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Nota di contenuto	pt. 1. Style and sociolinguistic variation in political discourse -- pt. 2. Style and sociolinguistic variation in media interaction.
Sommario/riassunto	Language acts are acts of identity, and linguistic variation reflects the multifaceted construction of verbal alternatives for transmitting social meaning, where style-shifting represents our ability to take up different social positions due to its potential for linguistic performance, rhetorical stance-taking and identity projection. Traditional variationist conceptualizations of style-shifting as a primarily responsive phenomenon seem unable to account for all stylistic choices. In contrast, more recent formulations see stylistic variation as initiative, creative and strategic in personal and