

# Practices of Digital Language and Culture

Juliana Alves Assis\*

Fabiana Komesu \*\*

Daniel Bart\*\*\*

Cédric Fluckiger\*\*\*\*

This issue of *Cadernos CESPUC* focuses on a relevant theme for contemporary linguistic studies, especially considering the relationship between language and technologies, historically characterized by tensions, challenges and “distrust”. This theme – **Practices of digital language and culture** – points to a field of inquiry that calls for theoretical and methodological reconfigurations and articulations, from which a rich set of contribution stems, one that this dossier offers to the reader, including emerging, challenging questions, among which we highlight: (i) (re) configuration of textual/discursive genres and innovation in digital culture in different contexts; (ii) disinformation and scientific dissemination in a digital context; (iii) critical literacies and addressing disinformation; (iv) linguistic innovation in a digital context.

In “Medium as Discourse: Analysis of a Video Streaming Platform”, Adair Bonini analyzes the streaming of videos, especially the Netflix platform, seen as a medium that surpasses the condition of a mere means of access to content and operates as a discourse that influences users’ behaviors, choices, and ways of thinking. The author assumes streaming as a hypergenre and also as a mediatization process, that is, a form of technological mediation that interferes in the construction of subjectivities. The analysis made in the study is centered on three main aspects: the organization of the platform, the discourse present in the choices offered and the limitations imposed on the user. The results show that there is an implicit directing in streaming, though it seems to offer many options and freedom of choice. The study concludes that streaming is a discursive environment that shapes the experience of the

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\* Pontifícia Universidade Católica de Minas Gerais (PUC Minas), Belo Horizonte campus. PhD in Linguistics. Professor and researcher. Orcid: <https://orcid.org/0000-0002-9383-4850>.

\*\* Universidade Estadual Paulista (UNESP), Instituto de Biociências, Letras e Ciências Exatas, São José do Rio Preto campus. PhD in Linguistic Studies. Professor and researcher. Orcid: <https://orcid.org/0000-0002-3820-1559>.

\*\*\* Université Toulouse - Jean Jaurès. PhD in Education Sciences. Professor and researcher. Orcid: <https://orcid.org/0000-0002-8771-1280>.

\*\*\*\* Université de Lille (ULille), Villeneuve-d’Ascq campus. PhD in Education Sciences. Professor and researcher. Orcid: <https://orcid.org/0000-0002-2900-0616>.

users, influencing their habits and perceptions. The consumption is guided by structures and strategies that maintain inequalities and prioritize more commercial content.

“Instabilities of Digital Culture in the Representation of the Other’s Discourse: Academic Literacy Practices of Brazilian and French University Students” is the title of the contribution by Gabriel Guimarães Alexandre and Cristian Imbruniz. The article investigates the representation of others’ discourse (RDO) in academic literacy practices of Brazilian and French university students in the context of institutional activities of analysis of fake news. The work is guided by the hypothesis according to which, in contexts of combating disinformation, the RDO organizes itself from instabilities that are characteristic of these students’ digital cultures. The *corpus* is made up of written productions of students of a university in Brazil and another in France. The results confirm the hypothesis of the researchers, showing similarities in the use of direct discourse and differences in the use of indirect discourse. The study indicates the potential of this linguistic-discursive phenomenon to understand digital cultures and contributes to the students’ academic development, especially in the use of other peoples’ discourses in non-traditional activities.

Tatiane Henrique Sousa Machado and Cristiane Carneiro Capristano sign the study titled “Digital Memory: Negotiations with Other Senses in the Digital Erasures of an Academic Review”, in which digital erasures are analyzed in 23 academic reviews produced by Pedagogy students on Google Docs, aiming to identify patterns in the negotiations of meaning performed during writing. The research draws on French Discourse Analysis, on the notion of enunciative heterogeneity and on the concepts of erasure and digital memory. The work, with its qualitative nature, examines operations such as deletions, insertions, substitutions and dislocations in the process of writing. The results indicate that these erasures reflect negotiations of meaning influenced by relations of synonymy and antonymy, the use of argumentative operators and modalizers, besides the syntactic-semantic organization of the text. In the conclusion, it is indicated that digital erasures are due especially to lexical substitutions and relational adjustments, showing the students’ effort in selecting terms that are more adequate from a set of possibilities.

In “The Discursive Manipulation of Visual Perception on Digital Media Platforms as a Disinformation Strategy”, Rodrigo Jesus Félix and Débora Liberato Arruda investigate the way the manipulation of visual perception in digital media platforms is used as a disinformation strategy, based on multimodal design studies. The research analyses false content verified by fact-checking agencies during the electoral period of 2024, considering three main themes: health, moralism and politics. The results indicate that disinformation uses strategies such as questions to generate doubt, opinion remarks, manipulation of images, displacement of context, and moral and emotional appeals. Also of note is the use of signals of urgency and persuasive resources in shared messages, including applications such as WhatsApp. In its conclusion, the study points out that digital disinformation is supported by a strategic multimodal design that can influence perception, engagement and the spreading of fake content.

