



Els booktubers en català. Un constructe virtual?

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Summary: The research presented in this paper discusses booktubers who use Catalan in their channels, the spaces that they create, the books that they recommend and the language that they use. Studies that fall within this research use the term “booktuber” to identify teenagers or young people who use YouTube’s tools to make reading recommendations to their peers, something that always takes place on the side lines of channels and initiatives led by school administrations, librarians and institutions related to reading. The findings of the investigation confirm that the phenomenon of “Catalan (-language) booktuber” is not a reality but a virtual construct created by institutions and the press.

Keywords: Reading, virtual reading, public epitext, booktuber, reading promotion ■

