

Table of Contents

| | |
|---|------|
| <i>Abbreviations</i> | VIII |
| <i>Screenshots</i> | X |
| 1. Introduction | 1 |
| Part 1 Theoretical issues | 5 |
| 2. Basic concepts | 6 |
| 2.1. Metaphor | 6 |
| 2.1.1. Definition and structure. Metaphoricity | 6 |
| 2.1.2. Grounding | 12 |
| 2.1.3. Extension versus intension. Metaphor versus metonymy | 14 |
| 2.1.4. Internet master metaphors | 16 |
| 2.2. Web 2.0 | 20 |
| 2.2.1. Web 2.0 genres | 22 |
| 2.3. Web 2.0 metaphors: Preliminaries | 23 |
| Part 2 Social networks | 27 |
| 3. Registration | 28 |
| 4. Profile | 34 |
| 4.1. Internet profiles versus traditional profiles | 34 |
| 4.2. SNS profiles from the referential point of view | 40 |
| 4.3. Intensional meaning | 43 |
| 4.4. Origin of the homepage metaphor | 46 |

| | |
|--|----|
| 5. Friend | 52 |
| 5.1. Extension | 52 |
| 5.2. Intension | 53 |
| 5.2.1. SNS friends versus traditional friends | 53 |
| 5.2.2. Why <i>friend</i> ? | 57 |
| 5.2.3. Users | 60 |
| 5.3. Social networks and traditional concept of friendship | 64 |
| 6. Pokes, fives, smiles... | 66 |
| 6.1. Creators | 66 |
| 6.1.1. Pokes | 67 |
| 6.1.2. Fives | 68 |
| 6.1.3. SuperFives | 72 |
| 6.1.4. Smiles | 76 |
| 6.2. Users | 77 |
| 6.3. Summary | 82 |
| Part 3 Folksonomies | 85 |
| 7. Tagging | 86 |
| 7.1. Tag clouds | 86 |
| 7.1.1. Folksonomies = non-expert taxonomies? | 88 |
| 7.2. Search engine metaphor | 92 |
| 7.3. Intensional meaning | 94 |
| 8. Subscribe | 96 |
| 8.1. Extension | 96 |

| | |
|---|-----|
| 8.1.1. SUBSCRIPTION _{2.0} versus SUBSCRIPTION _{1.0} | 98 |
| 8.2. Linguistic aspects | 101 |
| 8.2.1. Why <i>subscribe</i> ? | 101 |
| 8.2.2. The bookmarking metaphor | 106 |
| 8.2.3. Intension | 107 |
| 9. Channel | 111 |
| 9.1. Extension | 111 |
| 9.2. Television metaphor | 112 |
| 9.2.1. YouTube broadcasting. Aspectual analysis | 113 |
| 9.2.2. Why <i>broadcast</i> and <i>channel</i> ? | 121 |
| 9.2.3. Subscribers | 124 |
| 9.3. Intension | 127 |
| 10. Concluding remarks | 130 |
| <i>References</i> | 132 |