

The Language Work of Social Media Influencers as ‘New Generation’ Copywriters

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Further information and registration



Overview

Olivia Droz-dit-Busset
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Presenting her new book, Olivia Droz-dit-Busset analyses the language work of social media influencers (SMIs) and copywriters in the advertising industry.

This seminar examines the mediatised discourses, metadiscourses and working processes of SMIs and copywriters, exploring how SMIs might be considered as ‘new-generation’ copywriters. Droz-dit-Busset makes the case for not only exploring the advertising textual products created by these wordsmiths (or relatively ‘elite’ language workers) but also the underpinning workflows behind them. In so doing, she reveals how SMIs’ and copywriters’ strategic use of frame-shifting, voice work and professional labelling illuminates broader transformations in language work and how this labour is valued, organised and legitimised in contemporary digital economies.

Discussants:

Erin McInerney (Université de Lorraine, ATILF, ICAR)

Grégoire Lacaze (Aix-Marseille Université, LERMA)