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Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Machine generated contents note: Preface and Acknowledgements A Note on the Linguistic Conventions Used in Vox Popular. Keywords found in each Chapter Chapter 1: Language in a mediated world Mad Men in a Modern Family world Why does a linguist care about Mad Men or Modern Family Narrative media as a site for linguistic exploration Language variation within the narrative audiovisual media Chapter 2: Exploring Language and Language Variation Introduction Languages and Dialects The components of a grammar All the systems work as a system: The case of Systems of variation: English Personal Pronouns Language change Chapter 3: Studying Language Variation in the Media Introduction Formulating a research question Turning narrative media into data Analytic orientations Transcribing your data Coding your data Constructing a corpus Quantitative methods Qualitative methods Triangulating your evidence with different analytic approaches Chapter 4: Dimensions of Variation Introduction Non-linguistic/Linguistic Spoken/Written Nonstandard/Standard Informal/Formal

Unplanned/Planned Local/Global Private/Public Putting it all together  
Chapter 5: Making Language Variation Meaningful Introduction  
Meaning Indexical Meaning Ideology Ideology about language Ideology,  
indexicality and power Chapter 6: Language Variation and  
Characterization Introduction Characterization and Language Realness  
and Authenticity Identity and Identification Relational Identity Norms  
and Types Social Personae Indexical Authenticity Chapter 7: Language  
as Narrative Action Introduction Performance and Speech Acts  
Language as a plot device Switching as action Taboo language as action  
Chapter 8: Connecting Language Variation to the Audience Introduction  
Audiences Audience Design Setting expectations for viewers  
Enregisterment Stylization Interacting with audiovisual media  
Conclusion .

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## Sommario/riassunto

"Our favorite movies and TV shows feature indelible characters who tell us about themselves not just in what they say but in how they say it. The creative decisions behind these voices--such as what accent or dialect to use--offer rich data for sociolinguistic study. Ideal for students of language variation as well as general readers interested in media, Vox Popular is an engaging tour through the major issues of sociolinguistic study as heard in the voices from mass media. Provides readers with a unified and accessible picture of the interrelationships between language variation and the mass media Presents detailed original analyses of multiple audiovisual media sources Includes a broad methods chapter covering quantitative and qualitative methods in a style not available in any other textbook All theoretical terms are accessibly explained, with engaging examples, making it suitable for non-academics as well as undergraduate students Incorporates pedagogical textboxes throughout and includes sections dedicated to developing practical skills for the field"--

"Provides readers with a unified and accessible picture of the interrelationships between language variation and mass media"--

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