abstracts

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Retelling the (news) story: Journalism in a mediatized world

Colleen Cotter (Queen Mary, University of London)

The dynamics of online modalities and new media technologies have reinforced, erased, or altered assumptions about what can be viewed as journalism, what counts as news, who can participate, and how a news story should read. Thus this paper examines news language and practice in terms of how the "old" media has adapted to the "new," while keeping ethnographic and interactional approaches (linguistics), news practice and craft (journalism), and the story itself (journalistic product and linguistic treasure trove) at the forefront. To that end, I highlight the explanatory role of iterativity – the repetition and circulation of journalistic form and cultural meaning that is fundamental to making and maintaining news discourse (Cotter 2010). The recurrence of genre forms has a function in reporting and writing routines and, as Goffman (1981) says, a "specialized communicative role" that derives from these routines. However, this role is challenged in online-virtual news media contexts, as I will show with examples of single stories and their changes and transitions over time and source, noting what discourse features and verbal and visual semiotic referents are retained or misinterpreted outside of their source domain. What Johnstone (2007) refers to as semiotic layering in relation to lived experience and others call "chains of interdiscursivity" (cf. Gal 2005) are demonstrated as a textual form makes the rounds through space and time.

The analysis links on one level to research on journalistic writing process (Perrin 2003), news story preformulation (Jacobs 1999), and the ritualization of genre form (Goffman 1981), and on another level to entextualization (Bauman 1999), resemiotization (Scollon and Scollon 2004), and circulation (Bell 2013). It also argues for the continued critical reading of media forms and meanings and the need for an awareness of their provenance and change. A call for additional query in terms of key journalistic professional foci – such as story, craft, ethics, temporality, and interactivity and how they are managed – will be articulated, alongside suggestions for actively using empirical historical context to establish how newsroom-internal factors are impacted and redefined through mediatization developments, and how the same audience-engagement factors enter new dimensions through advances in communications technology, whether it's getting a story or producing content.

Colleen Cotter is a reader (associate professor) in media linguistics at Queen Mary, University of London. Her research areas include news language in its many manifestations, lesser-used languages (Irish), and the discursive and performative dimensions of institutional discourse and language style across modalities, drawing from interactional sociolinguistics, linguistic anthropology, pragmatics, social semiotics, and ethnography of communication. She was a daily newspaper reporter and editor in the US before studying linguistics in the UK and US, and taught full-time in journalism and linguistics departments in California and Washington, DC, before relocating to London. Her book, News Talk: Investigating the Language of Journalism (Cambridge, 2010), examines how the processes of newsgathering and daily journalistic routines work together to produce the language and discourse forms unique to news. She is co-editing the Handbook of Language and Media (Routledge) with Daniel Perrin (Zurich).

Wild publics: Twitter as the continuation of politics by other means

Ana Deumert (University of Cape Town)

Taking my cue from the conference theme – Language in a Mediatized World – my intention in this plenary is to rethink and theorize online political engagement from a Southern perspective. In doing so I draw on four different theorists: (i) Mikhail Bakhtin ([1965] 1984) and his discussion of the carnivalesque; (ii) Roland Barthes' (1975) reflections on the transgressive pleasure provided by jouissance; (iii) Michael Gardiner's (2004) analysis of the contemporary public sphere as a 'wild public'; and (iv) Éduard Glissant (1990) who developed the concept of semiotic opacity as a political right and personal desire.

In constructing my argument about a 'new', 'wild' and, at times, 'opaque' digital public sphere, I focus on Twitter as a global/local space/place where a 'politics by other means' is enacted. The empirical data I consider comes from South Africa: ranging from everyday interactions and 'Twitter townhalls' to recent examples of online/offline student activism. Of particular interest to my argument is the emergence and sedimentation of what has been referred to as Black Twitter (Brock 2012; Florini 2014). Black Twitter is a global/local phenomenon, a space/place where diverse forms of Blackness are culturally - and often playfully – performed, and where dominant discourses of Whiteness and privilege are challenged and subverted. Twitter as a commons allows us to critique traditional Habermasian ideas of the public sphere. On Twitter ludic and playful interactions, satire, art and parody dominate; as noted by the South African politician Musi Maimane (2015): 'there are no rules and points of order'.

In discussing South African digital engagement – and indeed Southern media studies more generally – it is important not to forget that participation requires material access to hardware and software. Thus, in the final part of my talk I will address the following questions: Can a space/place that is not accessible to everyone, be considered a commons (Walton 2011)? What are the implications of digital inequality for the ways in which we theorize digital publics?

Ana Deumert is Associate Professor at the University of Cape Town. Her research programme is located within the broad field of African sociolinguistics and has a strong interdisciplinary focus (with particular attention to anthropology, sociology and economics). She has worked on the history of Afrikaans (The Dynamics of Cape Dutch, 2004) and coauthored Introducing Sociolinguistics (2009, with Rajend Mesthrie, Joan Swann and William Leap) and the Dictionary of Sociolinguistics (2004, with Joan Swann, Rajend Mesthrie and Theresa Lillis). Her latest book looks at mobile communication from a global perspective (Sociolinguistics and Mobile Communication, 2014). She is editor of IMPACT – Studies in Language and Society (Amsterdam/New York: John Benjamins) and co-editor of Cambridge Approaches to Language Contact (with Salikoko Mufwene). She is also an NRF-rated scientist.

Towards a sociolinguistics of surveillance

Rodney H. Jones (University of Reading)

Perhaps the most important consequence of the rise of digital technologies is not that they have facilitated new forms of communication, but that they have facilitated new forms of surveillance. Nearly every activity people engage in using digital technologies is subject to surveillance. Not only do practices of surveillance underlie many of our favorite digital pastimes like online social networking, but they constitute the very basis of the digital economy. Most academic work on surveillance has been carried out by sociologists, legal scholars, systems scientists, and scholars in the interdisciplinary field of 'surveillance studies'. Although linguists have a long involvement in supporting surveillance activities through work in areas such as cryptography, natural language processing, and language training for intelligence personnel, there has been surprisingly little sociolinguistic work on surveillance as a social and discursive practice.

In this paper I will argue that at the very heart of current debates about digital surveillance are issues that have long preoccupied sociolinguists and discourse analysts, issues about how people manage identities in social interaction, issues about how they discursively negotiate participation in discourse, and even more fundamental issues regarding what constitutes a 'text' and what it means to 'read', 'write', 'speak' and 'listen'. Based on this argument, I attempt to sketch out a framework for a sociolinguistics of surveillance in which tools from conversation analysis, pragmatics, interactional sociolinguistics, and critical discourse analysis are brought to bear on questions such as how online texts and interactions are designed to compel people to reveal more and more information, how practices of networked sociality contribute to a broader surveillance economy, how the semiotics of digital interactions are increasing geared towards producing texts and utterances that can be read and processed by algorithms, and how the everyday social actions we engage in both online and off are resemiotized into digital dossiers that determine what sorts of texts, interactions and economic opportunities are made available to us.

Rodney H. Jones is Professor of Sociolinguistics and New Media at the University of Reading. He has published extensively in the area of digital discourse, especially as it impacts practices related to language learning, health and risk communication, and gender and sexuality. His recent publications include Understanding Digital Literacies: A practical introduction (co-authored with Christoph Hafner, Routledge, 2012), and Discourse and Digital Practices (co-edited with Christoph Hafner and Alice Chik, Routledge 2015).

Indexical authenticity and linguistic variation as evidenced in fictional television and film

Robin Queen (University of Michigan)

Sociolinguists often focus on the indexical connections that hold between linguistic variation and social types, be those types demographic (Labov 2001) or role- and persona-based (Ochs 1992, Eckert 2008, Podesva 2007). Except for some of the work on sociolinguistic perception (Lambert et.al 1966, Cambell-Kibler 2008), the linguistic indexicality of personality traits either by itself or in connection with social types has received little attention (see however Johnstone 1996). Yet, personality traits may provide a theoretical response to one of the ongoing challenges of indexicality, namely its difficulty mediating between generalization and specificity.

In this talk, I illustrate that such a mediating role may be captured through indexical authenticity, understood as the specific connection between social generalization and experienced particularity. As the source of data, I rely on fictional audiovisual media because of the importance of authenticity to the success of the product.

Narrative audiovisual media attempt to construct and present authentic characters and situations that are accessible to a broad audience (Androutsopoulos 2012, Richardson 2010, Bednarak 2012, Coupland 2010). To do so, media producers typically rely largely on a nuanced blend of Labovian style stereotypes and more individualized personality traits, both of which depend on indexicality in order to be interpretable by an audience. Critically, this blend need not be an accurate depiction of the linguistic variation being represented in order to evoke relevant indexical associations of authenticity. Further, the indexicalities of authenticity may differ somewhat in that "type" indexicality (stereotypes) captures the meaningful connection of language variation to the broad set of social kinds that characters often inhabit. We can think of these both as their social demographics like race, gender, age, sexual orientation and class as well as specific kinds of persona like nerds, jocks, girly girls, etc. "Trait" indexicality (individual personalities), on the other hand, is the connection of language variation to variability within categories of social demographics and personae, such as being quiet, cheerful, introverted, or energetic. The data for the discussion are drawn from a variety of television and film characters who largely share their social traits but differ in terms of their personalities.

For example, most of the characters on The Big Bang Theory have similar demographic backgrounds and share a persona as 'nerds.' It's the differences in their personalities, however, that make the characters compelling and help explain how they become understood as 'authentic.' Similarly, the characters who represent the domestic help in the film The Help share most of their demographic and social persona traits but differ in temperament, something that is represented at least in part through similarities and differences in their language use. I argue based on these and other examples that specific sociolinguistic blends of type and trait indexicalities render fictional characters as linguistically authentic. I further argue that understanding how characters become linguistically authentic provides broader insight into how language variation itself becomes meaningful.

Robin Queen is Arthur F. Thurnau Professor of Linguistics, German and English and Chair of the Linguistics Department at the University of Michigan. She has done research on language, gender, and sexuality; intonation and prosody; contact-related language change; human-canine communication; and language variation in the mass media. Her book, Vox Popular: The Surprising Life of Language in the Media (2015) explores the many ways that language variation circulates in fictional television and film.

Mediatizing Sex
Convener: Crispin Thurlow, University of Bern

The rise of the datasexual

Rodney H. Jones (University of Reading)

One of the most amusing terms to come out the digital lexicon recently is the term 'datasexual' – defined by Jonathan Keats in Wired magazine as a person 'who display(s) personal data as a fashion statement and assess(es) potential mates based on their Twitter feeds and NikeFuel points.' This paper explores the rise of the 'datasexual' as a cultural category and what it can teach us about the increasing 'datification' of the erotic, and the increasing 'erotification' of data. It begins with historical retrospective on the role of data in cultural constructions of sex and sexuality from the early work of 19th century sexologists, to the groundbreaking work of Kinsey and his followers, to the development of digital technologies and the use of complex algorithms and 'big data' by online dating sites like E-harmony and Match.com. It then explores the 'domestication' of data brought about by the availability of lost cost sensors and other wearable technologies and its effect on people's relationships with their own and others' bodies. The bulk of the paper consists of a mediated discourse analysis of a number of smartphone applications like Spreadsheets and Nipple designed to help people track their sexual behavior, along with accounts of users experiences with these applications, exploring the ways these technologies resemiotize and recontextualize the body and the new kinds of discursive processes (such as gamification) that they introduce into practices of sexual intimacy. The paper ends with a discussion of the social practice of 'data grooming' as part of a more general 'erotification' of data which has infiltrated nearly every aspect of daily life from medicine to politics, and the contribution linguists and discourse analysts can make to understanding and critiquing this phenomenon.

Mediatizing marginalized sex/ualities through 'silent' art

Adam Jaworski (University of Hong Kong)

Before the 'era' of the mass media, social life was mediatized by art, by which I principally mean visual art, literature and music. In Western art, for example, religious painting and sculpture representing Christ provided, or mediatized, a way of 'seeing salvation' (MacGregor 2000), while Dutch genre painting in the second half of the seventeenth century offered an idealized view of the bourgeois way of life in the Dutch 'Golden Age' (Franits, 2001). Today, the boundary between art and media has been blurred. We consume art through books, magazines, tv programmes, websites, and so on, and artists use mass media formats such as comics, video, neon, LED displays, etc. The increasing importance and need to theorize affect in social life (Gregg and Seigworth, 2010) makes art – typically associated with 'expressing' (mediatizing) affect – a key 'meditational means' (Scollon, 2001; Jones and Norris, 2005) or 'process of commoditization' (Agha, 2011: 175) in this regard. Furthermore, silence as an acoustic signal, rhetorical trope or metaphor is one of

the most powerful semiotic resources for expression of emotions (Jaworski, 1993). For example, Ibrahim Hassan (1971) argues that in literature, silence typically signifies 'extreme' emotions. In this paper, I demonstrate how silence has been used to signify highly emotionally charged – repressed, transgressive and raging – sex and sexuality. Some of the examples include Robert Rauschenberg's White Paintings (1949–1952), John Cage's musical piece 4'33'' (1952), Shirin Neshat's feature film Women without Men (2009), and Andreas Sterzing's photographic portrait of David Wojnarowicz, David Wojnarowicz 1989 (silence=death) (1989). In conclusion, I suggest that in contrast to other forms of (mass) mediatization, art, which thrives on ambiguity and understatement, tends to be silence-friendly because its widely-perceived indeterminacy lends itself well to indexing marginalized and taboo subject positions. Therefore, viewed from the position of linguistic ideology of differentiation, silence in art is not an instrument of erasure but of fractal recursions (Gal, 2005) of the continuing liminal status of gay and female sex/ualites in different periods of modern history and across geographical spaces.

