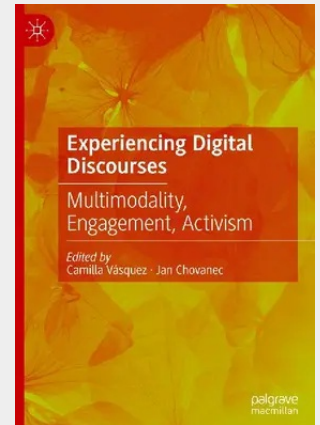


Experiencing Digital Discourses

Multimodality, Engagement, Activism

This edited book addresses current trends in digital discourse analysis. The central theme of the volume is the notion of 'digital experiences'; in other words, how users rely on mediating technologies both to communicate and bond with others, and to organize themselves for joint action. The chapters are grouped into three overarching themes: user engagement, multimodal communication, and online activism. Topics covered include memetic and multimodal humor on the internet, sticker use on WeChat, language ideology debates on YouTube, covert communication in QAnon forums, COVID narratives on Korean vlogs, and political activism on Twitter, among others. The book will be of interest to scholars in the broadly defined field of digital discourse analysis. It will be relevant to linguists, social media researchers, communication scholars, and media and cultural studies specialists.

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