Influencing language: Vlogging as a Translanguaging Phenomenon

Picture from
https://www.webolizma.com/sosyal-medyada-aida-modeli/

Dr. Hülya MISIR

Middle East Technical University

Ankara, Turkey

DIScourse and COrpus REsearch Group at METU

Vlog
(video + blog)

Vlogging

- Emblematic of YouTube's user-created content
- Self-mediated quasi-interaction (Boyd, 2008)
- Mass-mediated monologue performances (Dynel, 2014)
- Spontaneous and authentic speech
- Conversational form of expression
- Featuring a new type of addressee (imagined recipient)

(Bhatia, 2018; Burgess & Green, 2009; Frobenius, 2014; Lange, 2019; Lee, 2021; Zappavigna, 2019)

Social Media Influencers

Social media influencers are people who build a large network of followers and are regarded as “trusted tastemakers in one or several niches”

(De Veirman et al., 2017, p. 798).

Translanguaging (Trawsieithu)

Cen Williams (1994)
(a Welsh educator and a language activist)

- Translanguaging is "the ability of multilingual speakers to shuttle between languages, treating the diverse languages that form **their repertoire as an integrated system**" (Canagarajah, 2011, p. 401).
- «Translanguaging is contextualized in the linguistic realities of the 21st century, especially the fluid and dynamic practices that **transcend** the boundaries between **named languages, language varieties**, and **language** and **other semiotic systems**» (Li, 2018, p. 9).
- «Named languages are social, not linguistic, objects» (Otheguy, Garcia, & Reid, 2015, p. 281).

Turkish National Corpus (https://www.tnc.org.tr/)

- spoken component **5%**
- 1997-2012

Spoken Turkish Corpus (https://std.metu.edu.tr/)

- on-site recordings and METU Radio archive
- 2008-2010

The Corpus of Turkish Youth Language (COTY) by Esranur Efeoğlu Özcan (2022) at METU (https://exmaralda.org/en/)

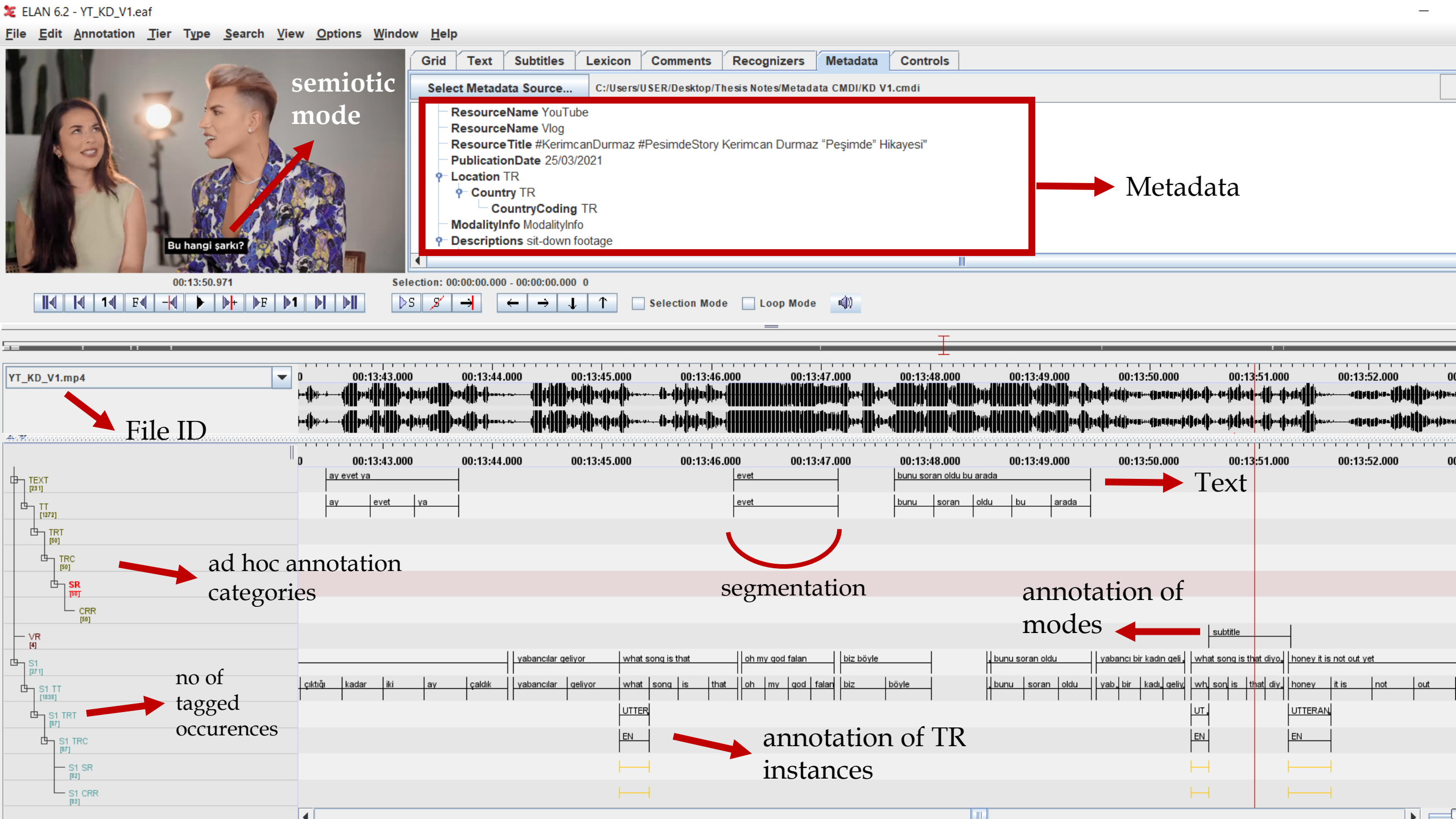
- on-site recordings of young adults' informal speeches

