



Please use this identifier to cite or link to this item: <http://hdl.handle.net/11375/23149>

**Title:** Representations of Social Media in Popular Discourse

**Authors:** [Ingleton, Pamela](#)

**Advisor:** [York, Lorraine](#)

**Department:** [English and Cultural Studies](#)

**Keywords:** social media;discourse;popular culture;celebrity;Twitter;Facebook

**Publication Date:** 2018

**Abstract:** This sandwich thesis of works published from 2010 – 2017 takes up the discursive articulation of “social media” as a mobilizing concept in relation to a variety of other concerns: authorship and popular fiction, writing and publishing, archives and everyday life, celebrity and the opaque morality of media promotion. The project addresses social networking platforms (primarily Twitter and Facebook) and those who serve and critique their interests (authors, readers, academics, “everyday people,” national archives, celebrities and filmmakers), often focusing on the “meta” of the media they take as their focus: extratexts, reviews and interviews, tweets about books and books about tweets, critical reception, etc. It considers “social media” as an idea or, more accurately, a system or constellation of ideas, a discourse or discourses beyond the mere technological. It examines the authority and impact of these discourses—not the use or usefulness of social media, but the ways these media are taken up, avoided, buttressed and manipulated in the most casual to the most politically contingent venues. In order to better comprehend and articulate the ideas, investments and ideological frameworks grounding social media discourse, this collective work traces and critically assesses the comparisons we make in an effort to render these media familiar and readable; the genealogies we construct in an effort to contextualize them and make their meanings legible; the stories we tell and the venues in which we tell them, to harness their creation and existence for other means, to authorize and deauthorize, to empower and disavow. By examining writing on and about social media, this work offers an alternative, context-specific approach to new media scholarship that, in its examination of things said and unsaid, will help inform our contemporary understanding of social media and, by extension, our social media experience.

**URI:** <http://hdl.handle.net/11375/23149>

**Appears in Collections:** [Open Access Dissertations and Theses](#)

Files in This Item:

File	Description	Size	Format
<a href="#">Ingleton_Pamela_B_2017Dec_PhD.pdf</a>		2.05 MB	Adobe PDF
<a href="#">Access is allowed from: 2018-07-01</a>			

[View/Open](#)

Show full item record



Items in MacSphere are protected by copyright, with all rights reserved, unless otherwise indicated.

The advent of social media means that the function of online talk has become increasingly focused on negotiating and maintaining relationships. In popular terms, it is becoming increasingly useful to search the 'hive mind': the stream of online conversation occurring across semiotic modes (e.g. blogs, online chat and social networking sites). The kind of real-time discourse search that Twitter affords has been described as a rival to a Google search, with commentators claiming that searching Twitter may soon be one of the most effective ways to gather useful information (Rocketboom 2009). Social representations are a system of values, ideas, metaphors, beliefs, and practices that serve to establish social order, orient participants and enable communication among the members of groups and communities. Social representation theory is a body of theory within social psychology and sociological social psychology. It has parallels in sociological theorizing such as social constructionism and symbolic interactionism, and is similar in some ways to mass consensus and discursive psychology. In the first two chapters we will single out the main approaches in studying functional and stylistic diversity of Mass Media discourse and we will work out in details the main features and peculiarities of one type of Mass Media Discourse – the newspaper language. In Chapter Three of our work we will try to discern all the received information taken from newspapers. The method of research is discourse analysis. One of the theories understands mass media as multifunctional representation of the world, while others see mass media as a system of signs or as a television. They ask how social relationships and processes are accomplished at a micro-level through routine practices, how language and discourse practices in media constitute social and cultural changes. Within media studies, the role of the media in shaping public discourses has been a recurrent and pervasive field of investigation. The co-determining of media and social representations should be understood against the backdrop of the pervasive symbolic power of media in the so-called "reflexive modernity" (Beck, 1992; Giddens, 1990, 1991), characterized by an increasing "epistemological suspicion" (van Zoonen, 2012) and a decline in trust in expert knowledge as well as in the media as a knowledge institution. In this perspective, the internet, and social media more specifically, amplify the turn into the self, personal feelings and experiences as the source of true and reliable knowledge, that van Zoonen (2012) labelled This paper explores social media conversations about Islam and Muslims through discourse analysis. The study looks into Facebook about the representation of Islam and Muslims. A discourse analysis of Facebook reveals that people are changing their perceptions, attitudes and opinions through the Facebook. created popular culture is fixed about Muslim stereotypes, like in a scene of a famous. film "True Lie" in which there is a stage when 80 terrorists were killed, and finally it is. presented that all of them were Arabs. negative representation of Muslims in media, and the strategy of coping the attitude by. Islamophobic prejudice must be discouraged because the consequence of this social.