

Scottish Newspapers, Language and Identity



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The first decade of the new Scottish Parliament has seen the emergence of a new-found national confidence. 'Scottishness' is clearly alive and flourishing. This book offers new and detailed insights into Scottish language and its usage by the Scottish press. To what extent does the use of identifiably Scottish lexical features help them to maintain their distinctive Scottish identity and appeal to their readership? Which Scottish words and phrases do the papers use and where, is it a symbolic gesture, do they all behave in the same way, and has this changed since devolution? Combining analysis of broad trends with detailed discussion of individual Scottish words and phrases, its timely publication coincides with a period when interest in things Scottish is at an all time high.

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