**A Novice’s Intro to Snapchat**

**Name and Symbolic Connections to Module A**

In 2013 ‘Snapchat’ entered the social media realm by aligning itself with the other service providers such as Twitter and Instagram. When examining the name ‘Snapchat’ there is a clear initiative, on the part of the administrator, that the success of the mode is dependent on the initial success of the name. With a focus on the language, English teachers are able to grasp the genius behind digital creation, there are so many layers in terms of the significance of the language used to give this service a name, the first being the unrelated yet catchy pre-millennial term ‘snap’ which intertwines with notions of surprise and awe, Example: “Oh snap! I forgot my keys”. This in essence has already won over a young modern ‘hip’ user, in addition the term ‘snapchat’ is also highly jargonized as it relates to the term ‘snapshot’ which relates to a quick photograph, and this is the true relevance between name and service. Snapchat is a downloadable program/service that is based on a quick photo/portion of life or parts thereof, generally summarized with one line of text for added expression, which now illustrates the second part of the name ‘chat’. You can explore this further on the basis of how accessible your connections to the outside world will be and vice versa, on this applications global strength as per the Module A rubric.

The genius of this creation in terms of the logo has its own unique yet on-point connection to the service and that is the outline of a ghost(pictured). The symbolic relevance in the Snapchat’s logo is at the essence of the function of the service, as it will only allow your posted image to remain there for only a limited amount of time before they disappear, hence the ghost. This function also applies to videos, which have a maximum time of 1 minute and only have a ‘shelf life’ of 24 hours. Certainly, the ethical use of this service seems to be curtailed towards a positive outcome, based around the comprehension that less time relates to less harm/damage, rather than it’s more aggressive predecessors in instagram and Facebook. One can now tie this into the Module A rubric for Contemporary Possibilities. The concept of ethics has gained ever increasing momentum in the social media niche as attacks on people’s persona and political views have become common place and thus hopefully snapchat is a gamechanger and a lift in ethics in the social media world.

**Recreating Your Persona.**

****Word of mouth and publicity have taken on a whole new dimension in context to the digital realm. The ability of mere mortals to use the hand of god is now ever present in the social media world. Service providers such as Instagram and Snapchat are telling stories and affecting the way the world sees you by giving the user the ultimate power and that is the ability to alter perception. With a close examination of snapchat, everyday users can give themselves celebrity by creating profile pages that would highlight flattering or positive attributes of their physical self and by detracting the so called ‘negative’aspects, thus they are changing the perception of how the outside world sees them, and in essence, how they see the outside world. People would see this as fraudulent, as a dismantling of the truth and the general breakdown of the ethical code, however, others will argue that this is simply positive reinforcement, a way of illustrating ones best attributes. From an English stand point, social media platforms such as Instagram and Snapchat have really distorted the notion of perception and self-understanding.

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