

## Index

---

- actor-network theory, 13, 52, 182–183
- affordance, 139, 143–144, 150–151, 180
  - feigned affordance, 152, 156
- algorithmic pragmatics, 141, 178
- assemblage, 49
- associational chain, 127–129
- audience crafting, 133, 139, 150, 155–156
- audience design, 69, 139–141, 143, 150
- authorship, 49
- Bourdieu, 59–60, 62, 81, 104–105, 136
- capital (Bourdieu), 59, 81
- context collapse, 140
- creative agency, 85
- creativity
  - creativity as a rhetoric, 88–89
  - discursive creativity, 23, 86–89, 95, 100, 104, 148
  - linguistic creativity, 86–88, 93–95, 100, 102, 148
  - non-creativity, 99–106, 125, 135, 164
- cultural tool, 66
- discursive formation, 129
- embodiment, 72, 128, 168, 173–177, 179
- ethnography
  - discourse ethnographic approach, 17–19, 45, 165
- gender, 9–10, 52–53, 176, 180–181
- indexicality, 78–79
- interdiscursivity, 87
- language biography, 20–21, 89
- language ideology, 114
- language play, 92
- language work, 14–16, 29–30, 36, 39–40, 48, 52–54, 57–60, 82–83, 102, 105–107, 112–114, 135, 165–168
- linguistic marketplace, 16, 59, 104, 124
- little texts, 46, 139, 145, 156–157
- Marxism, 58–59
- materiality, 73, 126, 129–132, 144, 173, 178
- media ideology, 112, 114–115, 117, 126–127, 129, 131, 134–135
- medial invisibility, 132
- mediality, 115, 126, 130–131
- mediated discourse analysis, 51
- metalanguage, 46–48, 117–118, 169
- microcopy, 5, 41–43, 45, 48–51, 124, 126, 139, 144, 150, 153, 164
- misrecognition, 136, 138
- more-than-representational, 24, 72, 95, 104, 128, 162, 168, 173–174, 177, 182
- multimodality, 39, 44, 72, 115, 119, 151, 168–169, 172
- natural design, 136
- normativity
  - of software, 3, 8, 30
- onomastics, 78
- participation structures, 139–140
  - algorithmic participants, 141, 156
  - production roles, 112, 140
- political economy, 15–16
- postdigital, 178
- posthumanism, 12–14, 49, 53, 72, 105, 161, 168, 177–183
- production chain analysis, 21–22
- profession mapping, 19–20
- professional discourse, 61–62
- professional field, 20, 62, 68, 83, 134
- professionalization, 16, 57–58, 62, 65, 70–71, 75, 77, 82–83, 117

208      Index

- race, 10–12, 180–182
- register, 149
- resemiotization, 172
- semiotic ideology, 25, 84, 102, 104, 106, 112, 114–115, 117–118, 121–122, 124, 126, 132, 135, 139, 165
- skill discourse, 60–62, 82, 112, 121, 164
- stylization, 142–143
- superaddressee, 142–143, 150, 156
- symbolic negation, 103
- symbolic violence, 134, 140, 153–154, 157
- technical writing, 44, 123
- The Design of Everyday Things*, 136–137
- translation studies, 113–114
- transmodality, 121, 168–173
- user experience design, 37–38, 98, 133, 136
- user interface, 10–11, 114, 129, 131–134, 161–162, 176, 182–183
- user stylization, 139, 142–143, 149–150, 156
- verbal hygiene, 181
- walkthrough method, 179–180