

Contents

Acknowledgments — V

List of contributors — XI

Mel Evans and Caroline Tagg

Introducing transhistorical approaches to digital language practices — 1

Section 1: Rethinking Perspectives

Introduction to rethinking perspectives — 14

Rodney H. Jones

- 1 The rise of the Pragmatic Web: Implications for rethinking meaning and interaction — 17**

Dániel Z. Kádár

- 2 Interpreting “historicisation” in the digital context: On the interface of diachronic and synchronic pragmatics — 38**

Caroline Tagg and Mel Evans

- 3 Spelling in context: A transhistorical pragmatic perspective on orthographic practices in English — 55**

Susan Fitzmaurice

- 4 Reflections on historicity, technology and the implications for method in (historical) pragmatics — 80**

Section 2: Historicizing Discourses

Introduction to historicising discourses — 86

Agnieszka Lyons and Samia Ounoughi

- 5 Towards a transhistorical approach to analysing discourse *about* and *in* motion — 89**

Philip Sargeant

- 6 “New” media and self-fashioning: The construction of a political persona by Elizabeth I and Donald Trump — 112**

Korina Giaxoglou

- 7 From *Rest in Peace* to *#RIP*: Tracing shifts in the language of mourning — 129**

David Barton

- 8 Digital literacies and the long history of the academic article — 149**

Alison Sealey

- 9 Reflections on historicizing discourses: Connections, linkages, continuities — 164**

Section 3: Media Trajectories

- Introduction to media trajectories — 170**

Joanna Kopaczyk

- 10 Unstable content, remediated layout: Urban laws in Scotland through manuscript and print — 173**

Hanna Rutkowska

- 11 Visual pragmatics of an early modern book: Printers’ paratextual choices in the editions of *The School of Vertue* — 199**

Mari-Liisa Varila, Sirkku Ruokkeinen, Aino Liira
and Matti Peikola

- 12 Paratextual presentation of Christopher St German’s *Doctor and Student* 1528–1886 — 232**

Claudia Claridge

- 13 Reflections on visuality and textual reception — 253**

Section 4: New to Old

Introduction to new to old — 258

Colette Moore

- 14 Information design and information structure in the Middle English prose *Brut* — 261**

Riki Thompson and Matthew Collins

- 15 Disruptive practice: Multimodality, innovation and standardisation from the medieval to the digital text — 281**

Martine van Driel

- 16 “It makes it more real”: A comparative analysis of Twitter use in live blogs and quotations in older news media from a reader response perspective — 306**

Emma Moreton and Chris Culy

- 17 New methods, old data: Using digital technologies to explore nineteenth century letter writing practices — 329**

Elisabetta Adami

- 18 Transhistoricizing multimodality: Reflections on the how-to — 359**

Ana Deumert

- Postscript: You say you want a revolution? Histories and futures of researching the digital, a view from the south — 363**

Index — 377

