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Sommario/riassunto	This book critically unpacks the why and how around everyday rhetorics and slogans promoting global LGBTQ equality. Examining the means by which particular discourses of progress and hope are circulated globally, it offers unique insights into how LGBTQ livelihoods, relationships, and social movements are legitimated and valued in contemporary society. Adopting an innovative critical discourse-ethnographic approach, Comer draws on scholarship from the sociolinguistics of global mobility, queer linguistics, and digital media studies, offering in-depth analyses of representations of LGBTQ identity across a range of domains.