

CONTENTS

	ACKNOWLEDGEMENTS	x
1	Introduction	1
	Linguistic creativity	4
	Humour and language	6
	Voicing	8
	An example of playing with voices	10
	Overview of the book	13
2	Research on linguistic creativity online	17
	Early research: creativity 1.0	18
	More recent research: creativity 2.0	22
	<i>Fan fiction and related forms of creativity</i>	23
	<i>Creativity on YouTube</i>	25
	<i>Creativity and memes</i>	26
	<i>Humour online</i>	29
	Next generation research	31
3	Novelty Twitter accounts	33
	Chapter overview	35
	Overt political humour	36
	Multimodality	38

	Creating and blending voices: three accounts	45
	<i>Kim Kierkegaardashian</i>	45
	YA BOY BILL NYE	55
	<i>Birdsrightsactivist</i>	64
	Summary of the three accounts	70
	Voice of collective experience: @AcademicsSay	71
	Conclusions	83
4	Tumblr Chats	86
	Chapter overview	87
	Tumblr and its users	87
	Perceptions of Tumblr	89
	Research on Tumblr	91
	Chat posts on Tumblr	94
	Polyphony in Tumblr Chat posts	94
	<i>Youth culture</i>	95
	<i>Register incongruity</i>	100
	<i>Popular and digital culture references</i>	104
	<i>Political themes</i>	115
	Conclusions	121
5	Amazon review parodies	123
	Parody reviews on Amazon	126
	Research about parody reviews	127
	How are parody reviews different from legitimate reviews?	128
	Humour and creativity: an overview of six popularly parodied products	129
	Discourse features common to parodies of all products	131
	<i>Tuscan Milk</i>	134
	<i>Steering wheel tray</i>	137
	<i>Three Wolf Moon T-shirt</i>	138
	<i>Banana slicer</i>	140
	<i>Bic for Her Pens</i>	143
	<i>Avery Binders and “binders full of women”</i>	145
	Audience uptake: reactions to political humour in Avery Binder parodies	152
	Conclusions: the “bottom line”	154
6	Conclusions	157
	Similarities and differences	157
	Memes	159
	What I did and how I did it: methodological reflections	162
	Ethics and copyright considerations	168

Online/offline flows	170
So what?	172
Directions for future research: linguistic creativity online and politics	173
Directions for future research: other issues	176
Literary versus everyday forms of linguistic creativity	177
REFERENCES	179
INDEX	186