Esposito, Eleonora, and Majid KhosraviNik (eds.). 2024. *Discourse in the Digital Age: Social Media, Power, and Society*. London: Routledge. 312 pages.

The advent of digital technologies has introduced new communication methods and social management techniques, fundamentally altering interpersonal connections and becoming an essential aspect of daily life in many societies. As these technologies develop, they reshape discourse practices and challenge established communication norms, prompting a reevaluation of shared understandings regarding self-expression and relationships. In this light, *Discourse in the Digital Age: Social Media, Power, and Society*, edited by Eleonora Esposito and Majid KhosraviNik, is a timely contribution that critically examines how digital technologies have transformed communication practices and societal interactions.

The introduction, authored by Esposito and KhosraviNik, lays a vital foundation for the discussions contained in 'Discourse in the Digital Age' by highlighting the pervasive influence of digital technologies on everyday communication. It explores how these technologies have reshaped social relationships, information dissemination, and public discourse, emphasizing the challenges and transformations that arise in this new landscape.

The book is organized into five distinct parts, each addressing key themes related to digital discourse. The first part of the book, entitled 'Digital Discourses: Ethical and Interdisciplinary Reflections', opens with Jessica Aiston's chapter, which addresses the ethical use of digital data in Critical Discourse Studies (CDS). Aiston discusses the various challenges and opportunities that emerge from the ethical implications of data collection and analysis in digital environments. Following this, Lorella Viola introduces discourse-driven text mining, presenting this novel methodology as a critical tool for analyzing discourses on platforms such as Twitter. She showcases its potential for uncovering hidden patterns in digital communication and highlights its significance in advancing CDS.

In the second part, 'Digital Discourses of Misogyny and Gender-Based Violence', Alexandra Krendel offers an in-depth analysis of the 'Reddit manosphere', dissecting its textual and spatial dimensions to reveal underlying misogynistic discourses. Building on this theme, Kseniia Semykina and Oksana Dorofeeva explore discourses surrounding public breastfeeding on Russophone social media. Their work employs a

discursive-material analysis to highlight societal attitudes toward gender and body politics, thus illustrating the complex interactions between digital discourse and gender issues.

The third part, 'Digital Discourses of Hate and Discrimination', features Siti Nurnadilla Mohamad Jamil's examination of nationalist and xenophobic discourses during the pandemic, with a specific focus on the Rohingya population. This chapter sheds light on how digital platforms can propagate harmful narratives during times of crisis. Dimitris Serafis and Salomi Boukala further this exploration by analyzing subtle hate speech and the recontextualization of antisemitism on Facebook, revealing the nuances of online argumentation and the ways in which hate can manifest in digital spaces.

Following these critical analyses, the fourth part, 'Digital Discourses of Counter-hegemony and Protest', begins with Camila Cárdenas-Neira's discussion of participatory politics and fan activism during the Chilean student mobilizations. Her chapter highlights how digital communication facilitates grassroots movements. Nouf Alotaibi also contributes to this theme by analyzing the #EndMaleGuardianshipSystem campaign in Saudi Arabia. Through her examination of digital discourses across YouTube and news media, Alotaibi emphasizes the role of social media in mobilizing social change, particularly in contexts where traditional structures are challenged.

The book concludes with the fifth part, 'Digital Discourses of Power, Knowledge, and Legitimization', which features Yu Zhang's exploration of power dynamics in online medical consultations in China employing a Social Media Critical Discourse Studies approach. This chapter provides insight into how digital platforms shape authority and influence in sensitive domains such as healthcare. Additionally, Philippa Smith and Helen Sissons discuss the role of digital journalism discourse in legitimizing social media communication, while Susanne Kopf examines Wikipedia discourse about Facebook, addressing the tension between community engagement and corporate interests. Together, these chapters emphasize the complexities of power and knowledge in the digital age, rounding out the book's comprehensive examination of digital discourse across various contexts.

One of the key strengths of the book is its interdisciplinary scope, integrating perspectives from linguistics, media studies, communication studies, sociology, and cultural studies. This diverse approach enriches the

analysis and broadens the applicability of its findings, allowing for a nuanced understanding of how digital communication shapes societal norms and power structures. By curating a wide array of topics, the editors reflect the complexity of digital discourse in contemporary society, which is essential for comprehending the multifaceted nature of communication in the digital age.

