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   Sommario/riassunto   Digital technology is increasingly impacting how we keep informed,
                        how we communicate professionally and privately, and how we initiate
                        and maintain relationships with others. The function and meaning of
                        new forms of computer-mediated communication (CMC) is not always
                        clear to users on the onset and must be negotiated by communities,
                        institutions and individuals alike. Are chat rooms and virtual
                        environments suitable for business communication? Is email
                        increasingly a channel for work-related, formal communication and
                        thus "for old people", as especially young Internet users flock to Social
                        Networking Sites (SNSs)? Cornelius Puschmann examines the linguistic
                        and rhetorical properties of the weblog, another relatively young genre
                        of CMC, to determine its function in private and professional (business)

communication. He approaches the question of what functions blogs realize for authors and readers and argues that corporate blogs, which, like blogs by private individuals, are a highly diverse in terms of their form, function and intended audience, essentially mimic key characteristics of private blogs in order to appear open, non-persuasive and personal, all essential qualities for companies that wish to make a positive impression on their constituents.