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## Promoting inclusiveness within LGBT+ communities within digital environments. A genre and corpus-based analysis of news releases from websites of English and Italian LGBT+ Organisations

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Press releases have been analysed both within the field of public relations and by linguists from a genre-theory perspective. Jacobs (1999) first approached this genre featuring it as a pre-formulation device for the news report, highlighting the relationship emerging between press release writers and journalists. Drawing on Swales (1990) and Bhatia (1993), Company press releases have been analysed identifying typical standard structures (McLaren, Gurau 2005), as well as common moves and strategies, revealing their 'hybrid' nature, due to the tension between informative and promotional functions (Catenaccio 2008). However, the status of the press release as a genre has been questioned, due to continuous variation of stage combinations and communicative purposes conveyed through it (Lassen 2006). Furthermore, it has been explored how the development of digital technologies has challenged the genre in its textual structure and participation framework (Catenaccio 2007). This paper considers an example of Non-profit Organisations and examines the language and features of a pilot corpus of news releases retrieved from websites of English and Italian LGBT+ Organisations, triangulating methods of corpus-assisted discourse studies and multimodal genre analysis. Results emerging from the exploration of keywords and collocations reveal that LGBT+ Organisations construct a cohesive and inclusive community identity, as well as self-promote their activities to actively involve addressees in supporting or joining in them. An analysis of rhetorical moves and multimodal resources is also carried out to explore how such informative, promotional and persuasive functions are achieved.

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