

# ARE BLOGS ONLINE CONVERSATIONS? – A CORPUS LINGUISTICS APPROACH TO MULTIMODAL GENRE ANALYSIS

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Given that blogs are complex multimodal entities, how would *you* go about answering this question? Faced with the difficulties of gaining analytical control over online texts would you give up?

This paper argues that a combined multimodal genre analysis and web-as-corpus concordancing approach (*mcaweb.unipv.it*) constitutes a solid framework when exploring the nature and social functions of blogs. Using tools developed within the 7<sup>th</sup> Framework *Living Knowledge* project (*livingknowledge-project.eu*), the paper adopts an applied linguistics standpoint that relates the issue to the needs of such communities as blog writers, researchers, language planners, syllabus designers, teachers and students, who inevitably reflect on this and similar questions in the course of their professional and social activity. With its concern with providing an appropriate balance between quantitative and qualitative methods, the paper is ultimately concerned with how all studies on Internet genres – and in particular those relating to the Internet's dialogical nature and expressions of cultural diversity – are shaping up and interacting with each other.

## References

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