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Nota di contenuto	ENGLISH MEDIA TEXTS - PAST AND PRESENT -- Editorial page -- Title page -- LCC data -- Table of Contents -- Introduction -- Part 1. News, Headlines, Advertisements: How Newspapers Developed -- 1. ZEN: Preparing the Zurich English Newspaper Corpus1 -- 2. Pamphlets and Early Newspapers -- 3. The Emergence and Development of Headlines in British Newspapers -- 4. Women and Headline-Policy in German and English Local Daily Newspapers -- 5. Two Hundred Years of Advertising in The Times -- 6. "Look how Sexist our Advert is!" -- Part 2. The Genres of Present-day Newspapers: A Critical View -- 7. Newspaper Genres and Newspaper English -- 8. From Genre to Sentence: The Leading Article and its Linguistic Realization -- 9. News Stories and News Events -- 10. Kenneth Starr and Us -- Part 3. The Challenge of Television -- 11. Towards an Analysis of Interpersonal Meaning in Daytime Talk Shows -- 12. Verbal Turn-Taking and Picture Turn-Taking in TV Interviews -- 13. Multilingualism and the Modes of TV Advertising -- Index -- The PRAGMATICS AND BEYOND NEW SERIES.
Sommario/riassunto	This book is among the first to combine a historical view of media texts

with a critical look at their textual diversity today. The thirteen chapters cover corpora of early news-papers and pamphlets, present-day news stories and commentaries, TV talk shows and commercials as well as internet presentations. The studies focus on the wide range of text types in 18th century newspapers and the interpersonal strategies of pamphlets; they pursue the development of the persuasive potential of headlines and advertisements right down to the sophisticated postmodernist and multilingual examples of today. Other topics are the definition and structure of news stories and commentaries, the interpersonal and multi-modal aspects of talkshows, and more radically, the questioning of the journalist's role in the age of the internet. Generally the stress is on the attention-getting side of media texts rather than on the manipulative qualities investigated by critical discourse analysis.
