

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

Michele Zappavigna



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

Discourse of Twitter and Social Media Michele Zappavigna, 2012-02-23 Examination of the effects of social media innovations on electronically mediated discourse focusing on interaction

Politische Internet-Memes - Theoretische Herausforderungen und empirische Befunde Lars Bülow, Michael Johann, 2019-02-14 Internet Memes sind ein noch junges Textph nomen der Sozialen Medien Die oft multimodalen Texte werden zum Beispiel auf Twitter und Facebook massenhaft geteilt adaptiert und verbreitet Viele User nutzen das persuasive und partizipatorische Potenzial von Internet Memes um den politischen Diskurs mitzupr gen Politische Internet Memes sind also ein hochrelevanter und anwendungsorientierter Forschungsgegenstand Stichworte virales Marketing und Fake News Dieser Band versammelt erstmals deutschsprachige Beitr ge aus der Sprach und Kommunikationswissenschaft in denen diese Memes aus theoretischer und empirischer Perspektive betrachtet werden Er b ndelt erste vielversprechende Ergebnisse der interdisziplin ren Forschung zum Thema sowie Desiderata f r die Zukunft des neuen Forschungsfeldes

Handbuch Werberhetorik Nina Janich, Steffen Pappert, Kersten Sven Roth, 2023-03-20 Das Handbuch Werberhetorik bietet einen berblick ber rhetorische Ph nomene in der Werbung Der Schwerpunkt liegt dabei auf der Rhetorik der Wirtschaftswerbung Sie wird in ihrer historischen Entwicklung von der Antike ber die Fr he Neuzeit und das Aufkommen des Markenartikels bis hin zur massenmedialen Konsumwerbung offline und online in den Blick genommen Rhetorische Ph

nomene werden dabei sowohl in unterschiedlichen Werbemedien aufgespart Print Rundfunk Online Formate und als auch in ihrer Multimodalität in den Blick genommen So werden neben sprachlich textuellen Phänomenen auch visuelle Ausdrucksformen Bilder Typographie in ihrer Eigenwertigkeit und ihrer Relation zur Botschaft des Textes behandelt Ein weiterer kleinerer Schwerpunkt widmet sich den verschiedenen Formen politischer Werberhetorik die einerseits insbesondere im Hinblick auf Wahlkampfreden einer Eigengesetzlichkeit unterliegt andererseits zum Beispiel bei Plakaten oder Flyern Anleihen bei den rhetorischen Strategien der Wirtschaftswerbung macht Ergänzend zur Wirtschafts und politischen Werbung werden exemplarisch weitere Werberhetoriken in den Blick genommen So lassen sich verschiedene Formen der sozialen und kulturellen Werbung unterscheiden man denke an Stadtmarketing Werbung für Theater und Museen Werbung für Kirchen gemeinnützige Einrichtungen und Gesundheitsvorsorge an Werbung für Sport und Sportereignisse oder auch für Universitäten und Forschungseinrichtungen Einen problematisierenden Ausblick bieten abschließend ebenfalls Artikel zur Kulturspezifik von Werberhetorik und zur Sprachkritik

Informationsweitergabe und Selbstrepräsentation in den Sozialen Medien. Neue Wege der Verbreitung verschwörungstheoretischer Überzeugungssysteme Dominique Messal, 2017-05-01 Die Untersuchung widmet sich der Fragestellung weshalb die Öffentlichkeit heutzutage anzunehmen scheint dass es mehr Verschwörungstheoretiker als früher gebe Als historischer Wendepunkt von früher zu heute zur Klärung dieser neuen Omnipresenz wird das Konzept sozialer Medien mit seinen theoretischen Möglichkeiten des Informationsaustauschs herangezogen Ferner werden verschwörungstheoretische Meinungen im Sinne eines alternativen Glaubenssystems definiert und anschließend mithilfe qualitativer Fallbeispiele aus dem Netz auf ihre Verbreitungsmethoden hin untersucht Eine zusätzliche quantitative Erhebung zeigt zudem messbare Einflüsse auf die abgehandelte Thematik weiter empirisch unterfüttern So sollen weitere Grundlagen geschaffen und die bisher dominante Auffassung von Verschwörungstheoretikern als vereinzelte psychisch instabile Paranoiker entkräftet werden

