

GLI EFFETTI DELLA SIMULTANEITÀ.  
I VALORI ANAFORICI DEL PASSIVO NELLA COMUNICAZIONE POLITICA  
MULTIMODALE ONLINE

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Studi Italiani di Linguistica Teorica e Applicata, XLVII, 3 (2018), pp. 557-578

Abstract

The multimodal dimension, which is typical of digital communication, has brought to light a new area worth investigating in linguistics. Following the theoretical framework of *Bildlinguistik* (Diekmannshenke *et al.* 2011), this paper deals with digital texts in terms of simultaneity, i.e. starting from the situational use that is implicit in the presence of images next to verbal messages, in an attempt to identify their typical features. In fact, the use of language on the internet often involves marked grammatical choices, produced in an incremental and collaborative way, which are then progressively ratified (Hopper, 2015). In many cases they nevertheless seem to be unstable if separated from the iconic reference that accompanies them. The paper analyses some examples taken from online political communication in which the use of the passive occurs, focusing on some of its functions and on how they can be modified by the presence of multimedia materials.