Social Media Influencer Corpus (January, 2023)

- online communication of young(er) adults in vlogs

METHODOLOGY: SOCIAL MEDIA INFLUENCER CORPUS (SMIC)

ID (No of transcribed Vlogs)	Vlog footage (total)	Token count	Type count	Content
Duyguozaslan, DO (5)	120 mins 29 sec	19,056	4568	makeup & cosmetics, fashion, lifestyle
Elvinlevinler, EL (5)	113 mins 39 sec	18,179	4572	Lifestyle, travel, yoga
Danlabilic, DB (5)	130 mins 38 sec	22,834	4870	makeup & cosmetics, lifestyle
Kerimcandurmaz, KD (5)	124 mins 49 sec	17,549	3921	lifestyle, travel, music
Ezgifindik, EF (5)	140 mins 36 sec	22,851	5052	fashion, makeup
Merveozkaynak, MO (5)	127 mins 09 sec	20,459	4447	makeup & cosmetics, travel
Total (30)	757 mins 20 sec (12hs 37 mins)	120,928	17,781	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PublicationDate 25/03/2021
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ModalityInfo ModalityInfo
Descriptions sit-down footage
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ay evet ya
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Text
TEXT
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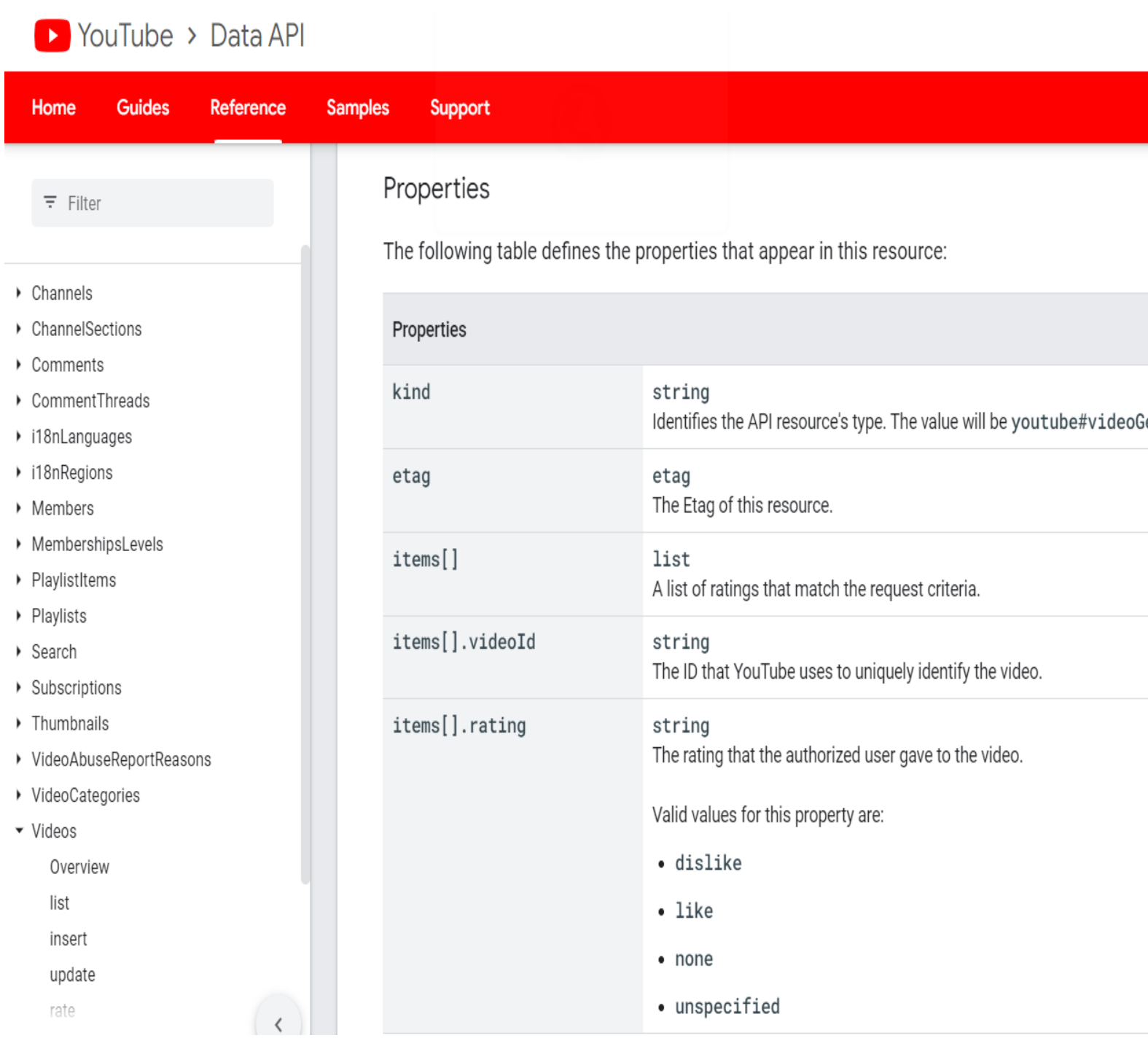
ad hoc annotation categories
segmentation
annotation of modes
subtitle
yabancılar geliyor
what song is that
oh my god falan
biz böyle
bunu soran oldu
yabancı bir kadın geli
what song is that diyo
honey it is not out yet
çıktığı kadar iki ay çaldık yabancılar geliyor what song is that oh my god falan biz böyle bunu soran oldu yab bir kadı geliy wh son is that diy honey it is not out
no of tagged occurences
UTTER
EN
UTTERAN
annotation of TR instances

- **Automatically generated metadata** (URL, date posted)
- **Semi-automatically generated metadata** (metrics of views, dis/likes)
- **Self-generated metadata** (channel name, caption)



