Contents

SANDRA CAMPAGNA / GIULIANA GARZONE / CORNELIA ILIE / ELIZABETH ROWLEY-JOLIVET
Introduction ...........................................................................................................9

Web 1.0

PAOLA CATENACCIO
A Genre-Theory Approach to the Website: Some Preliminary Considerations .................................................................27

ALESSANDRA VICENTINI
Institutional Healthcare E-Brochures and Multilingualism Issues in the Recent Immigration Era in Italy (2007-2010) ..................53

BETTINA MOTTURA
The Chinese Government Exploring Genres for Web-mediated Communication .................................................................77

CHIARA DEGANO
Argumentative Genres on the Web: The Case of Two NGOs’ Campaigns .................................................................97
Web 2.0

ELIZABETH ROWLEY-JOLIVET
Open Science and the Re-purposing of Genre:
An Analysis of Web-mediated Laboratory Protocols....................... 127

MARISTELLA GATTO
Centrifugal and Centripetal Forces in Web 2.0 Genres.
The Case of Wikipedia ..................................................................... 151

ENRICO GRAZZI
The Web as a Participatory Environment: Social Networks
and ‘Memes’ from a Teacher’s Perspective ................................. 175

ELISA CORINO / CRISTINA ONESTI
Agreement and Disagreement in Newsgroup Interaction ............. 197

Exploring the Blogosphere

GIULIANA GARZONE
Where Do Web Genres Come from? The Case of Blogs .............. 217

SANDRA CAMPAGNA
Antagonizing the Editor: Speech-styles Variation
in The Economist Reader Comments........................................ 243

MAŁGORZATA SOKÓŁ
Metadiscourse and the Construction of the Author’s Voices
in the Blogosphere: Academic Weblogs
as a Form of Self-promotion.......................................................... 265
GIORGIA RIBONI
Twittering Away: *Whole Foods Market*
and Conversational Marketing in 140 Characters...........................................289

MARIA CRISTINA PAGANONI
Online Branding from Hybrid Ads to Corporate Twittering ..................311

Notes on Contributors.......................................................................................331