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Sommario/riassunto	The study of language ideologies has become a key theme in sociolinguistics over the past decade. It is the study of the relationship between representations of language, on the one hand, and broader aesthetic, economic, moral and political concerns, on the other. Research into the particular role played by media discourse in the construction, reproduction and contestation of such ideologies has been widely scattered - this book brings together this emerging field. It considers how, in an era of global communication technologies, the media - by which we understand the press, radio, television