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Altri autori (Persone)	HiramotoMie
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beyond the film5. The ideological evaluation of the dude persona; 6. Conclusion; References; Appendix. Transcription Conventions; Anime and intertextualities; 1. Introduction: Media intertextuality; 2. Data and methodology; 3. Masculine and feminine voices; 4. Standard and non-standard voices; 5. Foreigners' voices; 6. Conclusions: Hegemonic normativity, iconization, and naturalization; Acknowledgements; DVD; References; Intertextuality, mediation, and members' categories in focus groups on humor; 1. Introduction  
 2. Literature review3. Methods; 4. Interpretive frames; 4.1 Doing being Local; 4.2 White-washed; 4.3 A different kind of humor; 5. Discussion; 6. Conclusion; Acknowledgements; References; Transcription conventions; Appendix; Performing the 'lifeworld' in public education campaigns; 1. Introduction; 2. National campaigns and social governance; 3. The role of media interdiscursivity in social governance; 4. Performing the lifeworld in the SARS and courtesy campaigns; 4.1 The ordinariness and quasi-personhood status of PCK; 4.2 PCK's register and speech style; 4.3 The use of Singlish  
 4.4 Enacting community5. Summary and conclusion; Acknowledgement; References; Appendices; 1.SAR-Vivor Rap (Lyrics of SARS Rap); 2. A Happy Journey Starts Like That (Lyrics of Courtesy Rap); Recycling mediatized personae across participation frameworks; 1. Introduction; 2. Audiences and target markets; 3. Troping on stereotypic inputs; 4. Uptake in social interaction; Papers under commentary; References

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Sommario/riassunto

This collection of critical essays, originally published in *Pragmatics and Society* 1:2 (2010), discusses how normative biases that shape our relation to the world are constructed through discursive practice in media discourse. The intertextual perspective it adopts is crucial for our understanding of how media representations of speakers and languages shape many of our preconceptions of others. Mediatization is inherently intertextual; the very nature of this process involves extracting the speech behavior of particular speakers or groups from a highly specific context and refracting an

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