

Future Rewind: Language@Play in New Media Discourse

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Abstract. *In the context of technological advances and emerging and transformative practices, language is used creatively in the new media, which has been established as the ultimate space for play, long-existing forms and familiar practices being thus recycled and repurposed. Such creative practices that are manifest predominantly in the consistent and pervasively deliberate attempts to play with norms of spelling, punctuation and grammar, are motivated precisely by the relational needs of the participants, the young people or the so-called non-elites, and not at all by brevity and speed of communication, as previously suggested. What they successfully accomplish is to bring words off the screen and language into life, a unique opportunity that is capitalized by advertisers for obvious marketing purposes. The aim of this article is to develop a conceptual mapping of this new aesthetic on creativity and language play originating in text-messaging styles, as illustrated in popular advertising campaigns.*

Keywords: *new media discourse; advertising; language creativity; language play; commodification;*