New Kids on the Block: how clips on YouTube contribute to language change

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This paper is about how digital media such as YouTube may influence identification processes and how we can experience this in language and culture. The advent of the internet has added a hyper-dynamic layer of communication, knowledge and information mobility to the increased levels of physical human mobility in present-day Western societies. I will specifically talk about a certain series of video clips, 'New Kids', that originally gained popularity through the internet.

Various developments have caused dynamics and diversities in society that strongly affect identity and authenticity, as well as language and culture. Especially new forms of immigration, and new ways of communication through digital media, interconnectedness, are processes that have made our societies more complex than ever.

Since globalization always takes place in a certain locality, reproducing local values, and as a process it is created and permeated by that locality. It involves connections between local phenomena and phenomena occurring at higher, translocal scale-levels, as well as the effects of such connections at all scale-levels involved. Therefore we need to take into perspective the local aspects of linguistic and cultural diversity and dynamics, and we should widen our perspective from urban, metropolitan settings to more peripheral settings.

By analyzing the cultural and linguistic aspects that play a role in the 'New Kids' clips, this paper aims at identifying various spacial levels present in 'New Kids' and at showing how 'New Kids' affects sociolinguistic behavior.

Keywords: Language Variation, Digital Media.