

“BRING THEM BACK! (?)”: YOUNG NEO-IMMIGRANT IDENTITIES IN THE GREEK ENTERTAINMENT MEDIA DISCOURSE¹

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In the context of recent European debt crisis thousands of young highly educated Greeks migrate for job opportunities, meritocracy or/and better conditions of life. This neo-migration (Bozatzis 2015), broadly known with the neologism ‘brain drain’, does not constitute a matter of debate only for the ‘serious’ media texts, such as political newspapers, TV news, etc., but also for entertainment media texts, such as TV sitcoms, commercials and entertainment sites. Against this backdrop, drawing upon a combined analytical framework from sociocultural linguistics (Bucholtz & Hall 2005), ethnomethodology (Sacks 1992), interactional sociolinguistics (Gumperz 2001) and Critical Discourse Analysis (Fairclough 2003), our analysis focuses on extracts from popular Greek entertainment media which construct youth identities of Greek neo-immigrants. Focusing on ‘immigrant’ topics, such as the reasons for their immigration, the problems they faced in the reception countries, and the possibility of returning home, we revealed the patterns through which Greek neo-immigrants construct youth identities in their discourse.

Keywords: ‘brain drain’, youth identities, media representations, discourse analysis

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