

## ABSTRACT

In three interrelated essays, this thesis looks at some of the dynamics of content creation and consumption in the linguistic marketplaces of digital journalistic content. It starts by conceptualizing news as digital objects and then focuses on their distinctive role in content creation and consumption dynamics in each essay. To use the analogy from literature,

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The first essay looks at digital news objects as a type of epistemic consumption object. It explains how vernacular content creators use various narrative techniques to create a

, it proposes that attention economy logic

supports the expression of their vernacular habitus, and the objects become carriers of the linguistic-cultural capitals. The second essay takes an intraprofessional view of the

journalism field. It delineates the various boundary work practices digital and mainstream journalists engage in. Here, consistent with the paradoxical view, I find that the boundary

work between the two groups is contingent, each trying to keep their epistemic authority over content creation. The resultant practices are both collaborative and competitive, utilizing

digital news as boundary objects. The third essay concentrates on text-paratext interactions, where the author presents the text (YouTube video) to readers, and their response in the

language games, I propose that the journa

is an ongoing paralogical

process that involves seven phases of the text-paratext or reader-author negotiation resulting

in the episodic co-creation of the text.