Another significant strength of the book lies in its emphasis on innovative methodologies, particularly in the discussions surrounding discourse-driven text mining and critical discourse analysis. These methodologies provide scholars with valuable tools for navigating the vast landscape of digital data while adhering to ethical standards. The integration of qualitative and quantitative research methods enhances the analysis of large-scale digital data, bridging the gap between different research traditions. This methodological diversity is crucial, as it supports a deeper exploration of the complex interactions between digital discourse and real-world implications.

Moreover, the case studies presented in the book further highlight its strengths by showcasing a rich and diverse array of global contexts. From Saudi women's rights campaigns to the Chilean student protests, these examples illustrate the transformative potential of digital discourses in shaping activism and resistance. The inclusion of such varied contexts not only emphasizes the local significance of these movements but also reinforces the book's global perspective. By examining digital discourses across countries, the book aids readers in understanding how cultural nuances influence communication practices, thus demonstrating the interconnectedness of digital technologies and societal change.

Additionally, the book addresses emerging ethical challenges in digital research, reflecting a commitment to tackling critical issues in both academia and society. The discussions surrounding hate speech, discrimination, and activism are particularly timely and relevant, resonating strongly with today's socio-political climate. This focus on ethical considerations underscores the responsibility of researchers to engage thoughtfully with the data and their implications, highlighting the importance of maintaining integrity in the study of digital discourse.

While the book offers a rich array of case studies and valuable insights into digital discourse, it also has notable limitations that warrant consideration. One significant issue is the lack of integration and dialogue among the chapters. Although the contributions are thematically grouped,

this fragmentation can leave readers seeking a stronger overarching narrative that connects the individual studies. Establishing clearer links between chapters could enhance the reading experience and provide a more cohesive framework for understanding the complex interactions described throughout the book.

In addition to this lack of cohesion, the book aspires to global inclusivity but primarily emphasizes English-dominant platforms such as Twitter and Facebook. While it includes analyses of VKontakte and various Chinese digital contexts, the representation of non-Western digital spaces could be more extensive. This Western-centric focus may inadvertently center certain perspectives while neglecting the rich diversity of digital discourse across the globe. A broader examination of international platforms and contexts would strengthen the book's claim to global relevance.

Furthermore, the bias towards negative aspects of digital discourse is a concern. While discussing critical issues like hate speech, misogyny, and discrimination is essential, a more balanced approach that also highlights the positive potentials of digital communication—such as collaborative knowledge-making, humor, and everyday interactions—could enrich the narrative. Recognizing the capacity for digital platforms to foster social change and empowerment would provide a more holistic view of their impact on society.

While many chapters present in-depth analyses, a few could benefit from a deeper theoretical engagement with existing literature in discourse studies. For example, the discussions surrounding misogyny and hate speech, although compelling, sometimes lack the robust theoretical frameworks necessary to connect them to broader discursive practices. This absence could limit the generalizability of some findings, leaving readers wanting more comprehensive conclusions that could apply across various contexts.

Another limitation is the accessibility of the methodologies introduced, particularly innovative techniques such as text mining. While these methods are valuable, their presentation may alienate readers who are unfamiliar with computational approaches. Simplifying the explanations or providing supplementary resources could help engage a broader audience, making the content more approachable to those outside academia. The academic nature of the content may restrict the book's accessibility to a broader audience beyond academia. Enhancing the

readability and relevance of the material could broaden its reach and impact on public discussions regarding digital communication. By addressing these limitations, the book could significantly enhance its contributions to the field of digital discourse studies, ensuring that its insights resonate with a wider audience and facilitate meaningful conversations in society.

In summary, *Discourse in the Digital Age: Social Media, Power, and Society* makes a significant contribution to discourse studies. It provides valuable insights into the complexities of digital communication and its societal implications. While there are areas that could be improved, the book's strengths in interdisciplinary collaboration, topical diversity, and methodological innovation render it an essential resource for both scholars and practitioners.

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