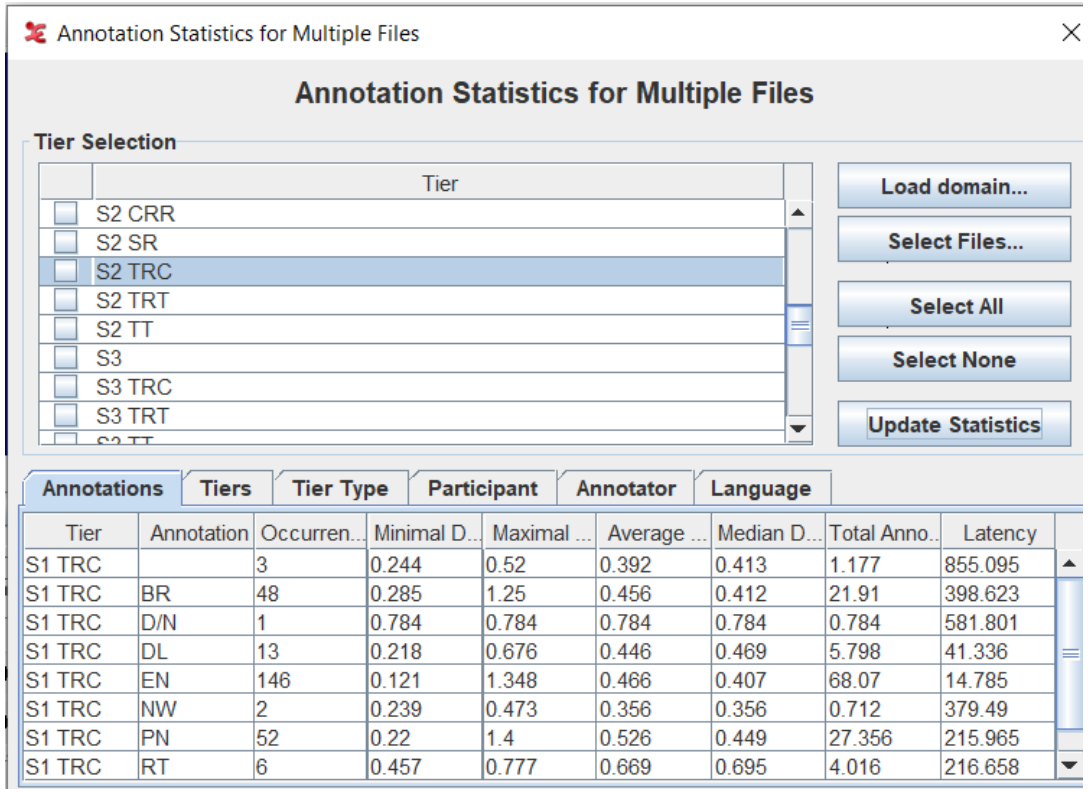
Auto-captioning?

Auto-generated subtitles	Researcher-generated transcription
25:01 artık çok yoruldum Ali domates **aldı** limon almadık **a** şu limonlar olay olay	25:01 <S1> artık çok yoruldum Ali domates **aldık** limon almadık **aa** şu limonlar olay olay **<S2> o ne**
25:08 **asparagas Lara** bak **Ama** bu ne ya **B**u nasıl **bilim o** arkadaşlar	25:08 <S1> **asparaguslara** bak _ bu ne ya **b**u nasıl **bir limon** arkadaşlar
25:16 kız **bir** şey değil mi **karaip korsanlarındaki Oh Kaptan** ahtapot	25:16 kız **bu** şey değil mi **K**ara**y**ip **K**orsanlar'ı**n**daki o_ **k**aptan ahtapot
25:23 **Ya** bu nasıl **iman** Allah aşkına **eski Memories that garip garip garip sınav**	25:23 _bu nasıl **limon** Allah aşkına **excuse me what is this <S3> fast-forwarded speech** <S1> **got it got it got it smells good**
25:31 **gör Vay** inanılmaz kokuyor Ali	25:31 **yeah when they <XXX>** <S1> **wow** inanılmaz kokuyor Ali
25:36 inanamayacaksın oha **o** çiçek limon çiçeği macera aramayalım	25:36 inanamayacaksın oha _ çiçek limon çiçeği **biz yine** macera aramayalım
25:44 kendimize alkollerde falan kullanıyorlarmış **üçe aşka** yani **çok aşık**	25:44 kendimize alkollerde falan kullanıyorlarmış **süs için aşko** yani **hani bir yani hani**

"Export multiple files as" choosing "Tab-delimited text" **on ELAN**
turn the file into a **R Data Frame**

