## Contents

vi
i
1.
•
1
2
4
7
ç
ç
10
14
21
25
30
33
33
34
38
45
48
52
54
54
55
61
66

Practices and ideologies III: between bots and subversion Conclusion: new linguistic landscapes, old inequalities	71 75
5 Intertextuality and author-audiences	77
Introduction: circulating texts	77
Digital spectacles: multimodality at one's fingertips	79
Intertextuality: theoretical reflections	82
Remixes, mash-ups and spoofs	86
Spectacular sounds: language and desire	93
Conclusion: author-audiences and the mobility of texts	98
6 Bakhtin goes mobile	100
Introduction: artful indexicalities	100
Speech and writing	101
Variation and heteroglossia	104
Performance and performativity	110
Stylization: performing heteroglossia	116
Conclusion: a sharply heteroglot era?	120
7 Textpl@y as poetic language	122
Introduction: writing 🗷 is like a picture	122
Poetic language: focus on form	124
'Your MySpace name MUST contain symbols and	
incorrect spellings'	130
Multilingual writing: voicing contrasts	136
Between convention and creativity	140
Conclusion: liquid language	144
8 Sociability online: between plaisir and jouissance	146
Introduction: hanging-out revisited	146
The pleasures of <i>plaisir</i> : communities and sociability	147
Carnivals: sociability squared	153
Not safe for work: toward <i>jouissance</i>	157
This is not me : masks as play and deception	160
Conclusion: wild publics	164
9 Conclusion	168
Mobility: people, texts and identities	168
Creativity: uncontrollable	170
Inequality: persistent but changing	171
References	174
Index	194