

Emerging use of ‘Nanodesu’ by fictional characters and girl idols on SNS

Rika Yamashita

Kanto Gakuin University

This paper examines how the Japanese sentence final form and copula ‘*nanodesu*’ used in unconventional ways on SNS, and explores how SNS data could be analysed. It specifically addresses how the combination of the user profile, avatar icon, and activities they engage in, could provide information on the users’ self-identification, and what kind of ‘*kyara* (personality, character etc.)’ they are aligning to. The emerging *nanodesu* use was shared among ‘fictional characters’ and ‘real-life’ human beings on SNS, as well as those in between (such as girl idols). This paper mainly analyses Twitter accounts and tweets. However, the same approach could be applicable to other SNS, and this unconventional use was also observed on other SNS.

‘*Nanodesu*’ is traditionally a cluster of Japanese particles which altogether expresses modality and/or shows epistemic stance. Often, the speaker uses this to mark that they are conveying information that belongs more to the speaker than the hearer. On this line, a new use of ‘*nanodesu*’ has been observed on particular media contents – fictional characters on a game, on some anime, and SNS posts.

In the first part of this paper, I will introduce the form and its use by referring to the fact that how unconventional *nanodesu* were associated with two particular anime characters and a game character, among some people. The unconventional *nanodesu* is now enregistered (Agha 2005) as a part of the fictional characters’ linguistic styles (Kinsui 2003), and thus some SNS users use them to meme in their ‘voices’. In the second part, I will discuss how such forms were also used on SNS posts by girl idols, who do not show direct connection with the anime or game characters. In the last part, I will discuss how we could collect online data to observe the interaction between self-identification and linguistic forms.