	Begin Time - ss.msec	End Time - ss.msec	TEXT	TRT	TRC	CRR	SR	File	File Path
	All	All	All	All	All	All	All	All	All
868	164.439	164.817	run two	PHRASE	EN	NA	NA	NA	YT_KD_V2.eaf
869	170.711	170.923	what is the language by the way	UTTERANCE	EN	NA	NA	NA	YT_KD_V2.eaf
870	172.24	172.640	you are so American	UTTERANCE	EN	NA	NA	NA	YT_KD_V2.eaf
871	174.112	174.514	pop tarts diye bir şey arkadaşlar	PHRASE	EN	OBJECT	CR	NA	YT_KD_V2.eaf
872	197.421	197.678	I like it	UTTERANCE	EN	NA	NA	NA	YT_KD_V2.eaf
873	210.721	211.243	on üzerinden yedi veriyorum ama not bad	TOKEN	EN	NA	NA	NA	YT_KD_V2.eaf
874	241.606	242.068	böyle blue berryli bir vitamin vardı	PHRASE	EN	NA	NA	NA	YT_KD_V2.eaf
875	277.188	277.574	şu an I am fucking starving	UTTERANCE	EN	NA	NA	NA	YT_KD_V2.eaf
876	278.789	279.353	like literally	PHRASE	EN	NA	NA	NA	YT_KD_V2.eaf
877	285.248	285.376	thank you	UTTERANCE	EN	NA	NA	NA	YT_KD_V2.eaf

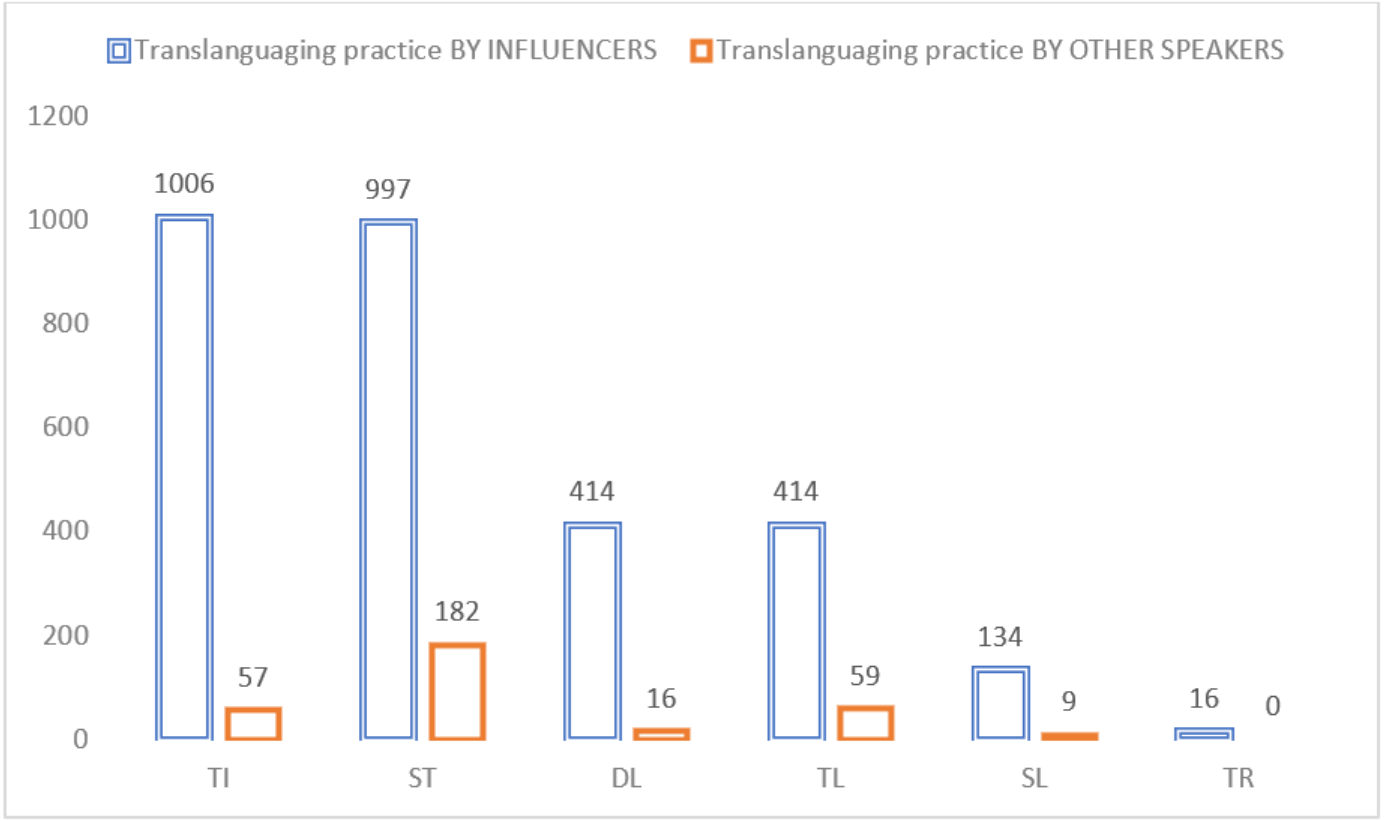
Work **on ELAN** with multiple file processing (n-grams, freqs)