Queer counterpoints in the mediatisation of sexuality in South Africa

Tommaso Milani (University of Witwatersrand, South Africa) and
Scott Burnett (loveLife, Johannesburg, South Africa)

In this presentation, we draw upon Edward Said (1980)'s notion of the counterpoint and queer linguistic theorising in order to analyse a reality television movie produced by the South African NGO loveLife featuring a self-identified black lesbian woman in Soweto. This is with the aim of giving an example of queer counterpoint on several interrelated planes. Firstly, we want offer an example that complexifies too simplistic views of gender and sexual non-normative individuals in South African townships. Secondly, on the textual level of the loveLife film, we want to present a queer contrapuntal reading that unveils the push and pulls between different voices on several levels of interaction. In particular, we illustrate the competition between acts of identity and discursive forms of resistance to such identity work; we also show the contention between normalising strategies that seek tame non-normative behaviours and discursive confrontations to 'regimes of the normal' (Warner 1993). Thirdly, existing critical discourse analytical work on media texts (see e.g. Fairclough 1995; Blackledge 2005; Milani 2008) has tended to privilege a theoretically informed critique purely based on the form and content of those texts, but has often failed to account for the actual processes of production underpinning them. In contrast, this article emerges out of a dialogue between a critical discourse analyst and the project director at loveLife responsible for the creation of the reality television film under investigation. Whilst this relationship yielded important ethnographic insights into the steps leading to the final media product as well as the choices involved therein, it did not result in complete consensus between the two of us. In light of this, in the presentation, we openly discuss the counterpoints between us in relation to the analysis of the film, and its assessment vis-à-vis loveLife's educational aims.

Law and the media: Mediatizing sexual identity in the case of Corbett v Corbett (1971)

Chris Hutton (University of Hong Kong, Hong Kong)

This paper considers representation and the law, focussing on cases that concern the sexual identity of parties to court proceedings. Such cases frequently concern the right to marry of individuals whose assigned sexual identity at birth is at odds with their affirmed or experienced sexual identity or gender status. The discussion focuses on the case of Corbett v Corbett (1971) in terms of representational politics, analyzing both the case report itself, subsequent case law, media representations of the case, as well as April Ashley's memoir. The case of Corbett v Corbett made tabloid headlines, as it concerned the validity of the marriage between a model, April Ashley, and a Scottish aristocrat, the Hon Arthur Corbett. The judge, Justice Ormrod, was a qualified medical practitioner in addition to his legal qualifications, and he set out in his judgment a comprehensive theory of human sexual identity. The paper shows how April Ashley's own self-narration and self-designation were systematically stripped from her, seeing in Corbett an illustration of the mechanisms whereby normative sexual identity (i.e. the status of an individual as either a man or a woman) is constructed, and the strategies though which both biomedical and legal categories are operationalized within the law and media. In conclusion the paper considers how words such as man and woman acquire and sustain their meanings in public discourse.

Sexting:
Unravelling the language/technology/work ménage

Crispin Thurlow (University of Bern, Switzerland)

Sexting is a topic close to the hearts of my Swiss compatriots (or hosts), following two high-profile scandals last year: one concerning a government secretary, "Adeline Lafouine", and the other a parliamentarian and city mayor, Geri Muller. With international coverage, these two cases clearly hit a nerve or triggered a twice-over sense of schadenfreude: locally, there was delight in state workers being caught out; further afield, there was an inevitable frisson in the apparent sullying of Switzerland's squeaky-clean image (of itself). I want to use these two instances as a convenient point of entry into a broader critique of sexting as a public discourse which weaves together a range of social anxieties, moral approbations and cultural politics. I turn to a "convenience corpus" of regional and international newspaper articles (verbal and visual content), some of which comment directly on the Swiss incidents, others refer more generally to sexting as a cultural phenomenon. Moving through three analytic stages (description, interpretation, critique), I want to show how media representations of sexting are organized around three core principles: first, the neoliberal regulation of work-life boundaries; second, the policing of age/gender norms; and, third, the expression of key language/ communication ideologies. Given the intellectual opportunities of this conference, I intend to spend most of my time on the third of these disciplinary actions. Specifically, I am interested in thinking through (and seeking help with this) the way sexting reinscribes popular beliefs about the nature, authority and truth-value of different semiotic modes, mostly notably words and images.

Internet Linguistics: the pragmatic view
Conveners: Konstanze Marx, TU Berlin & Georg Weidacher, Universität Graz

From chunks to morsels... The preference for incremental utterance production in internet-based messaging services

Wolfgang Imo (University Duisburg-Essen)

If one compares dialogs via the ‚old-fashioned' SMS service to ones via internet-based messaging services such as WhatsApp or Viber, one quickly sees that traditional SMS messages usually contain many speech actions - the messages are ‚chunky' - while Whats-App or Viber dialogs are drawn-out, each message only containing the ‚morsel' of a single speech action. Sometimes, sentences are even split up across messages just as has been observed with chat communication. The aim of this paper is to ask what the reasons for this changing communicative behaviour may be. Based on an empirical analysis of both SMS and messenger-based communication, which has been collected in the Mobile Communication Database (MoCoDa), the ‚affordances' of these different communicative forms will be described and the communicative strategies of the short message writers are analyzed.

"This is NOT a #humblebrag, this is just a #brag": the pragmatics of politeness, hashtagsand self-praise in Instagram posts

David Matley (University of Zurich)

Social media such as Facebook, Twitter and Instagram can be seen as "stance-rich" environments (Barton & Lee 2013) whose affordances enable users to engage in constructing identities online. The relative infancy of such technologies – Instagram having been launched only in October 2010 – means that there is as yet little research on the manner in which members of online communities use them to engage in positive presentation of the self, a key activity in media 2.0 (cf. Barton & Lee 2013).
From a pragmatic perspective, positive self-presentation, self-praise or outright "bragging" is a potentially face-threatening act, as the utterance indicates that the speaker (or microblogger) does not care about the addressee's feelings (Brown & Levinson 1987: 67; cf. Miller et al. 1992). As yet only a handful of studies have focused on the facework and politeness strategies that are employed in media 2.0 communities to navigate the "interactionally risky" waters (Dayter 2014: 91) of self-praise. While studies such as Dayter's shed some light on the pragmatics of self-praise in online communities, little attention has been paid to the key affordances of media 2.0 technologies such as Instagram: namely, hashtagging and multimodality.
The current project contributes to filling this research deficit by examining the ways in which posters of "bragging" Instagram photos do face work by using the hashtags #brag and

#humblebrag in interaction with positive (im-)politeness strategies. It presents the results of both a small-scale quantitative study of the politeness strategies used in Instagram posts labelled #brag and #humblebrag, as well as a qualitative and multimodal analysis of the mitigation and intensification strategies involved in the face-threatening nature of self-praise. It is shown that while such hashtags have a clear metalinguistic function as a reference to the illocution of the speech act, they are also used in a juggling act of both positive and negative presentation of the self. Overall, the study suggests that hashtags such as #brag and #humblebrag function as markers that set a default level of appropriate online behaviour and acceptable self-praise, which in other contexts may more easily be seen as a threat to the face of the viewer. The results are relevant for an understanding of notions such as virtual communities of practice, and have some practical implications for an understanding of the new literacies that media 2.0 require.

Wutreden. A case study on genre formation in and through social media

Simon Meier (TU Berlin)

The German term „Wutrede" (rant) refers to public speeches mainly delivered by sports coaches and, more recently, by politicians. Usually, Wutreden are impulsive responses to public criticism performed with a high degree of affect.
Although public rants are not a new phenomenon, the very term „Wutrede" can be traced back precisely to the media response to the famous rant by the Italian football coach Giovanni Trapattoni in 1998. However, it was not until social media platforms like YouTube allowed for the quick dissemination of the respective video recordings, that Wutreden have become a distinct genre functioning as a conventionalized orienting framework for the interpretation of discourse (Hanks 1987). Being termed as „Wutreden", diverse speeches are aligned with other items of Wutrede as displayed on youtube.com as „similar videos" and sometimes even compiled as „best coaching rants" or the like. In this context, they assume entertaining functions that will diverge completely from the speaker's original intentions.
In my talk, I will show that the apparent increase as well as the social meaning of Wutreden cannot be understood by focussing solely on the speeches themselves. Neither their linguistic features nor their situated pragmatic functions (Devitt 2004, Marx/Weidacher 2014) constitute Wutreden as a distinct type of discourse, but rather their ongoing recontextualization (Briggs/Bauman 1992, Habscheid 2009) mainly in the electronic and social media (online news, comments, tweets, parodies etc.). Thus, the presented case study will shed light on the very concept of genre in the context of new media that should account for the diverse and semiotically complex intertextual relations and discursive practices.

Argumentation or whining and grumbling: Are seemingly irrational comments in forums on online newspaper sites persuasive?

Georg Weidacher (Karl-Franzens-Universitaet Graz)

Many websites of online newspapers provide their readers with a forum to each article in which readers can post comments. This opportunity to get interactive enables internet users to take part in discussions at a virtual 'agora', that is to deliberate political and other social problems with a potentially wide range of other users. However, looking at the posted comments one may start doubting whether, at least in many cases, the postings are always intended as acts of discussion or even deliberation. Users often just whine or grumble about some state of affairs dealt with in the respective online newspaper article. The question, however, is whether these comments can still be considered persuasive, if only implicitly, or even as a form of argumentation.

Based on an analysis of comments on (mainly) Austrian newspaper forums the aim of this paper is to discuss how the affordances and constraints of the medium internet have been shaping the communicative practices in such forums, and whether these are practices of persuasion and argumentation. Another focus will be on reconsidering in general what we can mean by the notions of persuasion and argumentation.

Getting closer, getting softer – Social Network Sites conversations as reflector for interpersonal convergence processes

Konstanze Marx (TU Berlin)

The assumption that a rude tongue is to be found very often within the context of the WWW is quite common (see Kleinke 2007). We are often confronted with offenses on the stylistic level and pejorative, inadequate expressions on Social Network Sites (SNS). These serve for different functions, for instance as arguments in serious discussions, as so-called 'shitstorms', as insults (such as cyberbullying (Marx 2014)) but also as mock-irony or Banter (Leech 1983: 145).

However, the WWW is not only a communication sphere ruled by harsh conversations. In contrast we also find comments and language on SNS which is extremely polite and nice. Such communicative phenomena are characterized by exaggerated positive language and can be considered as so-called 'candystorms' (in contrast to 'shitstorms'). They not only support and stabilize interpersonal relationships but also establish new relationships. These processes are quite complex and worth a discussion from a cognitive pragmatic view.

Aspects involved in these processes are for instances individual user needs (such as appraisal, closeness, community, emotional reliability, love, security, respect, affiliation, understanding; see Rosenberg 2013: 74 f.), the specific communication situation, discourse dynamics and particular language forms. Especially the language that is used in SNS communication leads to the assumption that interpersonal boundaries have less effect online than offline. Therefore one can find that friends talk to each other such as lovers and

strangers communicate with each other such as friends.

My paper will focus on two presumptions: Firstly, I assume that SNS comments can disclose and fulfill specific user needs better than face-to-face conversations. Secondly, I assume that kind SNS conversations show convergence matters which might have influence on real life interpersonal relationships and the treatment of emotional topics.

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Science in Journalistic Genres:
The Mediatization of Science Journalism
Convers: Jana Pflaeging & Peter Schildhauer (University of Halle)

Popularizing science through visualization. Towards a repertoire of language-image-links in popular science writing

Hartmut Stöckl (University of Salzburg)

If it is true that mediatisation has impacted on science journalism (KAMMER 2013), one of its more obvious effects would seem to be the increase and diversification of visuals. The rise of multimodal linguistics (cf. KLUG/STÖCKL 2015) has especially promoted work on the linkage between language and image (BATEMAN 2014). Such language-image-links are an integral part of genres and considerably contribute to their different inter-semiotic texture (LIU/O'HALLORAN). Research suggests a clear inter-dependency between types of texts and types of linking.

The present contribution asks about the nature of this interdependency by exploring three hypotheses:

1. Language-image-links depend upon genre/register; every genre adapts the linkage to its specific situation and context.
2. The text type (e.g. narrative, argumentative, explanatory etc.), i.e. a genre's underlying matrix, determines the language-image-link.
3. It is the overall communicative form, i.e. the medial disposition of a text (HOLLY 2011: 155) (e.g. newspaper, magazine) that shapes the language-image-link.

