



## #Contémironia: uma análise bakhtiniana da contrapalavra no contexto virtual [

2022

text (article)

Analítica

This paper analyzes the use of the hashtag #contémironia in Facebook posts, as well as it moves the concepts of word and counterword, reflecting on irony from Bakhtin's perspective ([1975] 2002; 2010; [1924] 2011). The posts are analyzed qualitatively, according to the Dialogical Discourse Analysis Theory. The text contributes with questions about how the responsiveness of the concrete utterance assumes, in the digital context, varied and productive dimensions to the language studies. It points out that the marking of irony in online text assumes different roles as it takes place, constituting ideological territoriality, counterword and the search for regulation of meanings

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