

Book Review of Ringrow and Pihlaja's *Contemporary Media Stylistics*<https://doi.org/10.33806/ijaes2000.22.2.19>

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Abstract: *Contemporary Media Stylistics* permits readers to explore a variety of methodological applications to data analysis. Recent developments in technology and media communication provide linguists and stylisticians with authentic data for analysis based on real-life communication.

Contemporary Media Stylistics permits readers to explore a variety of methodological applications to data analysis. Recent developments in technology and media communication provide linguists and stylisticians with authentic data for analysis based on real-life communication.

After presenting a comprehensive overview of the volume by the editors in the introductory chapter, Ringrow in chapter (2) applies Conceptual Metaphor Theory to twelve modest fashion blogs. She reveals the main differences between common social and faith-based views about the concept of modesty. Moreover, she focuses on metaphorical expressions related to modest fashion and the female body used in these blogs. Another study on Metaphor Theory is conducted in chapter (3) by Nuttall and Harrison. Their analysis is based on cognitive stylistics and cognitive grammar. The data were retrieved from *Goodreads* which includes 200 reviews about *Twilight* (2005) divided into 100 positive reviews (5- star) and negative reviews (1- star). They use Nvivo11 software to aid the qualitative analysis. The authors find out that reviewers liken reading *Twilight* to eating junk food, for example, 'delicious, sinful' and an 'indulgence'(p.52). In chapter (4) Hadikin focuses on scientific language and shows a comparison between two corpora that are investigated with the help of WordSmith Tools. The study aims to show differences in the use of the pronoun 'we' in short structural strings such as (we are, we're, etc.). Thus, the selection of lexical items helps in grasping identity within an online community.

In chapter (5) Lugea presents a pragmastylistic analysis of the five most popular 'image macro' memes on the internet. Image macro is a sort of data that consists of images with words and they are mostly memes. Internet memes tend to be humorous, containing intertextuality and unusual juxtapositions. The adapted framework of the analysis is developed by Shifman (2014) as well as Goffman's (1986) work. The former contributes a great deal to the study of memes and makes a useful distinction between a viral text and a meme based on iterations. Chapter (6) illustrates how a stylistic study can be useful in understanding the use of emoji in Kaskus, an Indonesian online platform. Djenar and Ewing demonstrate how these icons of expression reflect the style of interactors or the discourse. They show how the dialogue that contains emoji is structurally built, revealing stylistic patterns. Tranchese in chapter (7) applies Halliday's transitivity, critical discourse analysis

(CDA) and corpus analysis of collocational patterns to approach how rape discourse is represented in the British press. The corpus consists of newspapers taken from the database LexisNexis written in 2008. The tool Word Sketch is used to find collocations around *victim(s)*, *police* and *court*. Tranchese finds out that it is through the representation of women that their voices lack authority.

Another study about rape victim representation in German media is shown in chapter (8) where Tabbert draws on critical stylistics textual conceptual functions with ideation metafunction.

The data of the analysis include two articles from a popular magazine that provide details about a famous reality TV star who claimed to be a victim of rape. The first article depicts her as a victim of rape while the second article shows her as convicted of false accusation. Thus, Tabbert attempts to depict the linguistic changes in these two articles and find the ideology that constructs the concept of victimized person versus a perpetrator. Similarly, Ras, in chapter (9), explores how British newspapers have reported on juvenile victims of human trafficking over a period of 16 years starting from 2000 to 2016.

In chapter (10) Bruce investigates traditional news media in Daily Mail and The Telegraph. He examines how identity construction is portrayed through the comments of these particular groups with the help of corpus linguistics and socio-cognitive framework. In chapter (11), Browse employs critical stylistics (Jeffries, 2010) to investigate the authentic style of the leader of the British Labour Party, Jeremy Corbyn. This is achieved by depending on three videos on his YouTube channel. Davies, in chapter (12) deals with testing objectivity as a stylistic feature in narrating news in five UK newspapers in 2018 about Donald Trump's visit to the UK. It aims at discovering the distinction of the authorial voice in both the news reports and the editorial column. In chapter (13), Pihlaja illustrates how Facebook can be used by preachers to influence the audience about their views on religion. Pihlaja's study focuses on Feuerstein's twenty-seven videos posted on his page in 2014. Finally, the conclusion is presented in chapter (14). Tagg summarizes the main studies in the chapters and demonstrates the importance of the combination of old, remediated and new media discourse. In sum, this book presents a variety of methods and frameworks for linguists to investigate the language of media discourse and answer questions about it.

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