

1. Record Nr.	UNINA9910812980803321
Titolo	Thematising multilingualism in the media // edited by Helen Kelly-Holmes, Tommaso M. Milani
Pubbl/distr/stampa	Amsterdam, : John Benjamins Pub. Co., 2013
ISBN	90-272-7190-9
Edizione	[1st ed.]
Descrizione fisica	1 online resource (156 p.)
Collana	Benjamins Current Topics ; ; v. 49
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Disciplina	306.44/6
Soggetti	Multilingualism - Social aspects Mass media and language Discourse analysis - Social aspects Sociolinguistics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
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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
