

New Media Language



[New Media Language_ 下载链接1](#)

著者:Jean Aitchison

出版者:Routledge

出版时间:August 25, 2003

装帧:hardcover

isbn:9780415283038

The media never rest. Their various modes are in perpetual circulation. Consulted, scanned and read in every country and on every continent, they are a vital means of communication in the modern world. Sometimes criticized or even abused, they are also refreshed and renewed as they accomplish multiple tasks.

Yes those who rely on the media should be aware of their changing character. They must learn to ride the tiger of these fascinating changes. More and more various modes emerge each year.

The essays in this book are a user's manual. They trace the evolution of modern media emerging in new places with new purposes. These essays span the world. They are in English, though, as some point out, English is not the inevitable language of the global future.

Yet reading these essays, I am left with a sense of awe. In this collection we read of the struggle to embrace both journalistic brevity and professional verbosity. We hear about the role of spin doctors, bureaucrats, chat-show hosts, emailers, wine writers, marriage counsellors and political circumlocutors. We hear how people inform one another and talk to each other, via the media. The media do more than nurture and guard diversity. They are guardians of tolerance itself.

作者介绍:

Jean Aitchison is Rupert Murdoch Professor of Language and Communication at the University of Oxford. Her publications include *Words in the Mind: An Introduction to the Mental Lexicon* (3rd edn, 2003), *Language Change: Progress or Decay?* (3rd edn, 2001) and *The Articulate Mammal* (Routledge, 4th edn, 1998).

Diana M. Lewis is a research assistant in the Faculty of English Language and Literature at the University of Oxford. She has published research on language

change and variation.

目录:

[New Media Language_ 下载链接1](#)

标签

语言学

评论

看完台湾大选中的政治隐喻那章，才感受到本书的精彩。

[New Media Language_ 下载链接1](#)

书评

Aitchison可以说是我学习语言学的启蒙老师，我读过她的全集，不愧是牛大的教授啊，不光学术造诣深厚，而且文笔相当优美。读来回味无穷。
据说美国传媒大亨默多克老头在牛津大学设立了一个推动传媒事业的基金，于是Aitchison教授就成了第一任Rupert Murdoch Professor of langu...

[New Media Language_ 下载链接1](#)