



'We Poles are pill poppers': Proximity in Polish medical popularisation videos on YouTube [

2022

text (article)

Analítica

The paper focuses on strategies of creating proximity in multimodal online communication. Based on the case study of a popular Polish YouTube medical channel (Najprościej mówiąc), the analysis examined how, relying on different modes of communication, the authors establish a relationship with the audience and how they create and display their identity and their position on the issues discussed. It was also the aim to determine whether the socio-cultural context of communication and the national identity of the YouTubers influences the construction of proximity. To uncover these aspects, the study drew on the concept of proximity as introduced and defined by Hyland (2010). The results show a diversity of multimodal strategies of establishing proximity along the facets of organisation, argument, credibility, stance, and engagement. The original classification into the proximities of commitment and membership was extended to include a third type, i.e. the proximity of experience, which involves the demonstration of communality with and knowledge of the immediate socio-cultural context of communication

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Editorial: 2022

Tipo Audiovisual: proximity multimodality YouTube popularisation medical communication proximidad multimodalidad YouTube divulgación comunicación médica

Documento fuente: Ibérica: Revista de la Asociación Europea de Lenguas para Fines Específicos (AELFE), ISSN 2340-2784, N°. 44, 2022, pags. 207-238

Nota general: application/pdf

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Lengua: English

Enlace a fuente de información: Ibérica: Revista de la Asociación Europea de Lenguas para Fines Específicos (AELFE), ISSN 2340-2784, N°. 44, 2022, pags. 207-238

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