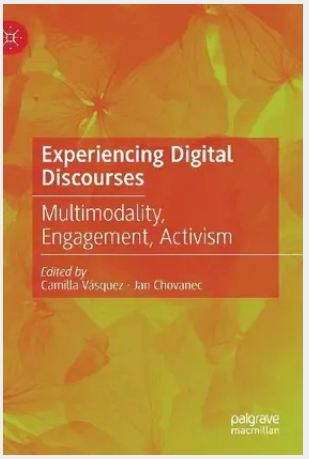
Vásquez / Chovanec

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.

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.

171,19 €
159,99 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9783031774591
Medium: Buch
ISBN: 978-3-031-77459-1
Verlag: Springer
Erscheinungstermin: 15.05.2025
Sprache(n): Englisch
Auflage: 2025
Produktform: Gebunden
Gewicht: 519 g
Seiten: 327
Format (B x H): 153 x 216 mm

Kundenservice Verlag Dr. Otto Schmidt KG
Neumannstraße 10, 40235 Düsseldorf | kundenservice@otto-schmidt.de | 0221-93738-997 (Inland)