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Released: January 2014

## Communication and Language Analysis in the Public Sphere

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### Communication and Language Analysis in the Public Sphere



Part of the Advances in Linguistics and Communication Studies Book Series

Roderick P. Hart  
(University of Texas - Austin, USA)

Although, language is certainly individualized, most people conform to linguistic norms because of their surroundings. Over time, particular words and phrases are popularized by the media, social trends, or world events; and with emergence of internet technologies, the communication between all types of people is much easier.

**Communication and Language Analysis in the Public Sphere** explores the influence of the World Wide Web on the relationships between ordinary citizens and the ability to communicate with politicians, celebrities, and the media. As some words may gain popularity worldwide, and others may begin to define a specific discipline. This book is essential for linguistics researchers, scholars, and professionals interested in determining these patterns and how they affect groups and individuals.

#### Topics Covered:

- Automated Content Analysis
- Communication in Public Affairs
- Institutions' Rhetoric
- Language Policy Argumentation and Rhetoric
- Media Innovations
- Political Rhetoric and Communication

ISBN: 9781466650039; © 2014; 580 pp.

Print: US \$190.00 | Perpetual: US \$285.00 | Print + Perpetual: US \$380.00

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**Roderick P. Hart** holds the Shivers Chair in Communication and is Professor of Government at the University of Texas at Austin. He is the author or editor of twelve books including *Campaign Talk: Why Elections Are Good for Us* (Princeton, 2000) and *Political Keywords: Using Language that Uses Us* (Oxford, 2005). His most recent work (with Jay Childers and Colene Lind) is *Political Tone: How Leaders Talk Why* (Chicago, 2013). He is the creator of DICTION: The Text-Analysis Program.



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