Diskursphänomen Cybermobbing Konstanze Marx, 2017-09-25 Cybermobbing ist ein spezifischer Typ digitaler Gewalt der vor allem unter Kindern und Jugendlichen vorkommt und in den Fokus der breiten Öffentlichkeit geraten ist Die Cybermobbing Forschung ist geprägt von zahlreichen sozialpsychologischen und medienwissenschaftlichen Studien Eine linguistische Beschäftigung mit konkretem Sprachmaterial stand jedoch bis heute aus Im vorliegenden Buch wird anhand vieler authentischer Beispiele erörtert wie sich Cybermobbing im Netz zeigt in welchen Formvarianten es als kommunikatives Phänomen in Erscheinung tritt und wie die Spezifik der Online Kommunikation in der virtuellen Welt Einfluss auf die spezifischen Prozesse dieser verbalen Gewalt nimmt Umfangreiche Detailanalysen helfen die Spezifik des Emotionspotenzials dieser Texte besser zu verstehen Das Buch ist einerseits für die spezifische Medialität digitaler Kommunikation und somit die Medienlinguistik allgemein und erst relevant andererseits bildet es einen wichtigen Referenzpunkt für künftige Untersuchungen anderer Formen verbaler Gewalt in der digitalen Kommunikation wie auch in anderen Kommunikationsformen

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

Konnektiver Zynismus Fabian Schäfer, 2023-02-06 Der politische Diskurs verroht in den sozialen Medien toben Trolle und grenz überschreitende Witze haben Hochkonjunktur Rechtspopulist innen und fragwürdige Influencer innen nutzen bewusst sprachliche Unschärfen und ironische Zwischenräume um das Gesagte im Nachhinein relativieren zu können Fabian Schäfer untersucht die besondere Aufmerksamkeitsökonomie und die Konnektivität des Likens und Teilens der sozialen Medien die die Ausbreitung von politischem und kulturellem Zynismus anfachen Mit dem Konzept des konnektiven Zynismus zeigt er auf wie aus randständigem Humor Profit geschlagen und mit antidemokratischen Diskursstrategien Politik gemacht wird

Textanfänge Ulrike Krieg-Holz, Christian Schütte, 2018-12-21 Für zahlreiche Textsorten ist der Textanfang von großer Bedeutung So können die Überschriften die ersten Zeilen oder Seiten darüber entscheiden ob ein Zeitungsartikel eine Anleitung oder ein Roman überhaupt gelesen werden Doch bis wohin geht der Textanfang Und welche Textteile gehören dazu Um diese Fragen zu beantworten muss man sowohl literarische Texte als auch Gebrauchstexte aller Kommunikationsformen und Bereiche untersuchen Entsprechend heterogen sind die Zugänge und Methoden zur Analyse der Einstiegsphasen und Elemente von Texten In diesem Band reicht das Spektrum von sprachwissenschaftlichen Beschreibungstechniken z.B. textlinguistischen korpuspragmatischen und stilistischen über literaturwissenschaftliche z.B. Autoren oder Epochenstile bis hin zu sprachdidaktischen z.B. Textproduktionsroutinen

Das System der abhängigen Schöpfungen im digitalen Zeitalter – Eine Untersuchung am Beispiel von Internet-Memen. Alexandra Wachtel, 2022-07-13 Internet Memes sind von digitalen Plattformen als Ausdrucksmittel gesellschaftlicher und politischer Partizipation nicht mehr wegzudenken Als digitale referenzielle Kunstwerke greifen sie vorbekannte Werke und Werkelemente auf Das Urheberrecht steht einem solchen Aufsetzen eigenen Werkschaffens auf fremde schöpferische Tätigkeit seit jeher offen gegenüber Mit digitalen Techniken ist die gezielte und erkennbare Bezugnahme auf fremdes schöpferisches Schaffen zu einem beliebten Stilmittel der Remix Kultur geworden Es wirft die Frage auf wo die Grenze eines eigenen schöpferischen Schaffensprozesses verläuft Zur Beantwortung dieser Frage

wird der urheberrechtliche Sch pfungsbegriff im Lichte der Kunstfreiheit untersucht Im Fokus steht die Abgrenzung zwischen einer Vervielf ltigung und einer abh ngigen Bearbeitung einerseits und einem eigenst ndigen neuen Werk andererseits Anhaltspunkte bieten die zu Parodien herausgebildeten und am Beispiel des Tontr gersamplings fortentwickelten Grunds tze

