authors interrogate the language by which we talk about the contemporary media landscape and the impact of the media on people's lives.