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## DISCOURSE OF TWITTER AND SOCIAL MEDIA: HOW WE USE LANGUAGE TO CREATE AFFILIATION ON THE WEB (HARDBACK)



Continuum Publishing Corporation, United States, 2012. Hardback. Book Condition: New. New.. 236 x 162 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Social media such as microblogging services and social networking sites are changing the way people interact online and search for information and opinions. This book investigates linguistic patterns in electronic discourse, looking at online evaluative language, Internet slang, memes and ambient affiliation using a large Twitter corpus (over 100 million tweets) alongside specialized case studies....

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- Authored by Michele Zappavigna
- Released at 2012



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