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Digital Storytelling as Public Discourse

Abstract: Technology is a part of our living and an important instrument through which we can construct and manage our identity. The discursive nature of new media accentuated the importance of storytelling. Also, the strong propensities towards sharing and interpersonal dialogical relationships encouraged the production and dissemination of digital stories. Moreover, the interactive modalities of self-expression gave voice to the “ordinary people”, creating micro-celebrities and making public various small-scale stories. In this vein, my article focuses on the intersection zone between the personal content of the online narratives and the public ways of telling them. The digital production of self-stories that are now disseminated in a public form redraws the line between public and private and shapes the interpretation of identity. Because online spaces can be private, semi-public or public, the cultural, societal and mediatic interpretation of such self-expressions becomes complicated, concepts such as “mediation”, “mediatization” or “remediation” being here at work.

Keywords: digital storytelling, public discourse, mediation, mediatization, personal stories, digital self, online archive.