Illustrating these views and spelling out their implications I will be able to show their individual merits and how they interconnect.

In a more empirical part I will sketch out a tentative repertoire of language-image-links typical of the communicative form 'popular science magazine'. The notion of repertoire was adopted from LUGINBÜHL's (2011: 311) work on genre profiles, which he defines as the types, frequencies and networking of genres. He argues that such profiles are indicative of a communicative form and that they may change over time reflecting shifts in culture or medial logic. The language-image-links portrayed differ in a number of features, e.g. type of image, semantic and pragmatic relationship between picture(s) and language, amount and kinds of cohesive ties as well as underlying rhetorical-logical connections. These and other multimodal design-features mainly respond to the communicative macro-function of the genre network, which is to explain and popularize (special) knowledge. This also involves concerns with entertainment and the aesthetic. By briefly comparing current popular science material with some from the 1960ies a preliminary answer may be formed to the question of what impact the changing media logic has had on language-image-linking.

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Re-negotiating the storytelling space: Diachronic perspectives on the narrativization of the multimodal genre feature article

Jana Pflaeging (Universität Halle-Wittenberg / Universität Salzburg)

Narrativization has been described as a central process in an ongoing mediatization of social spheres (Hjarvard 2004) and refers to an increase in organizing information along narrative lines (cf. Luginbühl et al. 2004), often showing a narrative unfolding of topics (Brinker 2010). In journalism (Kammer 2013), particularly in print news (Fulton 2005) and TV news (Luginbühl 2014), narration recently seems to have gained momentum as an organizing principle in representing information. While popular science writing has also employed narratives from the late 19th century onwards, the question arises whether the quality and quantity of narrative patterns may have been influenced by a currently prevalent narrativization, which would be indicative of a mediatization of popular science journalism. Soon after its launch in 1888, the National Geographic Magazine began to implement a more accessible representation of contents suitable for a mass audience. To create „a realism full of pep and information", narrativization became a core organizing principle of textual structure in the magazine's Feature Articles. In the early stages of the genre's development, narrative patterns were mostly employed in the verbal article texts. Since then, however, photographs have developed into a "mainstay and distinguishing feature" (Lutz/Collins 1993: 27) of the magazine, and nowadays make up large parts of the Feature Article's multimodal text. Also, a re-organisation of the layout has taken place, which cau-ses image-caption-ensembles to stand out. Possibly, they lend themselves as storytelling spaces drawing on narrativity to disseminate knowledge.

This talk addresses the following questions:

Has a narrativization of journalistic practices had an effect on the quantity and quality of narrative strategies employed in the inherently narrative genre Feature Article?

Which parts of the multimodal texts, i.e. verbal texts, language-image-ensembles (Bate-man 2014; Stöckl forthc.), and images, are organized along narrative lines? What commu-nicative means are used to create narrativity, and to what extent are they used?

To explore these questions, a corpus of feature articles from 1915, 1965, and 2015 will be scrutinized by means of text-linguistic and semiotic analyses with respect to a re-negotia-tion of storytelling strategies and space.

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Mediatization or mediatizations of science journalism? The case of referencing scientific and non-scientific actors in popular science magazines from the US, Germany and France

Martin Luginbühl (University of Neuchâtel)

In my talk I will focus on a microanalytic aspect of (science) journalism that has been discussed as highly sensitive for mediatization effects: quoted and reported statements as well as other forms of making reference to individual scientific and non-scientific actors (see Schäfer 2008, for the mediatization of politics Hallin 1992, Fansworth/Lichter 2011). As mediatization is often related to processes of pluralization and polarization (see Androutsopoulos 2015, Schäfer 2008, Strömbäck/Esser 2009), there are different aspects of referencing that become relevant regarding mediatization:

• What actors are being referred to : Are there scientific actors only or are there also other actors (laymen, para-scientific actors etc.) who are quoted?
• How are references modelled, arranged, and introduced in a text?
• Are the reported statements evaluated and – if yes – in what way?

In order to pursue these questions, I will perform a qualitative analysis of selected articles of 6 popular science magazines: two of them from the US ("Scientific American" and "National Geographic"), two from Germany ("Bild der Wissenschaft", "National Geographic"), and two from France ("Science et Vie", "Pour la Science"). While the German "National Geographic" is a spin-off of the American original of the same name, the French magazine "Pour la Science" is a spin-off of "Scientific American". In order to enable the observation of changes in time, my corpus will contain one 1973 and one 2013 issue of each magazine (slight changes are possible depending on the availability of copies in public libraries).

This explorative study will allow to hypothesize on different aspects of mediatization. First, it will allow to observe if there really is a mediatization in popular science magazines between the 1970s and today when it comes to references. Second, it will allow to observe whether there are differences between the magazines analyzed; consequently, not only one uniform process of mediatization could be observed but rather many different kinds: mediatizations. And third, it will allow to think about the question if the possible differences between the magazines are due to practices of mediatization related to the individual magazine or whether they reflect the influence of language/country specific cultures or something in between or beyond.

Finally, the findings will be discussed in relation to the conceptualization of 'media logic' as a crucial aspect of the mediatization concept.

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Mediatisation and de-mediatisation of readers' comments in online journals

Alexander Brock (MLU Halle-Wittenberg)

This talk uses a micro-level understanding of mediatisation as its point-of-departure, stressing "the formats, content, grammar, and rhythm" (Strömbäck 2008: 236) of mediatised texts, as this is a view compatible with the interests of empirical linguistics.

Letters to the editor of print newspapers or magazines are often highly edited, abridged, given headlines, grouped with other letters or illustrated by photos or graphics, and strategically placed on a page. So after posting the letter, the original author has little influence on the way the letter is incorporated into the media logic of the respective publication – i.e. the process of mediatisation.

With online newspapers and magazines, readers' comments sections – which are here seen as an online continuation of the tradition of letters to the editor – usually allow for a more immediate participation in discussions. Although these sections are hosted, the authors of comments often seem to have a large degree of freedom with respect to form and content of their messages, where only the technical possibilities set a limit to possible forms of participation and little or no editing takes place. This would suggest a lesser degree of mediatisation on a micro-level than in traditional letters to the editor, as the authors' contribution are less immediately subjected to the media logic of the respective publication. From the perspective of the evolution of letters to the editor to online readers' comments, this phenomenon can be labelled de-mediatisation on a micro-level. However, the question remains whether on a macro-level a more subtle form of mediatisation may be at work here, where plurality and freedom of expression are means of pursuing commercial or other interests, and where increased audience participation is in itself a sign of mediatisation.

In this talk, I would like to discuss aspects of de-/mediatisation in readers' comments to the online version of the National Geographic magazine, compared with letters to the editor of its print version. For this, I look at a small corpus of print editions of the magazine collected over approximately 50 years, as well as readers' comments in the online version. An analysis of content and style as well as participation frameworks and multimodal features will yield some conclusions with respect to processes of mediatisation and demediatisation where various concepts of mediatisation (Androutsopoulos 2014) will be included in the discussion.

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Twitter as a discourse system – Linguistic
Perspectives on Twitter in Political Contexts
Conveners: Laurent Gautier (Université de Burgogne) & Caja Thimm (Universität Bonn)

Argumentation strategies in political mini-publics: Tweeting among politicians

Jessica Einspänner-Pflock and Mario Anastasiadis (University of Bonn)

By drawing on empirical Twitter data collected during several German election campaigns in 2012 and 2013, the aim of this paper is to show how the micro blogging platform can be conceptualized as a public stage for political argumentation among politicians.

On a theoretical level we adopt the concept of "mini-publics" (cf. Goodin/Dryzek 2006 Chambers 2009, Lafont 2014), which we understand as small-scale publics in which citizens as well as decision makers come together to discuss public policy. In Twitter, we believe, mini-publics easily constitute due to the structural composition of the digital environment. By appropriating Twitter's specific semiotic and functional operators (#, @, RT, http://) users create a personal and semantic reference system in order to strategically discuss politically relevant issues. This multi-referential semiotic system consists of language signs, images, and other signifiers. Single tweets have a contextualised communicative function within a larger framework, which is conceptualized as the "functional operator model of Twitter" (Thimm/Einspänner/Dang-Anh 2014). Various patterns of semantic and structural references can be observed in Twitter that show different forms of argumentative "tweeting styles" among the participating groups of actors (i.e., citizens, politicians, journalists).

In our presentation we mainly focus on political actors that use Twitter as a campaigning platform. We analyse how politicians during election campaigns adopt Twitter's media logic in order to strategically discuss political issues and create awareness within the digital public space. By which means do politicians on Twitter interact with each other as well as with the wider public? Which patterns of interaction and argumentation can be observed?

The empirical data is taken from a larger corpus of tweets, which we have collected during regional elections in Germany in 2012 as well as the federal election in 2013 (all in all over 1.4 Million tweets). The overall methodological process applied for the data analysis combines qualitative measures (interpersonal interaction (@replies and @retweets), semantic analysis (#hashtags) and speech acts (e.g. meta commmunication) with quantitative measures (content analysis, frequency profiles, topic profiles) embedded in a content analysis framework. The multi-method approach allows for a semantic, syntactic, and pragmatic analysis of the tweets to identify the social exchange between the participants.

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Twitter in Mediatized Society: the dynamics of news circulation through politicians' tweets

Alex Frame and Tatiana Kondrashova (Université de Bourgogne, Dijon)

The concept of mediatized society as a meta-process (Krotz, 2007) implies an articulation between one-to-many broadcast media messages and multiple one-to-one exchanges, both offline and online. Twitter and other social media networks can afford us a glimpse of some of the public traces of these one-to-one and one-to-many exchanges which contribute to opinion-forming and the circulation of information in our mediatized world. Previous research applied to Twitter and its use by political figures has identified various "Twitter styles", ranging from interactive tweets on a one-to-one model, to more information-based ones which seem closer to the logic of broadcast media (Dang-Anh, Einspänner, & Thimm, 2012). A closer look at these styles reveals a whole range of possible strategies lying somewhere between these two poles, notably linked to the "perceived reach" of the message (who is targeted through the combination of media-specific operators used).

In order to study the dynamics of mediatized society, this contribution will take a qualitative look into the way that Tweets from European parliamentary candidates in France, the UK and Germany can be seen to frame the debate around the "Crimean Crisis" in May 2014. It will focus not only on what is said (contents), but also the way it is said (framing, links, use of embedded media) and the perceived reach of the tweets themselves (degree of interaction + targeted publics/addressees), in order to characterise the role of the political figures studied in the way this information circulated on the Twittersphere and in a wider context.

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Social TV and the appropriation of political discourses via Twitter

Michael Klemm (Universität Koblenz Landau)

The paper discusses the role of the so-called „Social TV" for the communicative appropriation of political topics (and politicians) among TV viewers. Are there any structural and functional differences between the traditional TV viewers' communication in the living-room and the utterances on Twitter while watching TV? This question will be discussed by analyzing tweets concerning political issues on German TV, e.g. News, Political Discussions or Documentaries. The analysis reveals that living-room and twittersphere as arenas of political discourse have many aspects in common – but also show significant differences.

Twitter as a discourse system: A media logics approach

Caja Thimm (Universität Bonn)

The traditional perspective of media logics focused on an institutional logic in which the distributed contents of mass media and their 'bureaucratized media logic' transform and shape 'the meanings of knowledge of social institutions, including politics' (Altheide/Snow 1979, p. 247). But nowadays all areas of life are increasingly shaped through digitally mediated communication, and particularly social media like Facebook and Twitter influence social communication in many ways.

Staring out from the hypotheses that Twitter is a "discourse universe" (Thimm et al. 2012), which is constructed by means of functional operators, it will be argued that these operators can be regarded as semiotic signs, which constitute the technological media logic of Twitter. This logic consists of technological enablers and constraints, some of them visible (operators), some of them inherent (algorithms). Both determine speech production on Twitter and enable a "plurimedial" communicative environment.

Using the example of joint storytelling in a political context it will be shown that employing complex plurimedial referential acts is one of the most important qualities of Twitter, which enable the users to engage in highly complex referential acts. To explain this narrative power of Twitter, a model of Twitter as a "plurimeda" will be introduced.

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Twitter rhetoric? Argumentation in a Twitter debate: a case study

Célia Schneebeli (Université de Bourgogne / Centre Interlangues EA 4182)

On the 20th of June 2008, the first presidential campaign debate to be held on Twitter, called "#pdfdebate", was launched. At the invitation of Personal Democracy Media, a private foundation dedicated to the study of new technologies in politics, two designated representatives of both of the major candidates to the United States's presidential election of 2008 used their Twitter account to participate in a debate on technology and government, moderated by a political blogger, Ana Marie Cox.

This initiative has had no real posterity and was generally considered as a failure by commentators, both in the press and on Twitter, most of all because of the lack of technical compatibility between the service chosen to hold the debate, Twitter, and the exercise in itself, the debate. The moderator herself confesses after a few tweets that "multithread format is making [her] head hurt". However, it was deliberately conceived as a "freewheeling" experiment by Personal Democracy Media, meant to try and see what debating on Twitter would be like. In this respect, it constitutes an interesting corpus for the discourse analyst interested in computer-mediated discourse and more particularly in the comparison between 'traditional' face-to-face interaction and computer mediated interaction.

