

(Re)visualizing in social media: The case of doing and transgressing motherhood

Sirpa Leppänen, University of Jyväskylä

Communication in informal and interest-driven social media contexts often involves the selection and integration of a range of semiotic materials. These include resources provided by language(s), varieties, styles and genres, along with other semiotic resources – textual forms and patterns, visibility, still and moving images, sound, music, and cultural discourses (Kress & van Leeuwen 2001; Scollon & LeVine 2004– as well as their mobilization in processes and practices of entextualization (Bauman & Briggs 1990; Blommaert 2005) and resemiotization (Iedema 2003; Leppänen *et al.* 2014).

In my talk, I will highlight how such multilingual and multimodal communicative resources serve as key means for social interaction, collaborative and participatory cultural production, identification and critical action in social media. More specifically, I will demonstrate how in such social media practices, (re)visualization plays a key role. Drawing on a transdisciplinary framework provided by digital ethnography, the study of computer-mediated discourse and the study of multimodality (see e.g. Leppänen & Kytölä, 2017), and with the help of data from Finland-based social media, I will discuss how particular styles of visibility are taken up, reanimated and subverted in constructions of and interactions around a shifting and contested social category - motherhood.

References

- Bauman, R. & C.L. Briggs. 1990. Poetics and performance as critical perspectives on language and social life. *Annual Review of Anthropology* 19, 59–88.
- Blommaert, J. 2005. *Discourse*. Cambridge: CUP.
- Iedema, R. 2003. Multimodality, resemiotization: extending the analysis of discourse as multi-semiotic practice. *Visual Communication* 2(1), 29–57.
- Kress, G. & T. van Leeuwen 2001. *Multimodal discourse. The modes and media of contemporary communication*. London: OUP.
- Leppänen, S., S. Kytölä, H. Jousmäki, S. Peuronen & E. Westinen. 2014. Entextualization and resemiotization as resources for identification in social media. In Seargeant, P. & C. Tagg (Eds.), *The language of social media: identity and community on the internet*. Basingstoke: Palgrave Macmillan, 112–136.
- Leppänen, S., & S. Kytölä. 2017. Investigating multilingualism and multisemioticity as resources for (dis)identification in social media. In Martin-Jones, M. & D. Martin (Eds.), *Researching Multilingualism: Critical and Ethnographic Approaches*. London: Routledge, pp. 155-171.
- Scollon, R. & LeVine, P. 2004. Multimodal Discourse Analysis as the Confluence of Discourse and Technology. In LeVine, P. & R. Scollon (Eds.), *Discourse & technology: multimodal discourse analysis*. Washington, DC: Georgetown University Press, 1–6.