

## Call for Chapter Proposals

*New forms of humor and play in digital discourse*

edited by Susan Herring & Salvatore Attardo

### Description of the volume:

Since the earliest days of the Internet, online communication has inspired ludic behaviors, as documented for example by Brenda Danet and her collaborators for Internet Relay Chat in the 1990s (e.g. Danet, 1998, 2001; Danet, Ruedenberg-Wright, et al., 1997). While these behaviors sometimes included graphical components, such as emoticon simulations of smoking pot or ASCII art, the multimodal capacities of digital discourse have exploded in recent years, providing myriad new resources for humor and play. New forms draw on graphical, video, and auditory resources, often in combination, for example in humorous TikTok videos, or together with text, as in image memes (Attardo, 2023). Clever uses of text, including creative play with syntax (“Because internet,” “I can’t even,” etc.), have also flourished (McCulloch, 2020).

This volume brings together research on cutting edge phenomena in interactive computer-mediated communication that are (intended to be) witty, humorous, or playful. In keeping with the multimodal nature of digital discourse, chapter proposals are invited that employ linguistic or semiotic methods of analysis. We expect that most chapters will use qualitative methods and draw in their interpretations on paradigms from pragmatics, humor studies, performance studies, and ludology. Empirical studies that make use of computational methods of data collection or analysis, corpus-assisted studies, and quantitative analyses of large datasets are also welcome.

### Other possible topics include:

- Playful self-representation in video-mediated communication, e.g., through filters, avatars, Animojis, Memojis, Bitmojis, etc.
- Platform-specific humor on Twitch; TikTok; 4chan; etc.
- Humor in interactions in satirical (Yi, 2020) and non-satirical video games, both in-game and in social networking (e.g., Steam)
- Comparisons across different microblogging and social networks
- Creative uses of graphicons
- Ironic uses of graphicons, fonts, syntax, etc.
- Humorous (re)uses/hijackign of hashtags and “slogans”
- Humorous commentary tagging (cf. Kennedy, 2024)
- Elaborate textual play
- Smiling and laughter (e.g., “laughables”) – their representations, pragmatic functions, and what they respond to
- Performing humor; keying conventions

- Emergent playful/humorous genres
- Diachronic perspectives on all of the above topics, e.g., changes in playful visual self representations

#### Submission Guidelines and Important Dates:

Prepare a 700-750 word proposal (you may include an extra page of references) in MS Word format that explains the phenomenon, data, methods of analysis, and anticipated findings. Include a tentative title.

Email proposals to: [herring@indiana.edu](mailto:herring@indiana.edu)

Deadline for receipt of proposals: October 20, 2024

Invitations to submit full papers sent by: November 10, 2024

First draft of chapters due: March 30, 2025

The volume will be published by Routledge as part of the series: *Routledge Advances in Language and Humor*, Salvatore Attardo, series editor.

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#### References Cited

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