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Descrizione fisica	1 online resource (280 p.)
Collana	Corpus and discourse
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Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	pt. 1. Socio-stylistic dimensions -- pt. 2. Technologically facilitated innovation -- pt. 3. Situational aspects : news context and early media change.
Sommario/riassunto	Using data from a newspaper corpus, this book offers the first empirical study into the development of style in early mass media. The book analyses how news discourse was shaped over time by external factors, such as the historical context, news production, technological innovation and current affairs, and as such both conformed to and deviated from generic conventions. In this analysis, media style appears as a dynamic concept which is highly sensitive to innovative approaches towards making news not only informative but also entertaining to read. This cutting edge survey will be of interest