



# Researching Language and Social Media: A Student Guide

By Ruth Page, David Barton, Johann Wolfgang Unger, Michele Zappavigna

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Social Media is fast becoming a key area of linguistic research. This highly accessible guidebook leads students through the process of undertaking research in order to explore the language that people use when they communicate on social media sites.

This textbook provides:

- An introduction to the linguistic frameworks currently used to analyse language found in social media contexts
- An outline of the practical steps and ethical guidelines entailed when gathering linguistic data from social media sites and platforms
- A range of illustrative case studies, which cover different approaches, linguistic topics, digital platforms, and national contexts

Each chapter begins with a clear summary of the topics covered and also suggests sources for further reading to supplement the initial discussion and case studies. Written with an international outlook, *Researching Language and Social Media* is an essential book for undergraduate and postgraduate students of Linguistics, Media Studies and Communication Studies.

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### Editorial Review

#### Review

'Our everyday interest in social media means that different types of language used in a variety of platforms (such as Facebook and Twitter) deserve to be investigated more fully. The authors brilliantly show how this can be done, ranging from the use of ethnographic to corpus linguistic methods. Readers benefit from succinct chapter outlines, relevant case studies, further investigative questions and up-to-date bibliographic references.'

Vincent B Y Ooi, National University of Singapore

*'Researching Language and Social Media* offers a highly accessible, systematic introduction to the language of social media. Clearly structured and abundantly illustrated with practical examples, this valuable research guide is destined to become vital reading for students who wish to conduct research on computer-mediated discourse. Highly recommended!'

Christian Hoffmann, University of Augsburg, Germany

*'Researching Language and Social Media* is the first of its kind: it is an essential primer for those who study how language, literacy, writing, and discourse operate not just within social media contexts but across them, too. As an internet researcher and digital literacies specialist, this is the book I've been waiting for. I plan to use it for my own scholarship and as a key text in both undergraduate and graduate research courses for many years to come.'

Alice Daer, Arizona State University, USA

#### About the Author

Ruth Page works in the School of English at the University of Leicester. She is the author of *Literary and Linguistic Approaches to Feminist Narratology* (2006) and *Stories and Social Media* (2012), editor of *New Perspectives on Narrative and Multimodality* (2010), and co-editor of *New Narratives: Stories and Storytelling in the Digital Age* (2011).

David Barton is Professor of Language and Literacy in the Department of Linguistics at Lancaster University and Director of the Lancaster Literacy Research Centre. His recent publications include *Language Online* (2013) and *Local Literacies* (reissued 2012), both Routledge.

Johann W. Unger is a lecturer at Lancaster University's department of Linguistics and English Language. His recent publications include *The Discursive Construction of Scots* (2013, Benjamins).

Michele Zappavigna is a lecturer in the School of Arts and the Media at the University of New South Wales. Her recent books include *Discourse of Twitter and Social Media* (Continuum, 2012) and *Tacit Knowledge*

*and Spoken Discourse* (Bloomsbury, 2013).

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#### **Alicia Romero:**

The reason why? Because this *Researching Language and Social Media: A Student Guide* is an unordinary book that the inside of the book waiting for you to snap that but latter it will distress you with the secret the item inside. Reading this book next to it was fantastic author who else write the book in such remarkable way makes the content within easier to understand, entertaining technique but still convey the meaning entirely. So , it is good for you for not hesitating having this ever again or you going to regret it. This excellent book will give you a lot of positive aspects than the other book possess such as help improving your ability and your critical thinking technique. So , still want to hesitate having that book? If I had been you I will go to the book store hurriedly.

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