



## *Purrieties of Language*

After conquering the Internet, cats are now taking on linguistics! Since the advent of social media, cats have become a topic central to online communication, and the multitude of cat-related accounts now online has made this a worldwide phenomenon. Through cat-inspired varieties of language we have developed a genre of cat-inspired vocabulary. And on our special social media accounts for our cats we take on their identities as we post, write, talk, and chat – as our feline friends. This innovative book provides linguistic analyses of the cyber “Cativerse,” exploring online language variation and explaining key linguistic concepts – all through the lens of cat-related communication. Each chapter explores a different sociolinguistic phenomenon, drawing on fun and engaging examples including memes, hashtags, captions, and “LOLcats” from platforms such as Instagram, Facebook, YouTube, and Twitter. Innovative yet accessible, it is catnip for all ‘hoomans’ interested in how language is used online.

EDITH PODHOVNIK specializes in regional and online language variation and teaches in a media studies-related degree program in Austria. Proficient in several languages, she has taught in Austria, the UK, the US, and Russia, and is a member of ISLE and BAAL. She currently has two cats.

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# Purrieties of Language

How We Talk About Cats Online

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