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
## Contents

Philip Seargeant

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