## (ONTENTS

	ZEKIEZ ENLINK, Z ŁOKEMOKD	ix
	ACKNOWLEDGEMENTS	X
1	INTRODUCTION: THE BIG IDEAS ABOUT LANGUAGE, SOCIETY AND THE MEDIA	
	Language and social life	2
	Does language determine thought?	3
	Language speaks us	7
	Ideology and discourse	9
	The discourse of this book	11
	Overview of the book	12
	Further reading	14
ı	NEWS AND THE COURSE	
	NEWS AND THE SOCIAL LIFE OF WORDS	15
	Introduction	15
	The strengths and weaknesses of a critical approach	17
	Choosing words	19
	Lexical choice: Fields and maps	20
	Labels	24
	Guilty as charged? A brief example of crime news	30
	From ideological structures to the social struggle over the sign	27
	Further reading	34

## vi | CONTENTS

•		ADVERTISING DISCOURSE: SELLING BETWEEN THE LINES Introduction Climbing the Mountain Coded messages Stunts, car crashes and model-making: The intertextuality of an ad The power of advertising in culture: Must be a Diet Coke® thing Further reading	35 35 36 39 44 49 55
3		Introduction Identity construction Foucault and power in discourse Sexualizing the self The postmodern self Consuming identity Critical discourse analysis of the lifestyle magazine The linguistic tools Cosmo and FHM: writing on women Further reading	56 58 61 62 63 65 65 66 70 81
•		THE STORIES THEY TELL US: STUDYING TELEVISION AS NARRATIVE Introduction Coherence Story as structure Narratology: Principles of storytelling The social life of narrative Stories on television Police problems: Case study of <i>The Bill</i> Further reading	82 84 86 87 90 92 93
•		MAKING SENSE OF IMAGES: THE VISUAL MEANINGS OF REALITY TELEVISION Introduction Reality plus I see myself and I confess: The talk behind the surveillance The grammar of images Visual propositions The modality of the camcorder Using visual grammatical analysis: Double Take Further reading	100 100 103 106 109 110 112 114 118

	CONTENTS	vii
THE POWER TO TALK: CONVERSATION ANALYSIS OF BROADCAST INTE	RVIEWS 119	
Introduction 'Did you threaten to overrule him?' Identifying some of news interviews Conversation analysis When talk is not conversational: Talking institutions Overheard conversations Powerful talk Being the right kind of talker Conversationalization	social rules 121 123	
Case study: the responsibility of the shock jock Further reading	132 136	
Introduction The discursive production of 'race' 'Race' and the media Prejudice and social cognition Sports talk as the tip of the iceberg Case study: Latin temperaments v. Third World coac Further reading	137 137 139 142 145 150 ches 151	
Introduction Relationships: Mass media and new media Knowledge and the surfer Media that connect: Functional interactivity Case study: The blogger and interactive media Further reading  APPENDIX: TRANSCRIPTION CONVENTIONS	MEDIA 157 157 159 163 167 171 174	
GLOSSARY	176	
NOTES	183	
REFERENCES	187	
INDEX	201	