

DISCOURSE OF TWITTER AND SOCIAL MEDIA

HOW WE USE LANGUAGE TO CREATE AFFILIATION
ON THE WEB

MICHELE ZAPPAVIGNA

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Discourse Of Twitter And Social Media How We Use Language To Create Affiliation On The Web Michele Zappavigna

Jef Verschueren, Jan-Ola Östman



Discourse Of Twitter And Social Media How We Use Language To Create Affiliation On The Web Michele Zappavigna:

Discourse of Twitter and Social Media Michele Zappavigna, 2012-02-23 Social media such as microblogging services and social networking sites are changing the way people interact online and search for information and opinions This book investigates linguistic patterns in electronic discourse looking at online evaluative language Internet slang memes and ambient affiliation using a large Twitter corpus over 100 million tweets alongside specialized case studies The author argues that we are currently witnessing a cultural movement from online conversation to what can be termed searchable talk online talk where people affiliate by making their discourse findable for example via metadata such as Twitter hashtags by others holding similar interests This cutting edge text will be of interest to all scholars and students dealing with electronically mediated discourse

Discourse of Twitter and Social Media Michele Zappavigna, 2014-01-09 Social media such as microblogging services and social networking sites are changing the way people interact online and search for information and opinions This book investigates linguistic patterns in electronic discourse looking at online evaluative language Internet slang memes and ambient affiliation using a large Twitter corpus over 100 million tweets alongside specialized case studies The author argues that we are currently witnessing a cultural movement from online conversation to what can be termed searchable talk online talk where people affiliate by making their discourse findable for example via metadata such as Twitter hashtags by others holding similar interests This cutting edge text will be of interest to all scholars and students dealing with electronically mediated discourse

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Discourses of Authenticity on YouTube Giorgia Riboni, 2020-08-25T00:00:00+02:00 This book explores the discourse of authenticity on the popular social media platform YouTube It investigates how popular users negotiate their identity and discursively portray themselves as authentic in their videos In so doing it adds to the development of new perspectives on social media communication and offers an outlook on issues concerning the complexities of contemporary identity practices Starting from the premise that authenticity is a discursive construction the study adopts a linguistics based approach and relies on a hybrid methodological toolkit that draws on the analytical tools provided by Social Media Critical Discourse Studies SM CDS a newly introduced framework comprised of different but interconnected levels of description The volume presents three case studies which investigate the discursive and rhetorical strategies used by well known users in order to come across as authentic Videos

produced by popular content creators belonging to different communities of practice scientists stay at home mothers and makeup artists are explored The analysis reveals that they share a common set of identity characteristics a common core of authentic traits famous YouTubers conventionally display to discursively depict themselves as genuine and credible

Pragmatics of Social Media Christian Hoffmann, Wolfram Bublitz, 2017-09-11 This handbook provides a comprehensive overview of the pragmatics of social media i.e. of digitally mediated and Internet based platforms which are interactively used to share and edit self and other generated textual and audio visual messages Its five parts offer state of the art reviews and critical evaluations in the light of on going developments Part I The Nature of Social Media sets up the conceptual groundwork as it explores key concept such as social media participation privacy publicness Part II Social Media Platforms focuses on the pragmatics of single platforms such as YouTube Facebook Part III Social Media and Discourse covers the micro and macro level organization of social media discourse while Part IV Social Media and Identity reveals the multifarious ways in which users collectively re-construct aspects of their identities Part V Social Media and Functions Speech Acts surveys pragmatic studies on speech act functions such as disagreeing complimenting requesting Each contribution provides a state of the art review together with a critical evaluation of the existing research

The Linguistics of Social Media Andreea S. Calude, 2023-12-22 This accessible textbook introduces concepts and frameworks from linguistics and uses them in the analysis of language on social media Assuming no prior knowledge of linguistics and with examples drawn from 12 different social media platforms including TikTok Twitter the book was written prior to the X rebrand Instagram Facebook and Snapchat The Linguistics of Social Media An Introduction provides the tools to unpick how language is used to portray a particular identity to persuade to inform to amuse and entertain to vent and to complain Analysing the language of social media highlights the strategies which operate in the messages and posts found on such platforms Together these strategies involve a wide variety of language registers creativity and language play and a wealth of linguistic innovation By evidencing the many nuanced ways in which people are engaging with social media this book demonstrates how users of social media are linguistically savvy strategic and skilled in navigating different genres and registers online The book is divided into ten chapters each comprising two parts Part 1 introduces key linguistic theory and Part 2 consists of case studies with examples from different social media platforms to demonstrate a particular discourse purpose Each chapter ends with a summary references suggested further readings and ideas for activities and discussions There are multiple choice questions and a glossary available online as support material This is the essential textbook for all courses on language and social media linguistics and language and communication courses

