Call for contributions
Lodz Papers in Pragmatics **(De Gruyter Brill), Special Issue:**
"Translocality, connectivity and identity: cultural interfaces in social media discourses"

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The virtual realm provided by social media platforms instantiates some of the "ever-growing traffic among cultures" (Musolff, MacArthur and Pagani 2015) and the "new linguistic landscapes" that are inherent to globalisation and require "new language and intercultural competences" (Osborne et al. 2016). At the same time, the digital sphere arguably compounds the "deterritorialisation" (Fairclough 2009) and "translocality" (Hepp 2009), which may result in the reconfiguration of identities and discursive practices, along with the emergence of hybrid discourses that transcend geographic and national contexts. For instance, the "selfie" has been described as a new form of "global discourse" (Aslaug Veum 2017: 86). The purpose of this special issue is to identify, on the one hand, various types of such globalised discourses, irrespective of language and/or culture and, on the other hand, examples of diversity of practices and/or communication styles. Contributions will address one or several questions. For instance, if variety is identified, can such choices be explained by cultural factors, as in the case of culture-specific emotionality patterns (Lewandowska-Tomaszczyk 2017; 2020)? To what extent may norms associated with Anglo-American communication culture thrive on social media? Moreover, do certain norms instantiate other types of culture (corporate culture, youth culture, influencer culture)? Finally, contributions may also address issues of usage: what types of social actors (e.g. politicians, journalists, activists) are engaging with social media? What purposes and values are attached to their practices, and how may these vary across different cultural zones? Such questions prove particularly pertinent in the European context, notably in light of current EU strategy in relation to digital technologies, equality and inclusivity. They are also relevant to the Global South – Global North dynamics, along with power imbalances, dominant cultural narratives, and the negotiation of alternative voices and practices. Answers to such questions may thus well highlight ways in which social media discourses represent (inter)national (dis)orders and shape collective perceptions, boundaries, and the dynamics of inclusion and exclusion.

Publication: **November 2026**
Deadline for submissions (finalised texts, before peer review): **May 31st 2026**

Submission guidelines:
- Articles in English
- Submit* via Mouton de Gruyter's online platform at:
  https://mc.manuscriptcentral.com/lpp (*indicate as a contribution to the special issue "Translocality, connectivity and identity: cultural interfaces in social media discourses"
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