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stid of media studies has been steadily increasing, with the special issue of Media Culture and Society on broadcast a collection of papers published under the same sample, 1986, 1991). However, much of the work which language of radio and television has not been specificate analysis of the nature of broadcast talk itself, but issues such as the relationship between the media lars' (Graddol and Boyd-Barrett, 1994), the practice and reception (Richardson and Corner 1992), or of a mediated 'public sphere' (Livingstone and Lunt, fields of linguistics and discourse analysis, there has	

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