Language, Semiotics and Society Seminar Series

Critical Perspectives on Labor and Professional Communication

The Language Work of Social Media Influencers as 'New Generation' Copywriters

October 22nd, 2026 | 16:30 Central European Time

Further information and registration



Olivia Droz-dit-Busset
Pädagogische Hochschule Bern

Overview

Presenting her new book, Olivia Droz-dit-Busset analyses the language work of social media influencers (SMIs) and copywriters in the advertising industry.

This seminar examines the mediatised discourses, metadiscourses and working processes of SMIs and copywriters, exploring how SMIs might be considered as 'new-generation' copywriters. Droz-dit-Busset makes the case for not only exploring the advertising textual products created by these wordsmiths (or relatively 'elite' language workers) but also the underpinning workflows behind them. In so doing, she reveals how SMIs' and copywriters' strategic use of frame-shifting, voice work and professional labelling illuminates broader transformations in language work and how this labour is valued, organised and legitimised in contemporary digital economies.

Discussants:
Erin McInerney (Université de Lorraine, ATILF, ICAR)
Grégoire Lacaze (Aix-Marseille Université, LERMA)

atilf Analyse et Traitement Informatique de la Langue Française)))(((icar - Apprentissages, Discours, Interactions, Savoirs