Handbook of Pragmatics Jan-Ola Östman, Jef Verschueren, 2020-01-15 This encyclopaedia of one of the major fields of language studies is a continuously updated source of state of the art information for anyone interested in language use The IPrA Handbook of Pragmatics provides easy access for scholars with widely divergent backgrounds but with convergent interests in the use and functioning of language to the

different topics traditions and methods which together make up the field of pragmatics broadly conceived as the cognitive social and cultural study of language and communication i e the science of language use The Handbook of Pragmatics is a unique reference work for researchers which has been expanded and updated continuously with annual installments since 1995 Also available as Online Resource benjamins.com online hop [Intertextuality 2.0](#) Cynthia Gordon,2023 Intertextuality is the overarching idea that all texts and conversations are linked to other texts and conversations and that people create and infer meanings in discourse through making and interpreting these links Intertextuality is fundamentally connected to metadiscourse when a person draws on or references one text or conversation in another intertextuality they necessarily communicate something about that text or conversation metadiscourse While scholars have long recognized the interrelatedness of these two theoretical concepts existing studies have tended to focus on one or the other leaving underexplored the specific ways in which these phenomena are intertwined at the micro interactional level especially online and for what purposes This interactional sociolinguistic study contributes to filling this gap by demonstrating how specific intertextual linking strategies both linguistic e g word repetition deictic pronouns and multimodal e g emojis symbols and GIFs are mobilized by posters participating in online weight loss discussion boards These strategies serve as a resource to accomplish the metadiscursive activities targeted at various levels of discourse through which participants construct shared understandings negotiate the group's interactional norms and facilitate engagement in the group's primary shared activity exchanging information about and providing support for weight loss healthful eating and related issues By rigorously applying the perspective of metadiscourse in a study of intertextuality Intertextuality 2.0 offers important new insights into why intertextuality occurs and what it accomplishes it helps people manage the challenges of communication [The Language of Pick-Up Artists](#) Daria Dayter,Sofia Rüdiger,2022-01-31 This book adopts a corpus based discourse analysis approach to the study of the communicative practices of pick up artists offering a systematic exploration of distinct language use in an online community that uses speed seduction practices for short term dating and sex Drawing on a multi million word corpus comprising data from online forums social media informational websites and YouTube videos the volume explores the verbal practices and narrative framing techniques that pick up artists PUAs draw upon in their interactions with women and the terminology heavy language used in teaching pick up to foster perceptions of scientific validity The book also unpacks videos and reports of live interactions to study naturally occurring PUA discourse from different perspectives but also to more closely examine conceptual metaphors of competition and violence and critically reflect on the ethical considerations of working with such communities This book will appeal to students and scholars in such disciplines as discourse analysis corpus linguistics computer mediated communication and language and media as well as those interested in the study of language use online [Handbook of Pragmatics](#) Jef Verschueren,Jan-Ola Östman,2022-08-15 The Manual section of the Handbook of Pragmatics produced under the auspices of the International Pragmatics Association IPrA is a

collection of articles describing traditions methods and notational systems relevant to the field of linguistic pragmatics the main body of the Handbook contains all topical articles The first edition of the Manual was published in 1995 This second edition includes a large number of new traditions and methods articles from the 24 annual installments of the Handbook that have been published so far It also includes revised versions of some of the entries in the first edition In addition a cumulative index provides cross references to related topical entries in the annual installments of the Handbook and the Handbook of Pragmatics Online at <https://benjamins.com/online/hop> which continues to be updated and expanded This second edition of the Manual is intended to facilitate access to the most comprehensive resource available today for any scholar interested in pragmatics as defined by the International Pragmatics Association the science of language use in its widest interdisciplinary sense as a functional i e cognitive social and cultural perspective on language and communication

Historisches Wörterbuch des Mediengebrauchs Heiko Christians,Matthias Bickenbach,Nikolaus Wegmann,2015 Schnelle und leicht zugängliche Orientierung im Problemfeld der Medien ermöglicht das Historische Wörterbuch des Mediengebrauchs in neuartiger Form Als umfassende Informationsquelle im Bereich für Forschung Lehre und Selbststudium liefert es nicht nur eine Analyse der Verwendung medialer Begrifflichkeiten sondern bietet auch eine historische Sicht auf die Wechselwirkung zwischen Medien und ihrem Gebrauch Vergleichende Beobachtungen unterschiedlicher Umgangsformen und Gebrauchsweisen mit der Medienwelt werden dadurch fassbar Die Sammlung disziplinärer Grundbegriffe vereint etablierte Formen des Mediengebrauchs wie schreiben und inszenieren mit aktuellen Wortschöpfungen wie twittern und liken Diese werden von ausgewiesenen Fachleuten besprochen und analysiert Anhand einer Anekdote aus Politik Literatur oder Alltag eröffnet sich dem Leser die Gebrauchsweise des Begriffs Anschließend wird die Etymologie erläutert und die überlieferten Verwendungskontexte ergänzt Danach wird der Leser mit Schwankungen in der Semantik und im Sprachgebrauch vertraut gemacht Die Erläuterung von Gegenbegrifflichkeiten und Einblicke in die Anwendbarkeit und Forschungsperspektive sowie eine ergänzende Literaturliste vervollständigen die Artikel So wird die Verwendungsgeschichte der Medien historisch transparent