In the article titled “‘Sponsored Content’: A Discursive Analysis of Journalism, Propaganda, and of the Weakening of the Generic Scene on Instagram”, Fellipe de Souza Gualberto Leite and Érika de Moraes analyze how newspapers use publiposts (advertising content that imitates common posts) on Instagram and how this practice may generate a confusion between advertising and journalism. Drawing on French Discourse Analysis, the study investigates three examples published by big Brazilian newspapers, touching on how these media build the “scenography” of the posts to indicate that they are advertising. The results of the work show that, while newspapers use resources to signal that the content is sponsored, such as captions and markers of the platform, the structure of Instagram itself favors the fusion between genres. That occurs because advertising can simulate the appearance of journalistic content, taking advantage of the credibility of the vehicles.

Paula Baracat De Grande, Vera Lúcia Lopes Cristovão, and Gustavo André Oliveira, in their study “Science Communication in Virtual Environments: Reflections and Possibilities on Apparently Insurgent Practices”, seek to (re)map channels of scientific communication (DC) in the field of language and analyze profiles in social media, with the intent of understanding to what extent the concept of DC widens or restricts itself in face of the demands of digital networks. For that purpose, the article draws on studies that discuss the historic dimension of scientific communication,

make the mapping of the field in Brazil and in Portugal, and approach the impacts of the logic of cyberculture in practices on social media. The methodology used is qualitative-interpretative, based on bibliographic and document data. The analysis of posts in social networks is guided by the dialogic conception of language and by a specific analytic referential. The results indicate that the absence of institutionalization of the channels frequently leads to the discontinuity of scientific dissemination initiatives. The study contributes to the better understanding of the potential for scientific dissemination in digital environments and to amplify the strategies for operating in this context.

In “Scientific Dissemination in the Academic Sphere: Study of the Effect of Informality in Graduate Students’ Written Podcast Scripts”, Augusto Oliveira Dordan and Julia Giacon investigate how university students build an effect of informality when writing scripts for scientific dissemination podcasts. The research works off the hypothesis that, even without explicit instructions about style, the students use informal resources because they recognize that scientific dissemination requires approaching a wider audience. Thus, informality is not seen only as an individual choice, but as a result of the expectations of the genre and of the social context in which it circulates. The conclusion of the study points out that informality emerges as a discursive effect connected to the “scientific dissemination podcast” genre, reflecting the need to bring the academic language closer to everyday language.

The article by Thiago Brasileiro Vilar Hermont and Daniela Veloso de Abreu e Matos, titled “Public Platforms, Technical Language and Informational Exclusion: Digital Language Practices and Informational Citizenship in Government Websites on Science and Technology”, examines how the language used in digital government platforms of Science and Technology in Brazil influences the access of the population to information. These environments, while created to foster transparency and communication, contemplate an excessive use of technical language and complex structures, which frequently hinders the users’ understanding and limits so-called informational citizenship. The study examines textual and visual elements of these websites. The results show that the way in which the information is organized – both in the text and in the design – can function as either a barrier or a facilitator to understanding. In conclusion,

it is observed that the guarantee of access to information does not depend only on technology, but also on the clarity of language.

In the study “Foreignisms and the Processes of Grammaticalization and Lexicalization in ‘do Job’: a Functionalist Approach”, Tiago Almeida Assumpção analyzes the use of the expression “do job” in Brazilian Portuguese, in interactive contexts, based on Functional Theory. The research investigates how the English word “job” went on to have a new meaning in Portuguese – related to sexual services – depending on the context of use. For that end, a videoclip and three short videos of YouTube were analyzed, in an exploratory, qualitative and bibliographic approach. The analysis considers phonetic, morphologic, syntactic and pragmatic aspects of “do job”. The results indicate that this expression is undergoing processes of grammaticalization and lexicalization in Brazilian Portuguese. The study contributes for the understanding of linguistic variation, especially with regards to the use of foreignisms and to the changes of meaning in language.

The **Free Section** concludes this issue of Cadernos CESPUC with the article titled “Social Psychology in Voloshinov and Plekhanov: Forms of Social Communication in Literary Criticism”, by Rodrigo Alan Feltrin Ferraz. The author analyzes the concept of social psychology in Voloshinov and in Plekhanov, examining its mediating function between material base and ideology. As the author understands, drawing on Plekhanov’s definition, Voloshinov situates it within the scope of his philosophy of language and further develops it in the forms of social communication, determined by the sociopolitical regime and by the nearest social situation. In Plekhanov, these determinations appear on literary and aesthetic analyses, especially in the relation between art and social life. The study argues that Voloshinov and Plekhanov preempt questions that traverse the current studies of language, of aesthetics and of political communication, insofar as they consider the discursive and artistic forms as instances of ideological struggles.