Using this tentative political debate as a starting point, I would like to use discourse analysis

and computer-mediated discourse analysis (such as initiated by American linguist Susan Herring) to take a closer look at Twitter rhetoric, that is technics of argumentation specific to Twitter. In this respect, a central question is the impact of the notoriously limiting format of the tweet (140 characters) on argumentative techniques. #pdfdebate shows Twitter provides specific rhetorical and discursive means to convince and persuade such as the use of hyperlinks and other medium (image, video…). It also makes great use of interpellation through hashtags, abbreviations and simplified syntax for argumentative purpose. Looking at the comments of followers of the debate (and even one of the debaters who feels he is reduced to writing "policy haikus" at one point), it will also remain to see whether the means used to counterbalance the brevity imposed by the format of the tweet are enough to avoid giving the impression of a collection of disparate chunks of argumentation rather than a real debate.

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The (re-)contextualisation of tweets. An ethnographic insight into media linguistic practices of politicians

Sascha Michel (Universität Koblenz-Landau)

Studies on political communication and language in social networks such as twitter and facebook mainly cover quantitative and qualitative analyses of posts with respect to interactive matters and discursive aspects. They show that social networks are predominantly used by politicians to inform their followers, to set topics, and to interact with peers on certain discourses (cf. Thimm/Dang-Anh/Einspänner 2011, Siri/Melchner/Wolff 2012, Diekmannshenke 2013, Klemm/Michel 2013, Siri/Seßler 2013). Realising a multitude of different functions, twitter, for example, is perceived as a way to make transparent their everyday working life by politicians. Nevertheless, the question arises, whether transparency here is meant in a democratic sense, i.e. if that, what is twittered by politicians, really represents a complete and neutral account of their working practice.

This question of transparency in social networks entails a number of further questions and aspects such as:

* Which situations and actions are made transparent and which not?
* What functions do social networks fulfil for politicians?
* When and where are social networks used?
* According to which parameters do politicians differentiate the usage of social networks?
* How are social networks integrated into every day (media-) communication practices and actions (mediatization, cf. Krotz 2007, Hepp/Krotz 2012)?
* How do politicians reflect their own and others roles and usage of social networks?

Following a media culture linguistics approach (Klemm/Michel 2014), these questions will be answered by combining product-based analyses („virtual ethnography", cf. Bachmann/ Wittel 2006: 191) with producer-based analyses ("accumulated ethnographic miniatures", cf. Bachmann/Wittel 2006: 191). For this purpose, in-depth-interviews and all-day atten- dances with 18 political leaders (Members of German Parliament) have been conducted from March 2013 to July 2014.

The correlation of the analysis of tweets on the one hand with the results of the participa- tory observation on the other hand lead to the conclusion that for politicians social networks are, for instance, 1. Used as one of many tools to do facework and image communication since only selective, image-supporting content is made transparent, 2. Strongly differenti- ated according to the target audience, 3. Representing "empractical communication" since they are used accompanying other actions.

Analyzing news making processes as mediated interaction:
the added value of newsroom ethnographic linguistics
for the study of media discourse
Convener:Marcel Burger, Université de Lausanne

Organizational learning from the ground floor: Effective language policy making in multilingual media business

Daniel Perrin (Zürich University of Applied Sciences)

This presentation draws on multimethod analyses of structure and situated activity in both the French-speaking newsroom of the Swiss public service broadcasting company SRG SSR and the Italian-speaking of the Swiss quality paper Corriere del Ticino. In both newsrooms, the journalists operate in an increasingly complex and dynamic multilingual environment that requires appropriate adjustments in explicit and implicit language policies. The presentation aims at reconstructing effective language policy making as a multi-layered, integrative and interactive process.

In doing so, it first defines and connects the key concepts of journalism, public broadcasting, integrative social theory, and inclusive multilingualism (part 1). Then, it explains divergences in media stakeholders' expectations in competitive and multilingual media business environments (part 2) as starting points for an inclusive way of policy making (part 3) in which inclusive multilingualism applies not only to organizational communication, but to the process of organizational development and understanding itself (part 4). The paper concludes by outlining simple, but evidence-based principles for making language policies in a dynamically mediatized and glocalized world (part 5).

Journalists as standard-language advocates and the dynamics of newsroom practice.

Colleen Cotter (Queen Mary University of London)
and Wim Vandenbussche (Vrije Universiteit Brussel)

Journalists have a very conscious awareness of language as the primary tool of their craft, correlating prescriptive usage with professional literacy and skill and emphasizing these points at all stages of professional development, starting in newswriting classes and continuing throughout their careers. On one level, as self-identified "protectors" of the language, they explicitly follow prescriptive norms and operate as arbiters of usage, in the process functioning as an active partner in society's language standardization dynamic, fostered by the written variety. On another level, they respond to social and cultural change, promoting (or reacting to) linguistic innovation in ways that other standard-language-based registers (e.g., in education, academic publishing) do not.

The ethnographic and historical data we provide make this intersection clear (e.g., prescriptive grammatical rules are upheld; socially sensitive terms of reference are modulated). The state of the language is very much part of journalists' professional discourse or

meta-talk, as we show in contemporary and historical examples, in the US and Europe. The data show the degree to which there is an ongoing conversation or meta-talk about language within the news profession (the contemporary examples); the expansion of this engagement that journalist-specific online discussion formats have afforded in the 21st century and the way this local community-professional expert dynamic played out in the 19th century; and the active role the news media expect themselves to play in the linguistic and social support and maintenance of the standard variety -- across time periods and socio-cultural situations.

Negotiating expertise in the newsroom: media narrative as a joint construction

Marcel Burger and Gilles Merminod (University of Lausanne, Switzerland)

This paper focuses on how a story is collaboratively written step by step for the broadcast news bulletin. The perspective is that of newsroom ethnography & linguistics taking into account both the news making processes in the backstage (e.g. an editorial meeting involving journalists) and the news products seen, let's say on the stage, by an audience (e.g. a particular report).

 Seen from the stage, a media narrative is usually considered either as a textual structure (i.e. the story) or as a performance (i.e. the telling of the story). Allowing backstage observation, a newsroom ethnography & linguistics perspective provides a new understanding of the narrative as a complex joint construction. A close look to the ongoing process in the backstage shows how, why and by whom the narrative is achieved step by step and what is at stake with it.

 Considering a set of data collected (2007) at TSR1, the French Speaking public service broadcast in Switzerland, we focus on the making of one particular dramatic media narrative: an airplane crash in Indonesia. We first take into account the final textual structure of the narrative and then consider the ongoing production process (editorial conferences where the topics and angles of the narrative are discussed; biographic interviews leading to self-reflexive comments on the making of the narrative; the writing processes of the narrative recorded on the journalists computers; the video recordings of talk at work interactions concerning the making of the narrative). We then focus on one interesting step of the making of the narrative: the interaction between the journalist (i.e. the verbal narrative expert) and the cutter (i.e the visual narrative expert). As they have distinct expertise and skills as well as quite antagonistic view about what the narrative should be, the journalist and the cutter negotiate to find an agreement on how, what and why "this" narrative offers newsvalue.

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The mediatisation of the literacy practices of academic knowledge production

David Barton (Lancaster University)

This paper is concerned with the changing literacy practices associated with academic knowledge creation. It begins by identifying the ways in which every step in academic knowledge production is being transformed by new media and by other interrelated forces. These forces include globalisation, massification, managerialism and privatisation and are exemplified in the UK in factors as diverse as changing student fee structures, international campuses and MOOCS. It then explores how writing practices are central to knowledge production and how these practices are changing. The paper draws firstly on data collected in 2009. This consists of in-depth interviews with 8 experienced academics in a university arts and social science faculty. The project set out to explore how academics are adapting their literacy practices to major changes in the structures and culture of universities. The aim was to explore the range of writing practices they participated in and people were asked about times and places for writing, the use of different technologies for writing, experiences of collaboration and how their practices had changed in the previous 5 years. The analysis highlighted the boundaries of time and space which the academics identified when talking about their uses of new media. These were often discussed in terms of conflicts: for instance, the creation of boundaries between home and work, boundaries for different types of writing such as emails versus scholarly writing, and boundaries between writing for teaching, administration and research. This exploratory study is being followed up by a larger project on the dynamics of knowledge creation. The current study covers a broader range of methods to investigate the writing practices of academics at different universities in a larger number of disciplines, and it includes a wider diversity of academic writing practices. To make a comparison with the interviews carried out in 2009, this paper will draw upon techno-biographical interviews of academics carried out in the first part of the newer project. Analysis is examining changes between the 2009 data and the 2015 data, including ways in which boundaries of time and place are shifting and changing in permeability. The analysis is interested in the greater mediatisation of the literacy practices associated with academic writing. More different sorts of devices, including smart phones and tablets, and niche programmes, such as WhatsApp and Twitter, have become central to academic identities. The paper discusses how social media are increasingly embedded in academics' practices and ways in which having an online identity can have institutional support. We are also interested in how practices which were once optional, such as participating in a virtual learning environment, or online marking and record keeping, are now a compulsory part of an academic's practices.

The language of shared news

Monika Bednarek (University of Sydney)

The sharing of news via social media services is now a significant part of mainstream online media use. This article analyses the linguistic characteristics of online news-sharing on Facebook in a corpus of 'most shared' news items. The aim was to establish a baseline by examining those most-shared news stories that originate with print and broadcast

English-language 'heritage' news media organisations (such as New York Times, Guardian, CNN) rather than 'digital natives' (new media organisations such as Buzzfeed, Upworthy, Huffington Post). The business model of these publishers focuses on promoting news sharing and they employ a greater array of techniques to encourage this behaviour. To compile the corpus, ShareWar's Likeable Engine1 was used to extract the top 200 items by total Facebook share count as at early September 2014. Any items that were not news stories were manually excluded, for example quizzes, advice, online picture galleries, videos, or opinion. The final corpus contains the 100 news items from English-language news media organisations that were the most successful in terms of their Facebook share count. The decision to start with a small corpus of 100 stories was deliberate, as it allows to combine quantitative and qualitative analysis, which can inform later analyses of larger datasets. The main focus of the analyses is on discursive news values analysis (DNVA), as developed by Bednarek & Caple (2012a, b). This type of analysis focuses on newsworthiness, i.e. the worth of a happening or issue to be reported as news, as established via a set of news values (such as Negativity, Proximity, Eliteness, Unexpectedness, etc). Discursive news values analysis examines how this 'worth' – and these news values – are established through semiotic resources and practices. This article focuses on linguistic rather than other semiotic resources.

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Computer mediated communication in the transition from college to career: A study of black female U.S. undergraduates' sociolinguistic practices on social media

Erin L. Berry (University of Maryland)

Younger generations, including the generation known as millennials, have grown up in an era in which digital communication and self-expression is the norm and "the virtual is real" (Sadler, 2012, p. 3). Within the now-robust literature on computer-mediated communication (CMC), much scholarship focuses on digital and multi-modal voice, presence, and perceptions of users, senders, and receivers. Some research has also examined how, because CMC is now a near-necessary part of everyday life, the real and the virtual can become blurred. What is represented online can be seen as a performance and a representation of a user's authentic self, even though it is a partial representation within a disembodied space. In this paper, I examine CMC as a technique of self-presentation and impression management among millennial undergraduates. I analyze how five Black female students at a Historically Black university in Maryland (U.S.) who are preparing to transition from college to career make sociolinguistic choices as they construct and negotiate their online identities on two social media platforms: Twitter and LinkedIn. LinkedIn requires users to create a "virtual resume," enabling users to network and learn about other users; users can also add profile pictures and verified skillsets and recommendations provided by peers.

Twitter, by contrast, is less career-and network-focused; users create contextually driven posts that are often thematically organized by hashtags. As Black students appear to use Twitter more often than White counterparts (Brock, 2012), tweets are an important source of data from this subgroup. Via examination of social media profiles, I examine how these students use linguistic features, including: lexical items, grammatical features, and idioms characteristic of Standard English and African American English; hypercorrection; and hashtags to indicate tone and register. Via one-on-one interviews with each participant and via one focus group, I investigate how participants conceptualize language in relation to their social media profiles and how they consider language when presenting a virtual version of themselves to potential employers. From this pilot study, I suggest that some millennial undergraduates are more prepared than others to negotiate online identities within disembodied virtual spaces. I argue for the particular need to provide career-readiness training to undergraduates at U.S. Historically Black colleges and universities (HBCUs), which often face limited resources compared to Predominantly White Institutions (PWIs). Such training would assist Black millennials in navigating the complexities of language, identity, and culture in an increasingly computer-mediated world. Finally, I propose how HBCUs can implement this training, through such outlets as media and communications studies classes and career centers, to help Black millennials develop the critical skillset of sociolinguistic self-presentation as they embark on post-undergraduate careers.

