The Use of Newsjacking in Real-Time Marketing: The “Youth Word of the Year” Plebiscite

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ABSTRACT

Scientific objective: diagnosis of the mechanisms of visual and narrative use of real-time marketing creations (real-time marketing, RTM) in relation to the plebiscite for the Youth Word of the Year from 2018 to 2021 as part of the promotion of brands and products on Facebook. Research methods: qualitative: semiotic analysis, discourse analysis, frame analysis; mixed: comparative analysis. Results and conclusions: the analyzed brands use the plebiscite for the Youth Word of the Year to create persuasive and informative marketing creations. The main element of impact on the recipients are images and short verbal forms. The narrative of the posts refers to both the promotion of specific brands and the products offered. The use of many techniques (newsjacking, interactions via comments and messages) influences the routinization of recipients’ behavior, and RTM becomes the main means of communication. Originality and cognitive value: the article presents the creations of real-time marketing in relation to the cyclical event, which is the plebiscite for the Youth Word of the Year, which has not been widely described by researchers in Poland. Annual announcement of the results triggers a wave of publications referring to this event which makes the value of the recipients’ astonishment—a key feature for RTM—questionable. The number of publications related to the same topic forces mutual competition of narratives, visual and verbal creations, in order to attract attention and gain popularity. The multimodal analysis of published posts shows how brands try to attract attention by using the meanings of selected words, but also the possibilities of social media, which in the context of the cyclical plebiscite has not been considered before.

KEYWORDS
multimodal analysis, visual creation, Youth Word of the Year, newsjacking, real-time marketing