

Cambridge University Press & Assessment 978-1-009-54058-2 — The Cultural Politics of Digital User Experience Writing Lara Portmann Table of Contents More Information

## Contents

	List of Figures pe Acknowledgements						
Introduction							
1	Th	e Prod	luction, Pragmatics, and Politics of Digital Media	3			
	1.1	UX (U	Jser Experience) Writing: A Brief Introduction	5			
	1.2	Digita	l Media as Cultural Politics	6			
		1.2.1	The Cultural Politics of Technology	7			
		1.2.2	The Politics of the Interface	10			
		1.2.3	Posthumanist Approaches	12			
	1.3	The E	conomy of Language Work	14			
	1.4		dological Approach	17			
		1.4.1	Situating Myself	18			
	1.5		rch Design	19			
		1.5.1	Stage 1: Profession Mapping	19			
		1.5.2		20			
		1.5.3	Stage 3: Production (Chain) Analysis	21			
	1.6		iew: The Production, Pragmatics, and Politics of Digital Media	22			
		1.6.1	11 8				
		1.6.2		23			
		1.6.3		24			
		1.6.4	Conclusion: Towards a Posthumanist Sociolinguistics of Digital Medi	ia 25			
	rt I UX	Ma <sub>j</sub> Write	pping the Profession: The Language Work				
2	Designing Words: The Language Work and Expertise of						
	UX Writers						
	2.1 Academic Perspectives on UX Writing						
	2.2 The Data						
	2.3 Mapping the Profession						
			UX Writing as an Emergent Profession	34 34			
			The Language Part of UX Design	37			
		2.3.3	(A)Typical Career Trajectories	40			



Cambridge University Press & Assessment 978-1-009-54058-2 — The Cultural Politics of Digital User Experience Writing Lara Portmann Table of Contents More Information

VI		Contents					
	2.4	The Work and Craft of UX Writers 2.4.1 (More Than) Writing Little Texts	41 41				
	2.5	2.4.2 Distributed Work	43				
	2.5	The Linguistic Expertise of UX Writers	45 45				
		<ul><li>2.5.1 Showcasing Linguistic Expertise</li><li>2.5.2 Interface Texts as Dynamic and Malleable</li></ul>	48				
		2.5.3 Interface Texts and/as Action	50				
	2.6	Conclusion: Designing Words	52				
Pa	rt II	Establishing Status: UX Writing as Elite Language Work					
3	Skilling the Writer: UX Writing and the Professionalization of						
	(Eli	ite) Language Work	57				
		Language as Commodity, Capital, and Skill	58				
		The Discursive Construction of Skills and Professions	60				
		The Data	62				
	3.4	Analysis: Professionalizing UX Writing	65				
		<ul><li>3.4.1 Writing-as-Designing: Constructing and Managing Professional Skills</li><li>3.4.2 Books as Durable Artefacts: Establishing the Professional Field</li></ul>	65 70				
		3.4.3 Job Titles: Naming and Negotiating Professional Affiliation	77				
	3.5	Conclusion: Skilling the (UX) Writer	81				
4	Claiming (Non-)Creativity: The Symbolic Economy of						
		eativity in UX Writing	84				
	4.1	Key Concepts: Language, Discourse, and Creativity	85				
		4.1.1 Linguistic Creativity or Creativity as a Product	86				
		<ul><li>4.1.2 Discursive Creativity or Creativity as a Process</li><li>4.1.3 The Rhetoric of Creativity or Creativity as a Discursive Strategy</li></ul>	87 88				
	4.1.3 The Rhetoric of Creativity or Creativity as a Discursive Strategy 4.2 The Data						
	1.5	4.3.1 Artistic Creativity	91 92				
		4.3.2 Creativity as Problem-Solving	94				
		4.3.3 Disavowals of Creativity	97				
		4.3.4 (Non-)Creativity as a Status Claim	99				
	4.4	Conclusion: The Symbolic Economy of (Non-)Creativity	104				
Pa	rt II	I Producing Little Texts: Politics and Power in UX Writing					
5	(De	e)Constructing the Invisible Interface: Semiotic and Media					
	Ide	ologies in UX Writers' Work	111				
	5.1	Thematic Context: (In)Visibility and Language Work	112				
		Theoretical Framing: Semiotic and Media Ideologies in UX Writing	114				
		The Data	116				
	5.4	Analysis: Negotiating (In)Visibility in UX Writing	118				
		<ul><li>5.4.1 Constructing Value: Making Words (In)Visible</li><li>5.4.2 Producing Norms: Writing the Invisible Interface</li></ul>	118				
	5 5	5.4.2 Producing Norms: Writing the Invisible Interface Discussion and Conclusion: (De)Constructing the Invisible Interface	126 134				
	5.5	Discussion and Conclusion. (De)Constituting the Invision interface	1.54				



Cambridge University Press & Assessment 978-1-009-54058-2 — The Cultural Politics of Digital User Experience Writing Lara Portmann Table of Contents More Information

Contents	vii			
6 Crafting an Audience: UX Writing, User Stylization,				
and the Symbolic Violence of Little Texts	139			
6.1 Participation and Audience in Digital Contexts	140			
6.2 User Stylization	142			
6.3 Affordances and Designed Interaction	143			
6.4 The Data	144			
6.5 Analysis: Crafting Audience in the Work of UX Writers	146			
6.5.1 Automated Participant Roles	146			
6.5.2 Stylizing Users	149			
6.5.3 Imposed (Inter)Action	150			
6.5.4 Cookie Consent Notices as Symbolic Violence	153			
6.6 Conclusion: The Symbolic Violence of Little Texts	155			
Conclusion				
7 The Cultural Politics of the Interface: Towards a Post				
Sociolinguistics of Digital Media	161			
7.1 Summary: Status, Power, and Normativity in UX Writing	163			
7.2 The Role of Wordsmiths and Language Scholars	165			
7.3 Learning from UX Writers: Transmodality and Embodiment	168			
7.3.1 Transmodality	169			
7.3.2 Embodiment	173			
7.4 Towards a Posthumanist Sociolinguistics of Digital Media	177			
7.5 Concluding Remarks: Language and the Politics of the Interface	ce 182			
Appendices	184			
**				
Appendix A: Transcription Conventions				
Appendix B: Primary Sources (Chapters 2 and 3)				
References				
Index				