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"Now I HAVE to be youthful" – Authenticity of radio presenters from the listeners' perspective

Grit Böhme (Martin Luther University)

Radio listeners often recognize in a manner of seconds what station or, at least, what kind of format they have just tuned in. Presenters seem to play an important role in creating the typical sound, the so called channel identity of a station. But what do listeners actually regard as being typical in a station's presentation so that they will recognize it among competing stations? How would they describe their impression? The project presented aims to form a description profile for the typical presentation of a German radio station, using descriptions made by the listeners themselves. To achieve this, a survey method was used which combines the advantages of qualitative and quantitative research. Its core is a modified version of the Repertory Grid technique: Presentation takes of the public youth radio station MDR Sputnik were mixed with presentation takes of other stations which can be received in the same area. In semi-structured interviews Sputnik listeners were presented with three presentation takes at a time (randomly selected, with at least one Sputnik stimulus among them) and were asked which two out of these three they perceived as being more similar to each other and how they were different from the remaining one. After choosing, they were requested to describe these similarities and differences in their own words. To my knowledge, this interview method has not been used on speech before. It proved to be an effective compromise between, on one hand, asking subjects open-ended

questions and letting them describe their impression of stimuli in their own words, and on the other, not to drown in data. 32 listeners had been interviewed this way. The analysis of the interviews is inspired by grounded theory. Authenticity appeared to be a particularly relevant dimension for young radio listeners to differentiate and evaluate presentation styles. Radio presenters were considered to be authentic if they were perceived to be free to talk about what they want in the way they want and don't have to care about rules set by their institution. Their speech is not pre-planned, they don't hide their opinions, and, most importantly, they sound like "us". However, taking great efforts to please and reach out to the audience doesn't seem to interfere with this notion of authenticity; on the contrary, it is rather interpreted as caring about one's listeners, as long as the effort is not too obvious. In the analysis it turned out to be rather useful to take a closer look at reactions to presentations that were perceived to be particularly inauthentic. Some of these examples will be presented in this paper. They are going to be compared to the results of an additional study, in which listeners of a culture radio, broadcasting in the same region as MDR Sputnik, were interviewed about the same stimuli. These subjects were of the same age and educational level as the Sputnik listeners interviewed before, but they seem to have rather different criteria for authenticity – even though their reasoning about it is surprisingly similar.

Live online news: From content presentation to interactive co-participation

Jan Chovanec (Masaryk University)

Traditional journalism is governed by such news values as recency and topicality, requiring that recipients are offered news that is as 'fresh' as possible. In live news formats, these values become absolute because the event is reported as it unfolds in real time. Live news thus achieves a compression of time between the occurrence of a news event and its mediatized presentation. The simultaneity has a significant impact on the form of the media message. This paper deals with the specificities of live online news, i.e. journalistic accounts of unfolding events produced in the written mode. Based on an extensive data set of live news from British online newspapers, the paper highlights the specific narrative structure of these 'news texts in progress' and identifies several types of live news. It maps some of its differences from traditional 'post-event' news reports as well as from spoken live news broadcasts. Adopting a broad pragmatic perspective on the data, the paper focuses on the shift from the presentation of content in traditional news stories towards the role of interactivity in live online news. It is argued that the extensive interactive potential is one of the key features of live online news, which clearly sets it apart from other formats of media reporting. As a result, the recipients of live news texts may choose to become directly involved by means of not only commenting but also gathering, mediating and remediating the news. This interactive nature of live news leads to the necessity to rethink the participation frameworks of these communicative encounters because of the changing role of the audience from recipients to potential co-authors.

Profiling the suburbs: a critical discourse analysis of representations of the ‚banlieues‘ in newspaper discourse on French urban violence in 2005

Laura Costelloe (National College of Ireland)

November 2005 saw a significant flashpoint in the long-running history of tensions between minority groups and those in power in France, and for three weeks there were widespread clashes between ‚les jeunes‘ [young people] and the forces of law and order. Mindful of the printed news media as important sites of ideology production (Fairclough, 1995), this study contributes to a growing body of work on newspaper representation of urban violence and the ‚banlieues‘ [suburbs] (Moirand, 2010; Peeters, 2010, 2012; Sedel, 2009), with focus on the particularly traumatic events of November 2005.
This paper explores representations of the ‚banlieues‘ in newspaper discourse on French urban violence in 2005 using a Critical Discourse Analytical approach to examine a corpus of newspaper discourse specifically created for this study. It questions the linguistic and discursive means by which the ‚banlieues‘ are constructed as separate and different to what is perceived as the ’real’ France and identifies discourses of separation and othering which highlight the perceived negative characteristics associated with the banlieues. It identifies a semantic preference for negatively connoted lexis and vocabulary indicating the use of spatialisation strategies which firmly locates the ‚banlieues‘ and the associated violence outside the imagined boundaries of ‘real’ French society.

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Meaning-making practices in video mediated interviews

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This paper presents research in the field of Video Mediated Communication (VMC) within the context of multimodal interaction and Computer Mediated Communication (CMC). It is now generally accepted that there has been a turn away from the ‘first wave’ of CMC studies published during the 1990’s which was characterised by a deterministic approach to the ‘language of the internet’ and a strong focus on the medium (Androutsopoulos 2006; Thurlow & Mroczek 2011). Although in the second wave (starting in the 2000’s) the focus did shift to user-related patterns, research was still primarily concerned with typed interaction, be it text messaging, email, chat, or blogging. However, there is now a growing interest in multimodal interaction, and my research fits in with this latest trend. Mediated Discourse Analysis (MDA) (Scollon 1998) is a multimodal theoretical framework which holds

that the affordances of a medium (Hutchby 2001) do not determine the actions that can be taken through it, but merely create tension between what a person wants to do and what can be done (Norris & Jones 2005). By focusing on this tension, the framework of MDA promises insight into the ways people use new media creatively for their purposes. MDA is especially well suited to analysing VMC because, despite efforts to make VMC resemble face-to-face interaction as much as possible, there is still a clear mismatch between the repertoire available in VMC and face-to-face interaction. Thus, I suggest that instead of focusing on how VMC 'fails' to recreate a face-to-face conversation, it may be more productive to analyse the meaning-making practices users have developed which are exclusive to this medium. This paper is based on VMC interviews recorded by university students as part of their coursework on digital literacies. The recordings capture how students manage the unfamiliar task of interviewing someone in a situation familiar to them – talking to their friends using VMC. By identifying some of the meaning-making practices used, I am able to describe the creative ways participants use this medium for their purposes. An analysis of the unconventional use of openings, closings, repairs, and changing and establishing footing (Goffman 1981) together with students' reflections on their own recordings gives insight into the affordances of the medium of VMC.

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Discourses of rape in the news: victims, role models and the rehabilitation of offenders

Bethan Davies (University of Leeds)

Critical discourse analytic research into the representation of rape cases has tended to focus on discursive constructions of what constitutes 'rape' (e.g. Ehrlich, 2001) and the related discourse of victim-blaming, where the complainant's presentation of self is constructed as being culpable (e.g. Ehrlich, 2001; Clark, 1992). What has not been investigated are the discourses that are brought into play in relation to the offender's re-entry into society. This is particularly pertinent in cases of rape because of the way in which it is often perceived as a 'master offence' by women (Ferraro, 1996). This paper will focus on the media representations and discussions of a rape case involving a footballer in a major league in the UK. Ched Evans was found guilty of rape in 2012 and released on license in 2014. Since then, several football clubs have expressed an interest in signing him as a player but all have withdrawn due to external pressure from various sources. The issue is whether Evans should be allowed to continue his career as a professional footballer: has serving his sentence expunged his crime or should he be barred from a position where he could act as a role model to young men and women? The data used for this research will mainly be

drawn from newspapers, during on both reportage and op-ed pieces. However, it will also be supplemented by the discussions that went on in other forums: radio and TV discussion programmes and online discussions via comments on online newspaper articles, videos and blogs. While this case does involve discourses of being a 'proper victim', and what constitutes 'rape', the more interesting discursive struggle centres around the opposition between discourses of rehabilitation and discourses of referent power (French & Raven, 1959) and how the more typical discourses of rape are mobilized to support these arguments. These are ethical questions that have rarely gained such prominence in the public sphere and been debated across such a broad range of media.

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On the interplay between meso communication and media convergence

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Media discourses are often described as phenomina concerning mass media communication. Accordingly a lot of research has been done on mass media and increasingly on multi-modality, media genres and new communication forms (e.g. Jewitt 2011; Thurlow/Mroczek 2011; Stöckl 2004, Bucher/Gloning/Lehnen 2010). Based on the insights being elaborated so far the contribution aims in general at expanding the perspective while discussing the differentiation of mass-, meso- and micro-communication and the communicative and semiotic interplay between these major types of communication (see Fraas/Meier/Pentzold 2011; Meier 2014; Domke 2014). Both the study of digital discourses and of (event) communication in public places bring out similarly the relevance of their organization as types of meso communication and on a meso level (instead of micro or mass communication). Thus it is argued that the current focus on mediality of communication in linguistic studies needs additional thought on the communication structure itself and therefore on the crucial questions 'how many recipients are addressed by what kind of medial and semiotic resources' and 'what kind of media discourse is related to the one currently chosen'?
Firstly with reference to mediated and place bound texts in public places (like indicator boards, public screens, posters, graffiti) it is to be analyzed what kind of semiotic and language diversity one is to perceive while visiting a place or buying something. Secondly it will be examined what kind of meso communication is realized in social media concerning the place bound communication (including comments, postings and photographs on blogs, facebook, twitter or instagram). Thirdly with reference to the idea of „mediatised worlds" (Krotz/Hepp 2012) it is to be discussed how the interplay between online and offline communication on the meso level is constituted and how it is conceptualized as a phenomenon of convergence media culture (Jenkins 2006).

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Infertility in the media – a comparison of UK blogs, clinical websites and press articles.

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Infertility occupies a problematic position as both a social and medical issue (Greil et al. 2010) and despite the prevalence of media texts which proliferate around it there is currently little linguistic research into this topic, particularly in the UK. In recent years there has been a marked increase in health-related helpseeking on the internet, particularly around topics which are deemed to be sensitive or stigmatised, such as infertility, providing scholars with textual data on the lived experience of a condition.

This study from which this paper is taken utilises linguistic data comprising three specially built corpora of texts on infertility including; national newspapers, blogs on infertility and websites from fertility clinics in the UK, providing useful triangulation across text types and a snapshot of the representation of infertility from a range of media.

This paper takes a mixed methods linguistic approach to the study of discourses around infertility. Following Baker (2006), a corpus-assisted, discourse analytical framework is applied to this data examining keywords (significantly frequent terms), collocations (words which frequently co-occur) and concordance lines (words in context) with a particular focus on identifying linguistic traces of discourses (Sunderland, 2004).

Initial analysis was carried out using Wordsmith Tools to elicit the top 100 lexical keywords from each corpus, when compared to UKWaC 10m subset. These keywords were then grouped thematically in order to allow the identification of potential discourses across the corpora and guide the selection of keywords for further study using collocations and concordance lines.

This analysis elicited a range of discourses which are drawn upon in the linguistic representation of people experiencing infertility and the accompanying clinical experience. While there are some discourses common to all three text types, such as "time is ticking" and "deserving parenthood" these are engaged with differently in each medium and in

many cases hegemonic discourses are contested by those blogging about the lived experience of infertility.

It also emerged that while blogs on infertility, at times, recontextualise hegemonic discourses they by no means accept them as accurate depictions of the experience and actively work contesting discourses into their narratives.

In the long term, it is hoped that comparing hegemonic accounts of infertility and assisted reproductive technology with alternative contesting accounts will allow practitioners to re-examine how they position themselves, their patients and other stakeholders in their linguistic encounters.

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Variation in Japanese honorific forms: findings from an analysis of Facebook communication

Martina Ebi and Michaela Oberwinkler (Tuebingen University)

(Im)politeness in CMC has attracted the attention of scholars of a wide range of disciplines such as psychology, sociology and – last not least – linguistics (cf. Androutsopoulos 2006; Herring 2013). The main focus of the linguistic research lies on the analysis of politeness strategies that are employed in order to maintain the interlocutors´ positive and negative face (Morand, Ocker 2003; Thaler 2012). In contrast to English or German, Japanese has an elaborated honorific language that manifests itself in lexical and grammatical variation. It can be divided into addressee and referent honorifics and is thus highly context sensitive to the social status of the interlocutors and speech act referents in terms of in-group membership and social intimacy (Wetzel 2004; Geyer 2008). As Japanese post-war society has changed, honorific language is changing, too, and Japanese newspaper articles regularly deplore its decline. A more scientific approach claims that the impact of vertical social structures on honorific language use is diminishing in favor of a pragmatically motivated obliging politeness (Fritzsche 1998). It is therefore of special interest to establish if and in what ways Japanese computer-mediated communication reflects these changes in honorific language use. In our talk we will present the results of our pilot study how honorific language is used in public Facebook communication. The basis of the analysis is a small-scale corpus of Facebook postings and comments submitted by authors of different age and gender. We will see, if and to what extend honorific expressions are used in multi-addressees communication and if it is influenced by social factors such as the gender and age of the communicators.

