Contents

	List of Figures and Tables	ix
	Acknowledgments	xi
1	Social Media in Everyday Life	1
2	Social Media as Communicative Genres	11
3	Genre as a Cognitive Category for Making Sense of the Ordinary	33
4	Negotiating the Personal Blog	51
5	Twitter: A Genre in the Making?	98
6	Facebook: Genre Mixing and Portability	144
7	'Personal, Not Private': The Sociability of Social Media	175
8	Social Media, Social Genres	190
	References	195
	Index	205