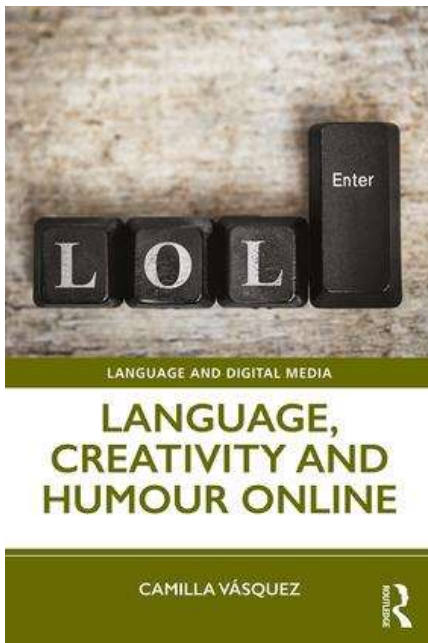


Professor Camilla Vásquez (University of South Florida)

“Language, Creativity and Humor Online”



In this presentation, Camilla Vásquez shares key findings from her latest book, *Language, Creativity and Humor Online*. Focusing on a wide range of examples from diverse social media platforms, Vásquez illustrates how internet users exploit different types of “voicing” to create linguistically creative texts that are clever, catchy and very often, humorous. Bakhtin’s notions of polyphony and heteroglossia provide the theoretical foundation for Vásquez’s analysis of digital texts from Twitter, Tumblr and Amazon. This presentation highlights how authors of such digital texts play with different social voices (some real, some imagined) to produce digital writing that is entertaining, occasionally insightful – and, in some cases, even political in nature.



Camilla Vásquez is Professor of Applied Linguistics at the University of South Florida. Her other publications include the book *The Discourse of Online Reviews* (Bloomsbury) published 2014 and a great number of articles on business discourse online, creativity and humour, and language education.

<http://www.camillavasquez.com/>

EVERYBODY IS WELCOME!