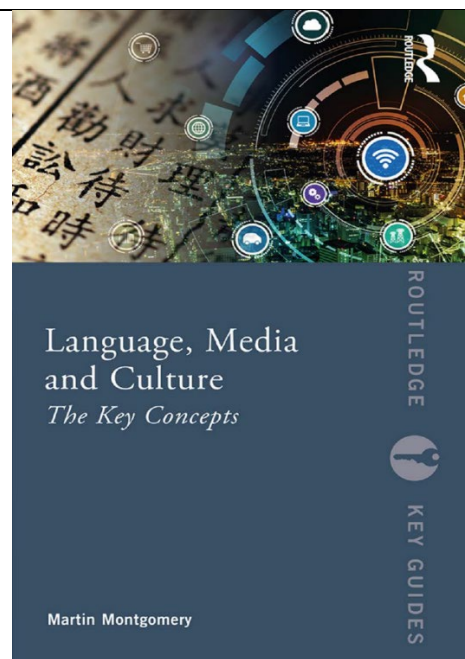**Language, Media and Culture: The Key Concepts**
Martin Montgomery

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One of the optional courses in English Language Teaching (ELT) departments centres around the current role of the English language in mass communication. After meticulous scrutiny of a great range of books in this field, "Language, Media and Culture: The Key Concepts", written by Martin Montgomery and published by Routledge in 2019, was selected. This book offers around 500 key concepts that are current, relevant, and concise for ELT pre-service teachers to equip them with an overarching picture of the relationship between language and media, crucial for developing 21st-century skills. The key concepts are presented in alphabetical order in the book. Every concept is expatiated in terms of grammatical form, covering germane disciplines (linguistics, sociology, media, politics), a preliminary short definition, and related concepts explained elsewhere in the book. One hundred seventy-four of the most relevant and prominent concepts below were determined together with the ELT pre-service teachers in the course according to the novelty, relatedness to language, and interest criteria, highlighting the book's ability to keep the audience engaged with its fresh and pertinent content.

These concepts can be alphabetically aligned as accent, adjacency pair, affordance, anti-language, Article 19, asynchronous vs synchronous communication, authenticity, back channel behaviour, censorship, citizen journalism, closed vs open text, codes, coherence vs cohesion, cold vs hot media, collocation, communicative junctions, community, competence vs performance, concordance, content analysis, context of situation, conversation analysis, conversationalisation, corpus linguistics, counter culture, creative and cultural industries, critical discourse analysis, cultivation theory, cultural capital, cultural imperialism, data mining, decoding vs encoding, deconstruction, defamation, deixis, diachronic, dialect, diglossia, discourse, discourse act, discursive amplification, editorial, electronic democracy, ethnography, face, feminism, fourth and fifth estate, fisking, flaming, flashback, folk devils, gatekeeper,

genderlects, genre, gesture, ghost writer, global media, gossip, grammar, hard vs soft news, hermeneutics, high culture, ideology, imagined community, impartiality, implicature, informalisation, infotainment, inoculation effect, intellectual property, intercultural communication, interpersonal communication, intersubjectivity, intertextuality, irony, Jakobson's model of communication, labeling process, language pollution, langue vs parole, legitimation, libel, linguistic determinism vs relativity, media of communication, mediation, mediatisation, melodrama, membership categorisation device, modernism, modes of address, multi-modality, narrative codes, neutralism, news values, op-ed, objectivity, oral culture, other, para-social interaction, parody, pastiche, persistence of vision, persona, postmodernism, post-structuralism, pragmatics, projection, protocols of use, proxemics, public sphere, real-time communication, reality television, reciprocity of perspectives, redundancy, reflexivity, register, reinforcement, report-talk, resemiotisation, residual culture, salutation display, satire, script, self-concept, self-disclosure, selfie, self-monitoring, self-presentation, semantic prosody, semantics, semiosis, sincerity, sociability, social media, social network, socialisation, sound bite, speech, speech act, speech (/language) community, sphere of consensus, standard language, strategic silence, striptitle, structuralism, style, sub-culture, subliminal, synthetic personalisation, tabloid, technological determinism, technology, text, time-space compression/distantiation, transculturation, transformation, transitivity, troll, truthiness, turn, turn-taking, universality, validity claims, verbal devices, vox pop, and writing.