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

Identity and Ideology in Digital Food Discourse Alla Tovares,Cynthia Gordon,2020-11-26 Exploring food related interactions in various digital and cultural contexts this book demonstrates how food as a discursive resource can be mobilized to accomplish actions of social cultural and political consequence The chapters reveal how social media users employ language images and videos to construct identities and ideologies that both encompass and transcend food Drawing on various discourse analytic frameworks to digital communication contributors examine interactions across Facebook Twitter YouTube and Instagram From the multimodal discourse of a Korean livestreaming online eating show to food activism in an English blogging community and discussions of a food related controversy on Omani Twitter this book shows how language and multimodal resources serve not only to communicate about food but also as a means of accomplishing key aspects of everyday social life

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 *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

Zeitlichkeit und Materialität Juliane Engel, Mareike Gebhardt, Kay Kirchmann, 2019-04-10 Theorien der Pr sens und des impliziten Wissens legen in ihrem Zusammenspiel soziale und kulturelle Ph nomene in ihrer zeitlichen Struktur und materiellen Beschaffenheit blo Wie werden zeitliche Ordnungen zu sozialen und kulturellen Mustern oder Materialit ten Und welche Materialit ten konstituieren soziale und kulturelle Pr sensen Wie stehen Zeitlichkeit und Materialit t also zueinander und was macht sie f r die kultur und sozialwissenschaftliche Empirie wie auch Theoriebildung besonders relevant Der Band stellt sich diesen Fragen und versammelt Beitr ge die sich aus einer interdisziplin ren Perspektive mit Erscheinungsformen von Zeitlichkeit und Diskursen der Nicht Pr sens materialit tsbezogen auseinandersetzen

Complimenting Behavior and (Self-)Praise across Social Media María Elena Placencia, Zohreh R. Eslami, 2020-12-17 The present volume focuses on complimenting behavior including the awarding of self praise as manifested on social media These commonplace activities have been found to fulfil a wide range of functions in face to face interaction discursal and relational amongst others However even though the giving of compliments and praise has become a pervasive practice in online environments it remains a largely underexplored field of study within pragmatics Self praise is an activity that appears at the present time to be rapidly gaining ground online and the various functions it performs clearly also need further investigation The different contributions to this ground breaking volume 12 in total aim to address this gap in research by exploring and shedding light on a number of aspects of these phenomena in a range of languages and language varieties New socio digital contexts are examined supported in some cases by social networking sites not previously

studied in complimenting behavior research These include Facebook Instagram Renren Twitter as well as web forums message boards and live text commentary

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

Researching Language and Social Media Ruth Page, Johann Wolfgang Unger, Michele Zappavigna, David Barton, 2014-06-27 Social Media is fast becoming a key area of linguistic research This highly accessible guidebook leads students through the process of undertaking research in order to explore the language that people use when they communicate on social media sites This textbook provides An introduction to the linguistic frameworks currently used to analyse language found in social media contexts An outline of the practical steps and ethical guidelines entailed when gathering linguistic data from social media sites and platforms A range of illustrative case studies which cover different approaches linguistic topics digital platforms and national contexts Each chapter begins with a clear summary of the topics covered and also suggests sources for further reading to supplement the initial discussion and case studies Written with an international outlook Researching Language and Social Media is an essential book for undergraduate and postgraduate students of Linguistics Media Studies and Communication Studies

Afterlives of Georges Perec Rowan Wilken, 2017-03-08 Examines Perec's impact on architecture art design media electronic communications computing and the everyday What do Perec's descriptions of the minutiae of everyday life reveal about our use of information and communications technologies What happens if we read *Life A User's Manual* as a toolbox of ideas for games studies What light does the concept of the *ainfra* ordinary shed on social media What insights does algorithmic writing generate for the digital humanities What lessons can architects artists game designers and writers draw from Perec's fascination with creative constraints Through an

examination of such questions this collection takes Perec scholarship beyond its existing limits to offer new ways of rethinking our present ContributorsTom Apperley Monash University Australia Caroline Bassett University of Sussex UK David Bellos Princeton USA Justin Clemens University of Melbourne Australia Ben Highmore University of Sussex UK Alison James University of Chicago USA Sandra Kaji OGrady University of Sydney Australia Christian Licoppe TA c la c com ParisTech France Anthony McCosker Swinburne University of Technology Melbourne Australia Mireille RibiA re independent scholar translator and author Darren Tofts Swinburne University of Technology Melbourne Australia Rowan Wilken RMIT Melbourne Australia Mark Wolff Hartwick College in Oneonta New York USA

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