

representations of a cultural 'other' in some of the best-known and most significant films of the twentieth century. The section closes with two chapters in which two different faces of 'power' are discussed; Nicoletta Vasta ('«Profits & Principles: Is There a Choice?» The Multimodal Construction of Shell's Commitment to Social Responsibility and the Environment in and across Advertising Texts') presents the subtle means by which promotional discourse blends with argumentative discourse at the crossroads between economic, social and environmental discourse. Finally, Giuseppina Cortese's contribution ('On Children's Right to Life: Virtuous Management of Intercultural Conflict') presents the strategies encoding power hegemony vs marginalization in the context of a Special Report to the UN Commission on Human Rights – through such strategies the Rapporteur's stance is shown to emerge as an attempt to encode a new sense of responsibility and justice within the framework of accurate discourse construction.

The volume proves highly cohesive in its aim to present issues pertaining to identity and discourse from a variety of angles but always in a consistent methodological framework. A decisive factor contributing to this general cohesiveness is the fact that the contributions collected here were all first presented at a Conference held in Turin within a national research project (coordinated by Maurizio Gotti, at the University of Bergamo, bearing the title 'Intercultural Discourse in Domain-specific English'), within which the Turin unit focussed on 'Intercultural practices and strategies of textual recasting'. However, the breadth and depth of the research presented in this book go far beyond the presentation of immediate project results. In addition to the wide range of backgrounds from which individual contributors hail (quite literally, in as broad an international framework as possible), the philosophical issues at the basis of the various chapters ensure that this collection will be a point of reference and a benchmark for numerous studies to follow.

[Marina Dossena]

BROWNLEES, Nicholas (ed.), *News Discourse in Early Modern Britain. Selected papers of CHINED 2004*, Peter Lang, Bern 2006, pp. 300, ISBN 3-03910-805-0, € 52.00.

The volume contains a selection of papers presented at the Conference on Historical News Discourse (CHINED) held in Florence (Italy) on 2-3 September 2004, organized by Nicholas Brownlees (University of Florence) and Patrick Studer (University of Limerick). The aim of the conference was to provide a springboard from which to launch a discussion of recent research in the field of news discourse in Early Modern Britain.

The volume is divided into two sections, the first dealing with aspects of news discourse in serial publications, the second focussing on news language in non-serial publications. Each section is structured chronologically so as to reflect better the diachronic dimension of news discourse.

The first part opens with Nicholas Brownlees' article, 'Polemic Propaganda in Civil War News Discourse', in which two influential pamphlets are taken into consideration: *Mercurius Aulicus* and *Mercurius Britannicus*. Starting from a corpus containing various issues of the pamphlets published in 1644, the author examines how their editors exploit the discourse strategies and rhetorical resources of news discourse to convey their own opinions and denigrate those of their opponents.

The second paper is devoted to the development of specialized news discourse in the 17th and 18th centuries: Maurizio Gotti's study, 'Disseminating Early Modern Science: Specialized News Discourse in the *Philosophical Transactions*', illustrates the different methods by which the specialized discourse community of the time disseminated the news about their scientific activities (in editorials, news stories, experimental accounts, letters, book reviews). Ellen Valle's paper, 'Reporting the Doings of the Curious: Authors and Editors in the *Philosophical Transactions of the Royal Society*', focuses on the relationship observed in the texts between the editor's and author's viewpoint, and the gradual emergence and strengthening of the authorial voice over the informative text.

The following two chapters exploit the potential of the Zurich English Newspapers (ZEN) Corpus. In 'The Style of 18th-Century English Newspapers Lexical Density', Udo Fries and Hans Martin Lehmann contribute to the investigation of lexical diversity as a style marker of the newspaper genre. Andreas H. Jucker in '«But 'tis believed that ...»: Speech and Thought Presentation in Early English Newspapers' explores the forms and functions of speech reporting in newspapers from the late 17th and 18th centuries and contrasts them with those employed in modern newspapers.

'Ladies' Fashion Magazines: Social Life and Consumerism in Eighteenth-Century England' by Mirella Billi highlights the changes in personal relationships, social life and the economic development of women's fashion, which were deeply influenced by the French Court before the Revolution, thus showing the interconnections between political and historical events. Valerie Wainwright's paper, '«To Smite Friendly and Reprove»: the Seven Years War and the *Critical Review*' analyzes the ambivalent feelings shown by reviewers towards discourses relating to French authors and intellectuals at the time of the Seven Years War.

The last two chapters of the first section are devoted to advertising discourse. The first contribution by Susan Kermas, 'From Herbal to Advert', demonstrates that the advertisements of early 17th- and 18th- century herbals used persuasive linguistic techniques which may be seen as precursors of the rhetorical strategies employed in modern advertising. The second contribution, 'Street Addresses and Directions in Mid-Eighteenth Century London Newspaper Advertisements' by

Laura Wright, looks at how Londoners changed from older addresses containing named buildings to new numerical addresses, a change that had a knock-on effect on the semantic field of certain prepositions of place and prepositional phrases, especially *over against*, *under*, and *backside*.

The second section of the volume concentrates on news discourse in non-serial publications. Silvia Pireddu's 'News Language in Elizabethan Prose Dedications and Prefaces' examines how and to what extent the rhetoric of Elizabethan prose prefaces and dedications may be viewed as a vehicle of news. Marina Dossena's 'Forms of Argumentation and Verbal Aggression in the Darien Pamphlets' is an analysis of the type of argumentative discourse observed in ten pamphlets published between 1699 and 1700 dealing with the ill-fated Scottish attempt to establish a colony in the region of Darien, Panama. The focus is on satire and linguistic attacks: the weight of aggressiveness is shown to depend both on linguistic choices and also on the cultural background shaping the way concepts are expressed. Anne McKim's chapter, 'Adapting News and Making History: Daniel Defoe and the 1707 Union', concentrates on Daniel Defoe's reports on the 1692 Massacre of Glencoe and 1706 anti-Union protests in Edinburgh, highlighting the persuasive aims of their discourse. Finally, Alessandra Levorato's study, 'Wisdom, Moderation and Propaganda in the Act of Union Debate of 1801', focuses on some of the most salient interactive aspects of both anti- and pro-Unionist pamphlets, and on the forms of polemic discourse employed by their authors.

As a whole, the volume reflects some of the most interesting linguistic trends in the field of historical news discourse analysis, and can be regarded as an important basis for further research on the description of argumentative strategies in the news discourse of Early Modern Britain.

[Stefania Maria Maci]

LE PAROLE DEL *BEOWULF*:

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Rappresentazioni del lessico

Come un guerriero con la sua dotazione d'armi, questa edizione corredata il testo del *Beowulf* di varie rappresentazioni del suo lessico: glosse, glossario, formario, concordanze... e quello che ho chiamato 'iperlessico'. E le visualizza in finestre divise in riquadri.

Le rappresentazioni sono state prodotte da informazione codificata dentro il testo, com'è proprio della scrittura elettronica, che è non tanto un formato quanto una matrice di formati: se il testo include una descrizione del suo contenuto, questa po-