CIRCULATION OF MEANING IN HYPERMEDIATED SOCIETY:

The #Samanta case in Bake Off Argentina 2020

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The #Samanta case: two modes of circulation of meaning

- **The VERTICAL - HORIZONTAL circulation mode** *(that starts from top to bottom and bottom to top), and in turn,*
- **The TRANSVERSAL circulation mode** *(that starts from individuals to institutions, the media and groups and from the media to institutions and individuals).*

The **aim** of this study is to contribute to pointing out how Twitter, as a flexible mixed media, enables new relationships in the social sphere.

We are going to analyze:

- The production and recognition of the second season of Bake Off Argentina.
- How the argentinian Twitter users affected the final decision of a reality television show.

We are going to delve into:

- The horizontal circulation among Twitter users.
- The ascending circulation of users towards the television institution.

Cuando twitter saca a la luz la improlijidad de una competencia

La producción: AY QUE ESTUPIDA, ME CONFUNDÍ #bakeoff



“ *When Twitter reveals the untidiness of a competition*
The production: How stupid, I got confused! #BakeOff ”

Stalkeo operation:

When it was leaked that the winner of the reality show was going to be Samanta Casais, who previously wasn't very well seen by the tv show public, a campaign against her was started.

Several Twitter users, including influencers, began to post screenshots that sought to highlight that Samanta had allegedly lied in a fundamental requirement to participate: to be a pastry chef.



The user @polmccarne shares a capture of a post on Samanta's personal instagram to accuse her of being a liar, due to in the photo you can see how she works in a cafeteria.



In the meme you can see Samanta saying "I was a (professional) pastry chef but I couldn't tell anyone"

Different hashtags and accusations became a trend during the last 3 weeks of the reality show. Among them #Sachanta (pun between Samanta and scammer) and #FakeOff, alluding to the criticism that the public raised to the production of the program. The mass media took up this controversy.







The media impact

The ascending circulation also manifested itself from the tweeters to different "magazine" and political programs, which used the data generated by them, disseminating the different complaints and **sensitive-private** information about Samanta, among them, a car accident where she was involved in 2017.

One of the most controversial examples were the sayings of Jorge Lanata, a political journalist who competed in the same television schedule against Bake Off. He accused those who tweeted generating Trending Topics, of seeking to distract viewers and encourage people to see a "reality of making cakes" and not their program about "political reality", through which he seeks to "inform the citizens." He also mentioned that the reality show was a fraud, after seeing the tweets around Samanta.



“Tv participant involved in culpable homicide”



“The realities are scheduled” (they are a fraud)

The power of digital media?

On July 5, 2020, after the transmission of the final recorded in 2019, a short video was broadcast about Samanta's disqualification, thereby awarding the prize to the second contestant, Damián.

Argentinian Twitter users claimed to have done “justice” considering themselves the cause of the change in the decision of the production on the end of the reality.
As if it were all a collective feat.

Based on the case of #Samanta, an example of the power that the new media has over the traditional ones can be observed.



“And this is how the tweeters changed the end of a reality show”