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Nota di contenuto	Cohesive Profiling; Editorial page; Title page; LCC data; Dedication page; Epigraph; Table of contents; Acknowledgments; List of figures; List of tables; List of AWC blogs; Typographic conventions; Chapter 1. The objective; 1.1 Introduction; 1.2 Blogs between monologue and dialogue; 1.3 Text and discourse; 1.4 Discourse analysis: Two vantage points; 1.5 Cohesion and coherence; 1.6 Aims and outline of the study; Chapter 2. The object; 2.1 Defining the blog; 2.2 The composition of blogs; 2.2.1 The upper panel; 2.2.2 The side panels; 2.2.3 The lower panel; 2.2.4 The entries; 2.2.5 The comments Chapter 3. The genre3.1 Understanding text genre; 3.2 The historic naturalization of the blogosphere; 3.3 Diary, journal or blog? Toward generic attribution; 3.4 The personal blog as a super-genre; Chapter 4. The format; 4.1 Across discourse: Hyperwriting and hyperreading; 4.2 Across media: Analogue and digital hypertext; 4.3 Across the mind: Hypertext cognition; 4.4 Across space: Text, knowledge, and participation; Chapter 5. The texture; 5.1 A framework for verbal

cohesion in blogs; 5.2 The scope of cohesive relations; 5.3 Grammatical cohesion; 5.3.1 Reference; 5.3.2 Substitution and ellipsis; 5.3.3 Conjunction; 5.4 Lexical cohesion; 5.4.1 Repetition (total and partial recurrence); 5.4.2 Equivalence (synonymy, syntactical parallelism, paraphrase); 5.4.3 Superordination (hyperonymy, hyponymy, holonymy, meronymy); 5.4.4 Co-hyponymy; 5.4.5 Antonymy (contrary, complementary, converse and directional antonymy); 5.4.6 Collocation; Chapter 6. The corpus; 6.1 The Augsburg Blog Corpus (AWC); 6.2 Data segmentation; 6.3 Manual analysis and evaluation of the data; 6.4 Preliminary methodological reflections; Chapter 7. The analysis I (grammatical cohesion); 7.1 Reference in blog entries; 7.2 Reference in blog comments; 7.3 Substitution in blog entries and comments; 7.4 Conjunction in blog entries and comments; 7.5 Ellipsis in blog entries and comments; 7.6 Some preliminary results; Chapter 8. The analysis II (lexical cohesion); 8.1 Lexical cohesion in blog entries; 8.2 Lexical cohesion in blog comments; 8.3 Some preliminary results; Chapter 9. The interaction: Knowledge and cohesion; 9.1 From collocation to cognition; 9.2 From episodic memory to serial knowledge; 9.3 Conversational interaction in personal blogs; Chapter 10. The results; 10.1 Cohesive interaction revisited; 10.2 Monologue or dialogue? - Positioning blogs; 10.3 Communicative conditions in personal blogs; 10.4 Limitations of the study and future research; 10.5 Concluding remarks; References; Webliography; Appendix; Person index; Subject index

Sommario/riassunto

Cohesive Profiling provides one of the first linguistic descriptions of blog discourse, focusing on the cohesive relations which enable users to construe blogs as compatible meaningful wholes. With a corpus-based analysis of cohesive relations in personal blogs, the study surprisingly reveals that there is only limited cohesive rapport between the textual contributions of blog authors and readers. The book retraces blogs' technological, linguistic and generic evolution and describes how today's blog genres are structured and composed. Additionally, it is shown how cohesive interaction,
