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Talking the talk - the role of Yscamto in the production of Yculture

Baloyi, Faith

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Abstract

The study aims to observe how popular media discourse through the example of Yfm, is located in transforming patterns of meaning. Furthermore it seeks to analyse how the theme of identity plays itself out on Yfm through a key representational mode as language(YScamto), and how it works and is reworked by popular opinion in wider society.