

Preface

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Interdisciplinary studies within linguistics are “the sign of the times”. Nowadays, linguistics is applied to domains of knowledge which before did not seem to have any relationship with the study of languages. For instance, linguistics now analyses such diverse areas as computer science, medicine, psychology, sociology, etc. Within this scenario, this special volume of *Revista Alicantina de Estudios Ingleses* (RAEI) exhibits a panorama of different linguistic approaches to a wide range of media discourses.

Media is an essential feature of today’s globalized world, a networked world in which ubiquitous media such as television, the Internet and mobile technologies share their space with more traditional means of communication such as the printed newspapers or the radio. Media, for us, is a broad term which encompasses many forms of communication. Indeed, media is not only the typical uni-directional one-to-many form of communication, but also any way in which people can connect to other people in this inter-connected world we live in, including one-to-one communication (mobile phones, e-mail, chat rooms) and the current interest in producing many-to-many user-generated discourses, produced by a collectivity in order to be shared by the collectivity (for instance weblogs, virtual social spaces such as MySpace, YouTube, Wikipedia, etc.).

This broad idea of media can be traced in the different articles that are included in this special issue of RAEI. From the contents of this volume, we can conclude that newspapers are still one the main interests in linguistic research on the media. This interest is reflected upon the eight articles that are devoted to this medium. Some of them deal with political discourse and analyse the way politicians and newspapers use language to achieve their goals. In this guise, we can mention the contributions by Pilar Alonso (on comment articles in the press), Una Dirks (on the Iraq conflict discourse in the British and German quality press), Juana Marín Arrese and Begonia Núñez Perucha (on evaluating journalistic

commentaries and news reportages), Daniel Perrin (on journalists' writing behaviour and their writing strategies) and Roberto Valdeón (on the way in which newspapers can change people's feelings). Other journalistic genres are covered by Isabel Corona (obituaries in the press), Periclis Politis (direct discourse in the Greek press) and María José González Rodríguez (who applies a systemic-functional approach to journalistic media discourse). María Martínez Lirola also applies systemic-functional linguistics in her analysis of multimodality in two magazine covers. Finally, Eduardo de Gregorio Godeo addresses British men's magazines from the perspective of cultural studies.

Audio-visual media (TV, radio and, today, even the Internet) are also covered in the volume. Kristy Beers analyses Hip-Hop community discourse as exhibited within the virtual domain of the Internet. Virtual communities are also treated in Oha's paper on "the WELL community". Besides, Internet is the environment in which academic weblogs are published and accessed, as Keith Stuart demonstrates in his paper on this subject.

Television and video talk-shows are studied by Marcel Burger (discourse of talk-shows media debates), while Stephen Pattemore's analysis is centred upon conversations in radio talks. Finally, football is the object of Cornelia Gerhardt's contribution to this volume, since she deals with football audiences on television.

Advertising is another typical object of research in media studies and, as this volume shows, also a legitimate object for linguistics. In this sense, Javier Herrero Ruiz has chosen metaphor, metonymy and conceptual blending (as proposed within cognitive linguistics) in order to explain "drug-prevention ads". Similarly, Elly Ifantidou and Angeliki Tzanne have selected a Greek television commercial on the 2004 Olympics and studied it from a relevance-theoretic point of view. Finally, Stefania Maci focuses on a well-known advertising company (GHD) in order to study its advertising campaigns from a cultural perspective.

As we mentioned above, for us media is a broad term encompassing a wide range of communicative phenomena. This is why we have also included in this volume María Ángeles Orts Llopis' contribution on the (legal) language of corporations in America and Spain and Antonio Reyes Rodríguez's study on politicians addressing audiences, as possible new areas of research within linguistic analyses of the media.

We hope that this volume will attract the interest of any reader who wishes to broaden their scope of linguistic studies beyond the traditional fields.