The Language of Social Media P. Seargeant,C. Tagg,2014-01-21 This timely book examines language on social media sites including Facebook and Twitter Studies from leading language researchers and experts on social media explore how social media is having an impact on how we relate to each other the communities we live in and the way we present a sense of self in twenty first century society

Interactivity and Playful Language on Twitter Isabel Bieber,2014-05-12 Seminar paper from the year 2013 in the subject English Language and Literature Studies Linguistics grade 1.0 University of Würzburg Englische Sprachwissenschaft course Computer Mediated Communications language English abstract Language and punctuation can be used interactively on Twitter as can be seen not only in the creative use of punctuation marks to address others and to tag common topics but also in the use of netspeak In a first section the notion of interactivity is clarified before examining the three interactive elements and RT Next to their functions on Twitter more

insights into the history and in the meaning of these elements are given Especially by describing the interactive functions of the hashtag on Twitter it is shown how electronic discourse can increase our awareness of others Therefore the concept of ambient affiliation coined by Michele Zappavigna will be examined *Researching Language and Social Media* Ruth Page,David Barton,Carmen Lee,Johann Wolfgang Unger,Michele Zappavigna,2022-01-14 This highly accessible guidebook outlines the practical steps and ethical guidelines entailed when gathering linguistic data from social media sites and platforms This timely book is an essential guide for students of English language and linguistics media and communication studies , Pragmatics of Social Media Christian Hoffmann,Wolfram Bublitz,2017-09-11 This handbook provides a comprehensive overview of the pragmatics of social media i e of digitally mediated and Internet based platforms which are interactively used to share and edit self and other generated textual and audio visual messages Its five parts offer state of the art reviews and critical evaluations in the light of on going developments Part I The Nature of Social Media sets up the conceptual groundwork as it explores key concept such as social media participation privacy publicness Part II Social Media Platforms focuses on the pragmatics of single platforms such as YouTube Facebook Part III Social Media and Discourse covers the micro and macro level organization of social media discourse while Part IV Social Media and Identity reveals the multifarious ways in which users collectively re construct aspects of their identities Part V Social Media and Functions Speech Acts surveys pragmatic studies on speech act functions such as disagreeing complimenting requesting Each contribution provides a state of the art review together with a critical evaluation of the existing research *Innovations and Challenges in Social Media Discourse Analysis* Michele Zappavigna,2024-10 Innovations and Challenges in Social Media Discourse Analysis provides a key introduction to the analysis of everyday discourse on social media platforms The Evolution of The Language Used In Social Media Nathan Heid,2017-03-16 Essay from the year 2015 in the subject Communications Public Relations Advertising Marketing Social Media grade 96 The University of Akron language English abstract What is social media Social media is any media of communication that allows users to create or share content with other people in their network Over the past decade and a half social media has grown in size and popularity All over the world people are messaging each other through instant messaging applications like Kik and Facebook Messenger sending each other silly photos with dog ears and a dog nose with applications like Snapchat and tagging each other in various memes on Facebook and Instagram With the recent introduction of social media communicating with people has become easier than ever With the push of a button people can communicate with others across the globe in an instant With the invention of social media a new pseudo language has been created using words like LOL ROFL and LMAO and sayings like Hit me up what s the move and Sliding into the DM s and sending Emojis All these words have different meaning now than they did 10 years Ultimately social media has changed how we as a society communicate in the modern age but with the strengthened communication over the internet over the recent years our face to face conversation skills have fallen short

Twitter, the Public Sphere, and the Chaos of Online Deliberation Gwen Bouvier, Judith E. Rosenbaum, 2020-07-29

This volume provides a critical view of the nature and quality of political and civic communication on Twitter. The introduction lays out the current state of research showing the continuum of views from the more optimistic to more pessimistic regarding the platform's potential to facilitate civic conversations. The eleven empirical case studies in the book provide new insights addressing a variety of topics through a diverse array of methodological approaches. Together the chapters provide a counter position to recent studies that offer more celebratory assessments of Twitter's potential. The book draws attention to the chaotic insular uncivil and emotionally charged nature of debate and communication on Twitter.

Discourse and Identity on Facebook Mariza Georgalou, 2017-06-15 Social network sites are dynamic online socio-cultural arenas which give users ample and unprecedented opportunities for self presentation through the meshing of language with other semiotic modes. With a focus on Facebook one of the most widely used online social network sites this book brings together ideas and concepts related to language online multimodality and identity through five topical issues. These include place time profession and education stance taking and privacy. The book features a discourse centred online ethnography that provides authentic verbal and multimodal Facebook posts in both Greek and English. These are complemented with insights from interviews with Facebook participants. The examples bring to life various engaging instances of self and other presentation on Facebook identifying the ways in which users can locate themselves in terms of place and time announce activities share and broaden their expertise and buttress solidarity among colleagues and fellow students communicate emotions tastes thoughts opinions and assessments control the flow of textual information on their Facebook profiles to secure their privacy. Focusing on discourse manifestations of identity this book also shows how Facebook can function as a space for vernacular literacy practices a silo of relationships a digital memory bank a research tool a knowledge forum a cardiograph of a society and a grassroots channel.

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