First week wrap-up
The nature of globalization
Language and power
The communicative nature of social media / networks
Literacy and translation
Methodology
Globalization

From a unitary to a polyvalent field:
multiple centers of production/circulation
peripheral multilingualism
The need for a **power-driven** approach

**Theory**

Most analyses on digital media have an uncritical perspective on the neoliberal nature of superdiverse digital environments.

**Semiocapitalism: prominence of circulation and linguistic commodification**

**Analysis**

Need to focus on power-saturated environments (such as asylum hearings, multilingual battlefields, online test taking, political meetings/teleconferences, etc.)
Language and Social Media

Language and culture

mediation

co-constitutive

Media

mutual shaping

technologies
Emergence of a telemediated cultural field

Digital comm practices are advancing into the domain of speech in F2F interactions

“Social media substantially change the way organizations, communities and individuals communicate” (Leppänen, 2013)

Multisemiotic practices

Digital entextualization

prosumption
3) The **noise** of languages: buffalaxing (*après* Hjelmslev)

- **L1**
  - content-substance
  - content-form
  - expression-form
  - expression-substance

- **L2**
  - content-form
  - expression-form
  - c-s
  - e-s

→ **loss of syntagmatic coherence**

→ lack of meaning is refunctionalized as cultural/linguistic capital for the fashioning of digitalized belongings
The issue of **semiotic understanding:**

- when is “enough” enough?
- **who** decides this?
- what happens when people don’t want to understand?
Literacy and translation

“Standard” (dominant) code / alternative codes
The use of new technologies in language teaching
Translation: human, machine, and hybrid modes
Methodology

The need of fieldwork:
- multisited and long-term
- team work
- reliance on digital technologies
- focus on power-saturated environments
THANK YOU!

SEE YOU FROM RIO!