As a second stage of limiting the number of concepts to be briefed in this book review, the concepts were analysed according to the content analysis. They were converged under the most relevant disciplines to language. That is, most eminent, current, and relevant concepts in each discipline were briefed to give the language practitioners and learners an idea about which terms are more relevant to the scope of the course to lecture more in detail. The most common disciplines with germane concepts to language were linguistics, socio-linguistics, and media. To begin with linguistics, structuralism, which emerged out of the works of Ferdinand de Saussure, is a linguistic paradigm reposed on the hypothesis that language should be studied on a set of principles based on some interweaving binaries as 'langue' and 'parole'. The concept of 'langue' connotes the abstract system of forms and rules, akin to the idea of competence in Chomsky's generative linguistics, indicating the implicit and inherent knowledge embedded in the mind of a language user. Parole, on the other hand, represents the activity of visible linguistic performance as speaking or writing. Pragmatics involves the study of the interpretation of utterances by analysing contexts of situation, deixis, and implicatures. Context of situation involves the context of an utterance beyond the sentential level. Deixis refers to words or expressions whose meanings depend on the contexts of their use. Implicature involves the implicit conveyance of a meaning via an explicit utterance. Semantics is the study of meaning at the level of words and sentences. Semiosis, on the other hand, seeks the meaning within the system of signs. Standard language refers to a variety of a language presumed to be superior in terms of the correctness of rules and forms. As for more specific concepts, coherence connotes the logical relation of sentences within the discourse, but cohesion refers to the link between sentences via cohesive devices (e.g., then, but, pronouns). Collocation describes the common co-occurrence of particular individual words in everyday language. Concordances are the authentic samples of sentences illustrating the use of a particular word. Registers refer to stylistic variations of language based on the context of situation. Transitivity, determined by the presence or absence of a direct object, can be categorised into intransitive, transitive, and ditransitive verbs.

Regarding socio-linguistics, while accent can be defined as a concept used for social or regional varieties of a language determined by distinctive differences in pronunciation, dialect is a variety of a language developed differently in terms of structure, lexis, and pronunciation. On the other hand, language patterns differing across genders are named genderlects. Anti-language is the specifically comprised language of a marginal socio-cultural group. Codes are the systems of signals (e.g., sounds, signs, and written symbols) utilised for conveying information. The interpretation of codes is dubbed as decoding, but encoding is the reverse process of transforming messages into signs, sounds, written symbols, and so forth. Multi-modality involves incorporating more than one code in conveying messages, including visual, aural, and verbal codes. Discourse examines the pattern and texture of written and oral texts by exceeding sentential structures, and its analysis applying the critical theory approach is called critical discourse analysis. While asynchronous communication alludes to communication with gaps in the flow of interaction, synchronous communication occurs when the interlocutors are present at the same time. Conversation analysis scrutinises conversations to interpret the social order as in the back-channel behaviour that is the visible or audible feedback of an interlocutor to the speaker during the communication, such as smiles, nodding, and more. Authenticity is the feature of genuine, trustworthy, and original statements. Genre is the category of literature, music, film, and discourse that is distinctive in form, style, and subject matter. Linguistic determinism posits that language determines thoughts, but the weak version, linguistic relativity, claims that discrepant points of worldview result from different languages.

Regarding the concepts relevant to media, cold media, such as cartoons and television, have low-definition qualities, which entail more interpretation on the part of users; however, hot media, such as film and radio, include high-definition features requiring less interpretive endeavours. News values involve such newsworthy qualities as recency, intensity, scale, conflict, personalisation, power, negativity, unexpectedness, and so on. While hard news refers to serious and significant news, soft news is devoid of such qualities and might even carry fun values. Infotainment is the presentation of news to entertain people. Para-social interaction describes the interaction that occurs between broadcast media and their audiences. Hermeneutics is a concept used for the science or art of interpretation, along with its theory and methodology. Self-disclosure reveals one's thoughts, emotions, and preferences to others. A parody is the retake of a production in an exaggerated manner with funny effects. Satire is a genre utilised for making fun of follies, foibles, vices and exploitation of humanity through caricature, exaggeration, parody, irony, and sarcasm.

As a negative critique of the book, the concepts would have been less hermetic if the germane concepts had been grouped within their disciplines rather than in alphabetical order. Another downside could be its language. As some concepts were quite complicated, the explanation could have been more straightforward. This review presents the concepts and their interwoven relations with others to clarify the connection between language and media more explicitly. On the positive side, the book is highly recommended for ELT professionals as it provides brief and necessary information about linguistics, culture, and media. It is more practical to use it in university courses than the equivalent books that deliver the phenomena related to linguistics and media more narratively and at a stretch. For instance, most of the linguistic terms were included in the book. Most of the concepts related to other adjunct disciples were within the interest of modern-world individuals. Therefore, ELT professionals could have a holistic and essential insight into the role of language that they teach in 21st-century media.

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