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Vernacularisation of media: stylistic change in Basque youth media

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The proliferation of vernacular speech in media is a core question in current media sociolinguistic research (e.g. Androutsopoulos 2010; Auer & Schmidt 2010; Coupland 2001, 2009, 2010, 2015; and Kristiansen & Coupland 2011). Vernacular speech is nowadays a sociolinguistic resource deployed in media contexts in ways that go well beyond its understanding as a marker of local belonging (Androutsopoulos 2010; Auer & Schmidt 2010; Coupland 2001, 2007, 2009). Vernaculars are considered stylistic resources to attract audiences (Bell 1984) and to construct personal and media identities (Auer 2007; Coupland 2007). This is the focus of my paper. Basque was introduced in the audiovisual mediascape in the 80s by the Basque State Broadcaster EITB. In that first decade, the use and promotion of the newly created Standard Basque (Basque Royal Academy 1968) was considered as a public service remit of Basque public media. In the 90's, regional vernaculars were heard only in a very limited context and EITB contributed to a sociolinguistic stratification effect of linguistic variants whereby using Standard Basque was often associated with the voices of 'serious' news readers and 'non-standardness' was ideologically confirmed in the media voices of, among others, comedians, footballers, vox pop street interviews and popular singers. Only in the last ten years, and probably due to processes of audience diversification and increasing audience engagement and participation formats (Androutsoupolos 2010), has the language policy of the Basque public media changed to a more heteroglossic model where the rise of the regional and colloquial speech in EITB media been more evident. That increase of vernacular use in media seems to be particularly significant in the case of media for young people, and that is also the case of Gaztea, a part of the EITB group. It was originally a radio station created as Euskadi Gaztea in the 90's and its whole production was exclusively in Standard Basque. Nowadays Gaztea is also a radio-website with a clear cross-media approach and it aligns very much with that popular vernacular style among young people. In Gaztea, vernacular youth speech is strategically used to empathize with the young audience and to construct a youth media identity. Vernacular speech is selected and reflexively performed according to the communicative goal and the identity that media professionals of Gaztea want to project. Those are some of the conclusions of the research I have carried out on sociolinguistic change in Gaztea during its 25 years. I based my research on a corpus containing audios from the 90s until today that gives us a chronological view of that sociolinguistic change. I compared the media environments where Gaztea hosts vernacular speech by taking into account two comparative axes: on one hand, different media formants, genres and voices, and on the other, the chronological axe. Moreover, I contrasted the use of local speech with other linguistic resources, particularly standard speech, based on the principle that sociolinguistic styles are relational (Coupland 2007). Finally I also analysed how local voices are framed and contextualized by other voices (e.g. those of show hosts or reporters) or other semiotic materials (music, sound and moving images in the web) by taking into account further dimensions of discourse and multimodality, as Androutsopoulos (2010) suggested.

#Je suis Charlie? :narrative stance-taking in shared stories of global mourning

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Recent research in computer-mediated communication has focused on the importance of sharing moments of life (and death) online forging a sociolinguistic framework for the analysis of digital sharing that foregrounds semiotic materiality, access to networked resources, and orientation to a networked audience (Androutsopoulos, 2014). In addition, research in digital narrative and small stories has drawn attention to the analysis of stories as transportable and circulatable events on social media in relation to narrative stance taking (Georgakopoulou, 2013), hence pointing to the alignment and disalignment potential of sharing online.

The present paper combines the aforementioned approaches in its exploration of the recently attested 'turn' to mourning in public discourse, both online and offline. Focusing on a selection of digital stories of mediated mourning shared in news reports and social media in response to the attack at the French magazine Charlie Hebdo offices that led to the killing of twelve journalists, the paper provides a transmedial analysis of digital public mourning as a case of merged media and vernacular spectacles of suffering. It is argued that the circulation of stories of mourning as reportable, tellable and shareable in and across social media constructed mourning as ecstatic news (cf. Chouliaraki, 2006) and staged suffering as distant and close at the same time. The analysis shows how significant moments relating to the attack circulated across media platforms, such as Facebook and Twitter, in the form of images, updates, conversations and slogans by users (including journalists), indexing a range of narrative stances that created different kinds of alignment and misalignment positions for users and their networked audiences. The discussion of the specific case provides an insight into how emerging formats of and for sharing mourning as global news and as action participate in circulating affect as well as in mobilising affect flows in online and offline public discourse and action spaces.

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Socializing mechanisms in the routinised practice in the newsroom

Gitte Gravengaard (University of Copenhagen)

This paper presents a study of interaction and language practices in the important community of practice (Wenger, 1998) of the newsroom, where news is talked into being (Arminen 2005; Ekström 2007). In particular I focus on journalist interns entering this professional community of practice and the socialization process where the interns, via legitimate peripheral participation (Lave & Wenger, 1991) learn both the professional norms and craft

skills and thereby become culturally competent members of the community of practice. Within journalism research the socialization processes in the newsroom are often described as extremely important – and at the same time as: very difficult to trace as they are informal, diffuse and implicit (Preston, 2009; Donsbach 2004; Furhoff, 1986; Breed 1955). Having accomplished important results using surveys (Hovden et al. 2009; Nygren & Stigbrand 2013), journalism research is in need of in-depth qualitative ethnographic, linguistically sensitive research analysing the processes of socialization and studying the actual in situ development of competence and skills in professional settings.

The study presented here is based on ethnographic observations in newsrooms at two national Danish daily newspapers, two national tabloids and the two national tv-stations. Here we followed 12 journalist trainees for one year.

This paper will analyze and caterorize socializing mechanisms in the newsroom – that is social actions performed by the experienced journalists and the editors – the socialising agents (Feldman 1994) – in order to encourage the interns to act, think and feel in ways desirable for the organisation (Van Manen & Schein 1979; Schön 1983; Goodwin 2004; Carr 2010, Nielsen 2010; Gravengaard & Rimestad 2011, 2014). The social interaction between interns and socializing agents is the prerequisite for socialisation to take place (Schiffelin 1990; Ochs 1988). In this socialising processes we see both the very visible and explicit ways of socializing (for instance: praise, rituals, official narratives, memorable messages, corrections of behaviour or values, reprimands and warnings) clearly demonstrating that an intern has displayed culturally desirable or undesirable behaviour. And we see the more invisible and implicit ways of socializing consisting of everyday actions in the routinised practice aimed at making interns behave in a certain way (for instance giving desirable behaviour special attention/ignoring the intern; giving the intern time to talk/interrupting the intern; acceptance/rejection of actions and new ideas). These invisible socializing mechanisms are done in the routinised practice but without explicitly demonstrating that socialization takes place.

The study presented in this paper is interdisciplinary as I bring together various insights from linguistics, sociology, anthropology, theories of profession, and journalism studies in order to explore the socialization process. This is part of a recent shift in research focus within media linguistics towards combining the detailed analyses of the micro-level of discourse and interaction with the analyses of social structure, institutional roles, identities, and cultural practice when investigating the routinised practice in the newsroom (see also Cotter 2010; Perrin 2011, 2013; Coupland & Jaworski 2001; Van Hout & Van Praet 2011; Gravengaard & Rimestad 2011, 2014).

Connectivity in a mediatized world - methodological considerations and empirical findings based on "Multifactorial Parallel Text Analysis"

Stefan Hauser (University of Zurich) and Martin Luginbühl (Université de Neuchâtel)

The last three decades have seen an enormous increase in the speed as well as in the range of individual, institutional and mass media communication. A related development has been the increasing phenomenon of transcultural and transnational communication. Traditionally, a substantial part of comparative research in communication studies was based on

the idea of culture, nation, language, and territory being one homogeneous entity. In recent years these concepts have increasingly been contested theoretically and empirically in various fields of research. Nowadays, it is a common assumption that "what is problematic for a general territorial conceptualization of culture is that it refers to a container-thinking of nation states that is not appropriate in times of globalization" (Hepp / Couldry 2010, 10). Rather than conceiving cultures as territorial and static entities, it would be more promising to suggest that cultures articulate and differentiate themselves along different dimensions such as geographical, social, political and transnational spaces (cf. Jacquemet 2010; Livingstone 2012). In order to gain a deeper understanding of the interconnectedness of language, space, and culture, this paper introduces "multifactorial parallel text analysis", a method designed to capture different factors that influence cultural styles of text and genre design. We propose to investigate texts targeting audiences from three different language areas (German, French, Italian) in five different countries (Austria, Germany, France, Italy, Switzerland). This enables us not only to study differences between individual language areas and between different nations, but also to examine differences within language areas as well as within one nation (i.e. Switzerland). A core feature of the texts being compared is that they are to a high extent subject to the forces of globalization on the one hand and to the need for localization on the other: The data includes online advertisments of international companies, texts from NGOs as well as tv reports. This comparative constellation allows us to study different correlations between language use, language area and national affiliation. In the empirical case study presented here, four types of spatial boundness are revealed (homogenization, glocalization, as well as two different forms of localization, one nationally oriented and the other language oriented).

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Digital linguistic landscapes: the sharing economy of notes and hashtagging in public space

Theresa Heyd (Albert-Ludwigs-Universität Freiburg)

Two types of linguistic practice have received particular attention in sociolinguistic analysis in recent years. One is digital linguistic practice; the other is that of language and signage in public space. It is argued here that these two domains are being interwoven in an intricate relationship that uses digital images as its vehicle. Thus instances of language use in public space (in particular signage of all kinds, such as store signs, street art, notes and displays) are being photographed and systematically displayed online. Often, such collections are meant to be humorous; sometimes, they carry political commentary; where linguistic practices are commented on, they often coopt stances of linguistic grassroots prescriptivism (Heyd 2014). From the other perspective, the semiotic inventory of digital

language use is increasingly becoming a part of public space. This is the case in the display of QR codes, and in particular the increasing use of hashtags in different domains of language use in public space. These displays are, in turn, being photographed and shared online, for example in the case of public events or political campaigns. The study presented here draws on two phenomena associated with digital linguistic landscapes: the sharing economy of notes in online and offline environments; and forms of hashtagging in public space. Both are approached here through multimodal analysis that draws on online data collected on Twitter and on platforms such as notesofberlin.com, and on offline evidence collected through fieldwork. These phenomena are analyzed here as evidence of the ongoing convergence of online and offline life, and by consequence, digital and non-digital language use. This convergence has been anticipated and described by scholars of CMC for a while (Herring 2013). Through the wide use of mobile devices and the mobile internet, this tendency has rapidly advanced. The use of digital images in the constellations described here is not merely an incidental technical factor, but a vital and structurally central instrument. Because of their dual nature – displaying material world, yet in a digital, non-material format – they are couched in online and offline practices simultaneously. In this sense, they are part of a highly complex and multi-layered semiotic arrangement in the type of data described here: linguistic signs, arranged on a paper-based piece of signage, captured in a digital image, uploaded on a virtual platform, displayed on a terminal such as a mobile device. By discussing the multimodal forces at work here, this paper makes a contribution to our understanding of digital linguistic landscapes and their impact on online and offline digital linguistic practices.

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Derek Tastes of Earwax: A contrastive analysis of TV documentary titles in English and German

Sylvia Jaki (Stiftung Universität Hildesheim)

Documentary formats need to fulfil two seemingly contradictory requirements: being informative and entertaining at the same time. To achieve this goal, many documentary producers employ emotionalisation, dramatisation, and personalisation (Burger & Luginbühl 2014: 368–369) to "deliver" the information in a more emotionally compelling way. Meanwhile, since the titles of these documentaries constitute the first contact with the potential audience, they are the decisive factor determining whether the viewer chooses to actually watch an episode of a specific programme. As a consequence, analysing both the style and the content of the episode titles is crucial to understanding documentaries and the experience-oriented character (cf. Kircher 2012) of their media products. Moreover, this study seeks to compare British and German documentary productions to assess whether there are also national tendencies in the genre despite the often claimed general orientation towards emotionalisation and dramatisation (Fairclough 2010).

In order to examine the titles of TV documentary formats in Britain and Germany, a pilot study with the long-lasting series Horizon (BBC) and Terra X (ZDF) was conducted.

The study sample indicates, first, that titles have become more lurid over the last decades, with numerous lexemes referring to the – partly interrelated – dramatising concepts of DEATH (Crater of Death), MYSTERY (A Code in the Nose), and DANGER (Elements of Risk). Secondly, Horizon exhibits a predisposition for alliteration or question forms in titles, whereas Terra X makes ample use of titles involving the concept of ADVENTURE (Schatzjagd an der Seidenstraße), which might be due to the programme's thematic focus on archaeological and historical topics. Another finding is that Horizon often relies on vague titles that are supposed to make the audience curious about the actual topic of the episode (such as The Core or Living Nightmare), whilst the Terra X titles are typically more explicit (Uramazonas – die tödliche Flut; Kaiser Wilhelm: Mit Hurra in den Untergang).

