

Contents

Foreword	xi
Naomi S. Baron	
List of Contributors	xvii
Introduction: Fresh Perspectives on New Media Sociolinguistics	xix
Crispin Thurlow and Kristine Mroczek	

PART ONE: *Metadiscursive Framings of New Media Language*

1. Voicing "Sexy Text": Heteroglossia and Erasure in TV News
Representations of Detroit's Text Message Scandal 3
Lauren Squires
2. When Friends Who Talk Together Stalk Together:
Online Gossip as Metacommunication 26
Graham M. Jones, Bambi B. Schieffelin, and Rachel E. Smith
3. "Join Our Community of Translators": Language
Ideologies and/in *Facebook* 48
Aoife Lenihan

PART TWO: *Creative Genres: Texting, Messaging, and Multimodality*

4. Beyond Genre: Closings and Relational Work in
Text Messaging 67
Tereza Spilioti

5. Japanese <i>Keitai</i> Novels and Ideologies of Literacy <i>Yukiko Nishimura</i>	86
6. Micro-Blogging and Status Updates on <i>Facebook</i> : Texts and Practices <i>Carmen K. M. Lee</i>	110
PART THREE: <i>Style and Stylization: Identity Play and Semiotic Invention</i>	
7. Multimodal Creativity and Identities of Expertise in the Digital Ecology of a <i>World of Warcraft</i> Guild <i>Lisa Newon</i>	131
8. "Ride Hard, Live Forever": Translocal Identities in an Online Community of Extreme Sports Christians <i>Saija Peuronen</i>	154
9. Performing Girlhood through Typographic Play in Hebrew Blogs <i>Carmel Vaisman</i>	177
PART FOUR: <i>Stance: Ideological Position Taking and Social Categorization</i>	
10. "Stuff White People Like": Stance, Class, Race, and Internet Commentary <i>Shana Walton and Alexandra Jaffe</i>	199
11. Banal Globalization? Embodied Actions and Mediated Practices in Tourists' Online Photo Sharing <i>Crispin Thurlow and Adam Jaworski</i>	220

12. Orienting to Arab Orientalisms: Language, Race, and Humor in a <i>YouTube</i> Video <i>Elaine Chun and Keith Walters</i>	251
PART FIVE: <i>New Practices, Emerging Methodologies</i>	
13. From Variation to Heteroglossia in the Study of Computer-Mediated Discourse <i>Jannis Androutsopoulos</i>	277
14. <i>sms4science</i> : An International Corpus-Based Texting Project and the Specific Challenges for Multilingual Switzerland <i>Christa Dürscheid and Elisabeth Stark</i>	299
15. C me Sk8: Discourse, Technology, and "Bodies without Organs" <i>Rodney H. Jones</i>	321
Commentary <i>Susan S. Herring</i>	340
Index	349