

Daniela Cesiri 2020-02-13 This volume adopts a multidisciplinary perspective in analyzing and understanding the rich communicative resources and dynamics at work in digital communication about food. Drawing on data from a small corpus of food blogs, the book implements a range of theoretical frameworks and methodological approaches to unpack the complexity of food blogs as a genre of computer-mediated communication. This wide-ranging

framework allows for food blogs' many layered components, including recipes, photographs, narration in posts, and social media tie-ins, to be unpacked and understood at the structural, visual, verbal, and discourse level in a unified way. The book seeks to provide a comprehensive account of this popular and growing genre and contribute to our understandings of digital communication more generally, making this key reading for students and scholars in computer-mediated communication, multimodality, critical discourse analysis, corpus linguistics, and pragmatics.

INTRODUCTION /blogs/category/general/ Copy

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