Whether these preliminary results are representative for English and German TV documentaries in general is tested against a larger sample of documentary programmes broadcast on British and German television. Following primarily a quantitative approach, a panel data model is used in order to answer the following questions: In which ways do English and German episode titles differ? How have the titles evolved over the last decades? Do some topics (for instance, archaeology, history, wildlife) lend themselves more than others to the above mentioned concepts of DEATH, MYSTERY, DANGER, and ADVENTURE?

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Investigating representations of multilingualism in public discourse in Britain: a multi-method approach

Sylvia Jaworska and Christiana Themistocleous (University of Reading)

Media, especially national media, are powerful tools in influencing public opinions and attitudes, and issues surrounding language(s) are no exception (e.g. Kelly-Holmes 2012). Without questioning this impact, this study attempts to examine more closely the link between textual media representations and the popular ways of thinking by taking as an example the representations and attitudes towards bi- and multilingualism. Studying representations of multilingualism in British public discourse is an endeavor of high social relevance. Britain is one of the most linguistically diverse countries in Europe and this diversity is sometimes celebrated (Milani et al. 2011). At the same time, the knowledge of languages is considered problematic and sometimes iconically associated with negative events or undesirable forms of behavior (Blackledge 2004). Research concerned with the thematising of multilingualism has shown that media are vehicles of such ambiguous representations in that they tend to reduce the complexity of multilingual practices to a few essentialist images or myths (Ensslin and Johnson 2006, Lanvers and Coleman 2013). There is already a considerable body of research concerned with the media thematising of multilingualism. However, most of this work examines representations of selected linguistic varieties and with exception of Vessey (2013) and Ensslin and Johnson (2006), it is based on small samples. Equally, sociolinguistic work interested in the attitudes towards multilingualism focuses on specific varieties and is mostly concerned with learners' or parental

attitudes. The focus of this study is not on a particular linguistic variety or parental attitudes, but on multilingualism as a discursive and social phenomenon. It follows two aims. Firstly, we are interested in the discourses about bi- and multilingualism disseminated in British national newspapers and how they have changed over time. Secondly, we examine the extent to which the media representations are shared and/ or refuted in the views of general public. To do so, we adopted a multi-method approach which combines the tools and techniques of Corpus-Assisted Discourse Analysis (CADS) with a sociolinguistic attitude survey. To this end, a large corpus of 664 articles from the major British national newspapers discussing bi- and multilingualism and published since 1990 was compiled and explored by studying keywords and their collocational profiles. Salient discourses identified in this way were then fed into the creation of an online survey, which was distributed to over 200 mono- and multilingual people living in a large urban city in the South of England. The analysis and cross-checking of the results have demonstrated that certain media discourses surrounding multilingualism, especially those related to 'elite bilingualism' seems to be endorsed by the general public. At the same time, the general public seems to agree with some of the 'concerns' that are often linked with multilingualism in the media including social cohesion and immigration. The results of this study emphasise the importance of raising the general public's awareness about multilingualism through the media, in order to further boost positive attitudes and to encourage linguistic and cultural integration in a multilingual city.

News stories in translation: shifts of topical structure and news content in Hungarian—English news translation

Krisztina Károly (School of English and American Studies, Eötvös Loránd University)

Our globalized world and the requirements of the information society place the media and within that news translation in the limelight and put special constraints on the work of the translator. The critical examination of news as discourse has been in the focus of attention over the last 30 years, and a similar increase of interest may be observed in the study of translating news discourse. Research shows differences in the degree to which the translations of news stories depend on their sources: some translations completely alter the information contents of their sources, producing "significantly different local versions" (Bielsa and Bassnett 2009: 72), while others depend strongly on their originals (Valdeón 2005: 215), producing almost identical target language versions. While considerable amount of research is available on identifying and describing stereotypical translation strategies that accompany news translation, the actual reasons that motivate these (such as certain generic norms, text building strategies, etc.) have received scant attention.

This paper deals with the (re)creation of topical structure in the translation of news discourse. Four problems motivate the investigation: (1) the limitations of research on translating information structure and, within that, topical structure, (2) the conflicting opinions in the literature regarding the translation of topical structure, (3) the complex nature of news translation, and (4) the special norms regulating news translation.

Journalists write news stories with a given structure, order, viewpoint and values (Bell 1998), which are "transferred" in translation and affect the way topics are organized.

This study explores how shifts in topical development in translation influence discourse structure and ultimately news content. Using Lautamatti's (1987) Topical Structure Analysis and Bell's (1991) Event Structure Model, the paper describes the translation strategies applied in (re)producing the source text's topical and event structures in the target language in a corpus of Hungarian—English news texts (the summary sections of analytical news articles).

On the basis of a thorough textual analysis involving both quantitative and qualitative investigations of various aspects of the topical and generic structures of source texts and translations, the study (a) reveals how topics shift and relate to discourse topic in source and target texts, (b) identifies any systematic connections between the way the event structure and the topical structure of news stories unfold and relate to each other in translation, and (c) formulates tentative suggestions regarding the problems of research mentioned above. Results show that while translators generally preserve the sources' topical structure in translation, in some cases (e.g., sequential topic progression) significant changes also occur, altering considerably the status of some information as well as the event structure of the text, thus producing modified news contents. The paper also examines whether the claim that news translation is influenced by norms similar to those regulating news production more generally (Bielsa 2010) applies to this news genre, too. Findings suggest that due to the stereotypical features of this genre, the data only partially support this claim.

Detecting and Computing Twifferences:
Using hand-annotated corpora and computational models to identify the variety of English used in tweets

Saskia Kersten (University of Hertfordshire), Netaya Lotze (Leibniz Universität Hannover) and Asmelash Teka (L3S Research Center for Web Sciences, Leibniz Universität Hannover)

This presentation discusses a corpus-based analysis of twitter messages composed by British, Australian and American users. The main goal of the project is to detect diatopic varieties of English on Twitter automatically, using a classification algorithm by a set of carefully crafted features. More specifically, we analysed tweets from (i) New York and Houston for American (US) (ii) London and Birmingham for British (GB) and (iii) Sydney and Perth for Australian (AUS) English (GB: 1,895,934 tweets, US: 3,150,885 tweets, AUS: 114,294 tweets).

The search parameters for the classification algorithm are based on a small scale corpus study on varieties of English on twitter with manual annotation of the critical features by linguistic experts. This is a more fine-grained approach with a higher ecological validity compared to studies that classify varieties based on what are perceived to be typical differences in spelling conventions in BE vs. other Englishes (e. g. Lui & Cook 2013).

The initial data, consisting of 640 tweets from 64 randomly chosen users who self-identified as either British or US American and collected in 2010, were analysed using a mixture of automatic PoS and manual tagging. The Australian corpus was built in a parallel way in 2014, using a comparable set of tweets within the same timeframe as the original corpus. The small-scale study used a broad approach to analysing the language found in tweets,

therefore the manual tagging encompasses a wide range of categories, including, but not limited to, orthography, typography, lexis, syntax and pragmatics. Particular attention was paid to the features that have been identified as typical of computer-mediated communication (CMC), such as non-standard spelling and punctuation as well as the use of emoticons and abbreviations. The small scale study was part of a larger interdisciplinary project investigating twitter communication in ten languages.

The comparison between the British, the US American and the Australian small scale subcorpora has already yielded interesting differences in the use of many linguistic features. British users, for example, use non-standard spelling variants (e.g. "Im" instead of " I'm") of contracted forms seven times more often than American users. In general, British users incorporate more features in their tweets which are associated with oral and/or informal communication, for example, discourse markers, subject pronoun deletion and colloquial lexis. On the other hand, American users include more URLs and hashtags in their tweets. Following the manual annotation of the small subcorpora, features that looked most promising for automatic analysis were identified. The critical features for the differentiation between the varieties were rechecked by an automatic search in the large scale corpora. This talk will focus on the methodological issues of combining small scale, labour intensive manual analysis and computational approaches.

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Voice-over-translations in German radio features

Bettina Kluge (Universität Hildesheim)

Next to the well-known modes of dubbing and subtitling, voice-over translation has repeatedly been labeled the „ugly duckling" of audiovisual translation (Orero 2006, Franco et al. ²2013) for its lack of public recognition. Voiced-over translations allow the hearer a few seconds of access to the original recordings before offering a somewhat reduced, paraphrased translated version of the original text, thus enabling a certain „validation of the words spoken" (Franco et al. ²2013: 28) than dubbing, and less intrusion into the visual channel than subtitling. In those western European countries that prefer dubbing over subtitling, voice-over translations appear in most non-fictional media products, such as news and documentaries. While off-screen voices are usually dubbed, characters visible on screen (so-called talking heads, e.g. interviewees) are rendered via voice-over translations (Matamala 2009, Schröpf 2012).

However, research so far has concentrated on voice-over translations in television and in movies (one notable exception is Ayonghe / Enow 2013). It is not implausible, then, that the purported effects of authenticity and validation rely not only on the acoustic access to the original audio data, but also on the audio-to-image congruence offered by the images of, say, President Obama speaking in front of the U.S. Congress. But voice-over translations also occur in radio emissions, where no image supports the claims to an authentic representation of reality. Here, voice-over translations most often appear in the news, but also in longer radio features.

This talk presents some results of an ongoing project focusing on translation strategies in radio features and news items, with an eye to differences to comparable data in television. Focus will be laid on radio features which were broadcast on German regional stations WDR3 and WDR5 in the years 2014 and 2015. It will be shown that some formal features differ significantly from the previously description of voice-over translations, possibly due to the exclusive reliance on the acoustic channel. For instance, the original voice often is audible for a much longer period of time, and is also louder during the voice-over. In some cases, the translation precedes the original. Also, there is a larger repertoire of languages that are being voiced over.

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Communication in mediated spaces between orality and scripturality

Matthias Knopp (University of Cologne)

Assuming that the medium inscribes itself into the communication artefacts and the related processes, mediated communication should show effects of its respective carrier medium. Forms like chat seem to be tightly trapped in the polarity between orality and scripturality: users often write as they speak. Often, prototypical orality is consulted to theoretically determine to what extent chatting is considered a form of conversation. Studies with a strong empirical interest are rare.

I will report on a study that compares the processes and their written results from three functionally concordant kinds of interactions, namely face-to-face (videogra-phed and transcribed), in an internet forum (static logfiles) and in a chatroom (dyna-mic retrospects and static logfiles). Under lab-like control, 10 groups of university stu-dents compiled a single statement/response to a controversial question (trigger: How to handle street musicians who enter cafés and demand money for their uninvited music). Participants were allowed to only use the assigned form of communication to finally agree on a common statement text.

The results show on the one hand the well-known phenomena typical for the respec-tive forms of communication (e.g. linguistic characteristics like anacoluthons in the face-to-face condition, fully developed sentences in the internet forum condition, or the various uses of emoticons in the chatroom condition). But despite all that diver-sity on the linguistic surfaces, the results show very similar use of linguistic forms of action (e.g. question - > answer or the structure of agreements) in the deep structure. It will be concluded that although new communication media differ on their technical

and linguistic surfaces, and require the respective skills of the users, it is the very same basic knowledge about communicative action that is employed in the communication processes: The medium does not inscribe itself as much in the message as often assumed!

Scrutinizing mass culture language ideologies in class

Sofia Lampropoulou (University of Liverpool), Argiris Archakis (University of Patras), Villy Tsakona (Democritus University of Thrace), Anna Fterniati (University of Patras) and Vasia Tsami (University of Patras)

Mass culture texts form a significant part of students' everyday practices, since not only they are included in their extracurricular activities but they have recently been introduced in school curricula (Alvermann et al. 1999). At the same time, mass culture texts seem to be a suitable locus for the study of language variation, as they often include simulated representations of linguistic varieties.

These representations seem to reproduce and enhance particular language ideologies in Greek culture. In particular, mass culture discourse often promotes linguistic homogeneity and its ensuing stereotypes, while the negotiation and/or challenge of (socio) linguistic boundaries by, for example, TV characters often becomes the source of humor; this results in the challenge of the recently documented phenomenon of superdiversity and its relevant practices.

In this study, we explore the development of sample learning material based on a critical analysis of Greek TV mass culture texts. This material is intended to raise student language awareness and to develop their critical literacy by enabling them to identify and reflect on the represented inequality among linguistic varieties. Also, the development of such material aims to draw attention to the fact that humor contributes to the reinforcement of linguistic homogeneity via covertly stigmatizing linguistic variation and/or the recontextualization of language varieties. Following a multiliteracies framework (Kalatzis & Cope 2005), we aim to develop ways of collecting and analyzing mass culture texts so as to enable student awareness of the language ideologies reproduced and reinforced in these texts.

