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Sommario/riassunto	This chapter takes as a point of departure the website of the "Voices" project, a large media enterprise on languages in the UK conducted by the BBC in 2003-2005. With the help of the notions of language ideology and the analytical tools of multimodal critical discourse analysis, the paper shows how representations of languages on the website are a discursive terrain on which negotiations of national identities are played out. Essentially, the argument is that there is a constant tension between centripetal (unifying) and centrifugal (particularising) forces which strive for the