The raw frequencies of translanguaging instances by tag and speaker in the corpus

16,7%

of the total speech is translanguaging examples



TI= translingual insertion, ST= spontaneous translanguaging, DL= digital lexis, TL= phonetic transliteration, SL=slang, TR=translation resource

19,691 segmented utterances, 3,304 tagged instances

Examples of Translanguaging

Line 1	baksanıza
	look
Line 2	red velvet cupcake
	red velvet cupcake
Line 3	chocolate
	chocolate
Line 4	butter cream**li**
	with buttercream
Line 5	farklı farklı carrot cake**ler**
	various carrot cakes
Line 6	banana**lar**
	bananas

Context: Pilates routine

Loop bantlarımızı kullanıyoruz**, bosu *ball***larımızı kullanıyoruz.

*We use our **loop bands**, and we use our **bosu balls**.*

Idiolect & Idiosyncratic Expressions

1	tiksinerek iğrençti bu arada hah hah like	literally	Ecem be bir de şu aynayı
2	musun yarın açıyoruz bu arada hani like	literally	ya ayh ay baba kayıyor yerler
3	de yani bitebilir mi artık <incomprehensible> like	literally	literally crash o zaman bir dondurmaya
4	it is really hard for me like	literally	ya ay inanılmaz aa ah ay
5	zamanda buna kaç veriyorum on üzerinden iki	literally	aa ee yeşil çay çayı sıcak
6	o yüzden allah iğrenç insanların sahte insanların	literally	belasını versin gerçekten hani gerçekten nefret
7	anladım hah hah iyi şanslar it is	literally	so small aa keskin bir çikolatası
8	I love your hair though or whatever	literally	bu arada insanlar bizi reddedecek hah
9	güneşinin kime vurduğuna bak güzele e yani	literally	by the way akşam güneşi vuruyor
10	arada beni ara FaceTime kusacağım alışveriş yapmaktan	literally	yani a aa bunlar ne ya

Rank	Digital lexis	Gloss	Token (Rf)	Type
1	link	hyperlink	142	37
2	story	short video post	48	14
3	vlog	video blog	31	13
4	influencer	social media influencer	30	11
5	fav	favorite	17	7
6	like	to like a post	13	4
7	affiliate	affiliate link	11	1
8	reel	reel (short video on Instagram)	10	6
9	YouTuber	YouTuber	9	4
10	kod	coupon code	8	3
11	DM	direct message	7	5
12	emoji	emoji	7	3
13	mail	e-mail	7	2
14	post	shared content	6	6
15	bot	robot (Internet bot)	6	2

Slang

Term (*) (Frequency)	Gloss
lubunya (26), lubuş (1),	Lub. gay, queer, fairy
lubtiri (1), lub (1)	Lub. variants of lubunya
aşkım (29), aşko (3)	(my) love
madi* (26)	Lub. bad, messed-up, bullshit
gullüm* (12)	Lub. fun, a fun gathering
fuck (12)	Fuck!
prim* (6)	to make a splash
zart* zurt* (5)	bluster
gacı* (4)	Lub. woman
hoşt (4)	whoa!
laço* (3)	Lub. good-looking/muscular top

Conclusions

- Representing young adults' speech online
- Identifying challenges of building social media corpora & machine-readability
- Exploring the linguistic resources of contemporary speech context
- Challenging language purism and «language pollution» perspectives

Dr. Hülya MISIR
Middle East Technical University, Turkey
hulyamsr@gmail.com
@hulya_misir

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