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Tagging the #UmbrellaMovement: Indexing Hongkonger identities through bilingual hashtags on Instagram

Carmen Lee (Chinese University of Hong Kong) and
Dennis Chau (City University of Hong Kong)

In 2014, Hong Kong saw one of its largest scale political movements in history. The "Umbrella Movement", or "Umbrella Revolution", was driven by a series of pro-democracy campaigns and protests, notably the Occupy Central campaign, in search for "real" universal suffrage in Hong Kong. Starting from September 28, 2014, streets in different locations of Hong Kong were occupied by protesters as a result of on-going conflicts between the protesters, the police, the Hong Kong SAR government and the central Beijing government. Similar to many social movements around the world, the Hong Kong protests in 2014 had a strong digital and social media presence. Events were organized on Facebook, local breaking news was translated into English on reddit and Twitter, images of the protest sites were captured and shared online almost in real time. While a number of scholars have examined the role of social media, especially Twitter, in political movements, very few have done so from a linguistic angle. To add to this emerging body of research, this paper reports on a study that focuses on one particular linguistic practice - adding hashtags - on a relatively under-explored platform, Instagram. More specifically, our study aims to identify the discourse functions of political hashtags on Instagram and explore how they index users' identities during the Umbrella Movement.

Hashtags are user-defined keywords, prefixed by the # symbol, which are assigned to uploaded contents on social network sites. The few studies of hashtags on Twitter suggest that hashtags serve mainly the functions of community building, self-reflection, and promoting visibility. Political hashtags, in particular, are used to shape news and organize information during major social movements. Whether hashtags serve similar functions on other platforms such as Instagram remains unexplored. Our primary aim is to provide a systematic and fine-grained analysis of the discourse functions of bilingual political hashtags on Instagram. The study started with the Chinese hashtag #雨傘運動 ("Umbrella Movement") on Instagram between October 20 and October 27, 2014. Over 13,000 images were tagged with #雨傘運動 during this period and for the purpose of this study, we analyzed the first 100 posts in terms of frequency of different hashtags, discourse types, and language choice. Initial results suggest that, unlike hashtags on Twitter, hashtags on Instagram during the Umbrella Movement did not only serve the purpose of informing or reporting. We argue that many of the hashtags are similar to emotes and predications (Herring 2012; Virtanen, 2013) in chatrooms and forums, which are performative utterances typed out by users to "get things done" such as persuading, causing others to take actions, and expressing emotions and attitudes (e.g. #ilovehongkong, #supportdemocracy, #followme). This paper also discusses the ways in which these performative hashtags, among other hashtag types such as the use of written Cantonese and references to local cultural symbols, contribute to the performance of a "Hongkonger" identity. This paper concludes by discussing how these unspaced, mini-utterances of hashtags, coupled with images, are becoming powerful resources for self-presentation online.

Historical Germanisms in European Languages: a Comparative, Discourse-Analytic Approach to Usage in Newspapers

Torsten Leuschner (Ghent University)

The huge, often violent impact of Germany on European history has left lexical traces in many neighbouring languages and their media (e.g. Oschlies 2000). Most relate to events or concepts from the Nazi era and/or the Second World War (,Anschluss', ,Blitzkrieg', ,Drang nach Osten', ,Endlösung', ,Lebensraum' etc.), although some are older or younger (,Kultur-kampf', ,Stunde Null', ,Vergangenheitsbewältigung', ,Wiedervereinigung'). These so-called historical Germanisms have so far been treated almost exclusively from the perspectives of lexicology/lexicography and cultural stereotyping in the literature, and so the time seems right for a new, crosslinguistic approach that can compare their use in the media of selected European languages from a discourse-analytic perspective, particularly with a view to the significance of lexical loans for the perpetuation of historical memory in the European public sphere (Sierp 2014).

The purpose of this paper is to present the outlines of a (so far informal) research project along these lines which has been using newspapers as its main source of data and orienting itself methodologically towards Corpus-Assisted Discourse Studies (CADS), the study of Discourse Keywords, and Frame Semantics. Results from several preliminary studies by the author (published or in preparation, single- or co-authored) will be used for illustration, with special reference to a case study of four historical Germanisms (,Anschluss', ,Blitzkrieg', ,Drang nach Osten', ,Endlösung') in British newspapers after 1990 (Schröter / Leuschner 2013). The data, accessed mostly through the LexisNexis database, are based on a corpus of ca. 3,300 articles from four broadsheet and four tabloid newspapers (including Sunday editions) containing one of the four terms in question, to which procedures of collexeme analysis were applied. Not only do token frequencies differ widely between the four terms in question and between the types of newspapers involved, there are also clear divergences in the extent to which the four terms are ,discursively appropriated', i.e. recontextualised beyond their original historical reference, as shown inter alia by their collexeme patterns. The relevant methods and results (both quantitative and qualitative) will be discussed in the course of the paper, with final remarks on (i) their interdisciplinary implications, (ii) the on-going expansion of the project to include more loans, languages and media, and (iii) the significance of using German as a pivot language in profiling the convergent and divergent uses of historical Germanisms in neighbouring languages.

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Chatbots in Online Environments

Netaya Lotze (Leibniz University of Hanover)

The marked increase in the "sheer quantity" of interactions with artificial dialogue agents in our daily life is highlighted by a number of scholars (e.g. Fischer 2010: 2349). The interaction with artificial intelligences (human computer interaction, HCI) is becoming a common form of computer mediated dialogue. Dialogue agents act as mediators that choose and present content automatically using different technical approaches. Apple's speech assistant Siri as well as IBM's chatbot Watson are only two of the most popular virtual personae among an armada of chatbots used for commercial, pedagogical and entertainment purposes on the web.

The study shows how users interact with these entities on different linguistic levels – lexis, syntax, dialogue structure and alignment in interaction – using a quantitative corpus-based approach as well as qualitative analysis based on conversation analysis (CA). The data set consists of four corpora of HCI logfiles and a parallel corpus of computer mediated communication (CMC) among humans (the Dortmunder Chat-Korpus by Beißwenger and Storrer 2004). One advantage of this project is its field study approach, which has more ecological validity than experimental settings, which are more commonly used in HCI research.

In this study, 183 dialogues (60,000 word forms) were tagged semi-automatically to categorise tokens on the different linguistic levels. Secondly, the users' linguistic behaviour towards the different chatbots, which vary in their complexity and their introduction dates, was compared from a diachronic perspective. Thirdly, the users' linguistic behaviour towards the bots was compared with the language used by two human interlocutors in a CMC setting using statistical analyses of variance. This approach is extremely fine-grained and leads to a more differentiated overall perspective on HCI compared to earlier studies, which looked at only one dialogue system or a single pragmatic context.

HCI can now be defined more accurately by taking into account its heterogeneity on various levels. One key finding of the study is that HCI differs not only from user to user and from system to system, but also from dialogue sequence to dialogue sequence, because it is influenced by external factors (i.e. user type, system architecture, system persona, pragmatic context etc.) and internal linguistic aspects (e.g. dialogue design, dialogue phase, lexis, syntax and interaction structure). Therefore, subsuming all these types of interaction under only one register, namely computer talk (Krause et al. 1992), may be an overgeneralisation. However, it is still possible to find certain general interactional patterns (e.g. lexical or syntactic alignment, polite or impolite replies) in the data, which in turn can be used as the basis for a functional model of HCI specifically developed in this study. In a second step, these interactional patterns could be implemented in advanced agents to support innovative dialogue designs. The proposed model also reveals the limitations of HCI that lead to interactional interferences, irrespective of the application context. Finally, the observed diachronic change in the users' behaviour highlights the need for a critical discussion of the impact an increase in HCI may have on society as a whole.

Journalists' newsmaking decisions and audience uptake: which relationship?

Margherita Luciani (Università della Svizzera italiana)

It is well known that journalists' expectations concerning the way in which the audience will react to news strongly influence journalists' decisions in newsmaking. This topic can be staged at the intersection of two distinct disciplines, namely journalism studies and pragmatics. On the one hand, the research trend concerning the audience demand in journalism studies (Peters 2012, 2013; Witschge 2012, 2013) focusses on social criteria, and on the other hand pragmatics (Grice 1969, 1991, 2001; Recanati 1988, 2010) traditionally studies how the speaker takes advantage of the expectations concerning the way in which the other speaker will intervene, lacking however of an empirical study of practices in context. These approaches though do not say much about how journalists actually reason starting from their expectations concerning audience uptake in the everyday life of news organization. The present paper aims at filling this gap by taking an interactional approach, considering in particular the argumentative dimension of newsroom editorial meetings and retrospective verbal protocols. Looking at argumentation, i.e. , at the practices of socialized reasoning and reason-giving, gives the chance to shed light on what justifies the way in which journalists select news and decide about their placement and mode of presentation starting from their anticipatory inferences concerning audience demand. The corpus on which my investigation is based permits a comparative and contrastive study from a multilingual as well as a multimedia perspective, due to the fact that data are gained from both TV-journalism and print-journalism in the three linguistic areas of Switzerland. Part of the corpus, collected during the Idée Suisse project was collected at the Swiss public service television (SRG SSR) in French and German. A more recent dataset was collected at Corriere del Ticino (CdT), the main Italian-language newspaper in the country, within the project "Argumentation in newsmaking process and product". Both datasets were collected with the same methodology (Progression Analysis, Perrin 2003, 2013), and comprise audio-visual recordings of various newsroom activities, such as formal and informal editorial meeting discussions, retrospective verbal protocols, interviews with journalists, s-notation protocols, television news items and newspaper articles. For the present paper I will focus on the argumentative analysis, following Pragma-dialectics (Eemeren van & Grootendorst 2002, 2004), of newsroom discussions dealing with the distinct aspects of audience's uptake, which are strictly bound to the distinct premises at stake: which aspect of the uptake is involved? First evidence is given that argumentative discussions concerning the audience's uptake can be classified according to distinct aspects of the uptake: 1) anticipation of an audience's interpretation, 2) anticipation of a cognitive effect of a news, 3) an anticipation of a persuasion, and 3) anticipation of an emotive effect. At this stage of the analysis, a test of the implementation of the strategy discussed in the editorial meeting or explained in the retrospective verbal protocol is carried out through the argumentative analysis of the respective news product. Concluding, I claim that the argumentative lens offers a valid aim in understanding journalists' naïve pragmatic theories emerging in newsroom discussions at a conscious and collective level.

„What sort of greeting is that?": Translanguaging and social media

Agnieszka Lyons (Birkbeck College)

Communication in what is now described as superdiverse world is often based on the deployment of diverse signs and the appropriation of all the available resources of a speaker or group of people for meaning-making.

This paper presents preliminary observations from an ongoing study into Translation and Translanguaging in four super diverse cities in the UK, in which social media data is analysed as part of a large dataset including audio and video recording, observations and interviews. Ethnographic approach adopted in this study allows to account for the importance of the availability of a rich resource base to the speakers. In the paper, I employ the notion of 'translanguaging' to discuss the use of a variety of linguistic and semiotic signs in social media communication by Polish speakers in London; I discuss examples from SMS, Viber, Skype, and Facebook messenger alongside more broadcast, public cases of Facebook posts and comments.

Rather than concentrate on the use of distinct languages or 'code-switching', I focus on the agent's role in constructing and interpreting meaning, which is conveyed not just through code-switching but through drawing on resources influenced by the diverse histories and interactants' lived experience of language. I show that next to instances of seamless blending of what is traditionally classified as elements of different semiotic systems or languages, there are cases where the choice of appropriate tokens from one's repertoire is relevant and openly discussed, suggesting that users themselves assign importance to the compartmentalisation of their repertoires. I also point to some challenges in adopting the concept of translanguaging in the methodology of conducting research into multilingual and multimodal communication.

New media, new opportunities for minority languages? The case of Upper Sorbian in Germany

Sarah McMonagle (Universität Hamburg)

This paper focuses on the impact of new media on regional and minority languages in Europe, with a particular emphasis on the Upper Sorbian language in eastern Germany. It is informed by two major advances from the latter part of the twentieth century. Firstly, the "global diffusion of multiculturalism" through international organisations denotes the acceptance and accommodation of minority languages and cultures as a core value in most western liberal democracies (Kymlicka 2007). The United Nations and the Council of Europe have established norms and policies towards the fair treatment of minority groups and their languages. Secondly, "the almost instantaneous flow and exchange of information, capital and cultural communication" enabled by the dramatic expansion of the internet characterises the new media age (Castells 2010). We can assume that new media impact minority languages in some way as they have altered all communication and social interaction irrevocably. As content production and consumption converge in the semantic web, minority language users can harness their grassroots potential away from traditional

(state-led) policies to gain presence through new media. Yet to what extent new media impact – positively or negatively – minority languages and speakers must be assessed on a case-by-case basis.

This paper will present data from a study on language and new media practices among German-Upper Sorbian bilingual teenagers. Upper Sorbian, a West Slavic language spoken in the German state of Saxony, has been classified by UNESCO as "definitely endangered". It was selected for official protection by the German Federal Government under the provisions of the European Charter for Regional or Minority Languages (Council of Europe, 1992) – a policy document which predates the current information age. Research participants were aged 13-18 years (a demographic that is socialised in the mediatised world) and all use both German and Upper Sorbian in their daily lives. Using classic social scientific survey and group discussion methods, the study aimed to investigate language practices, choices and attitudes vis-à-vis new media, and whether new media represent new opportunities for the use of Upper Sorbian in particular. Results indicate that online activities are dominated by German, with a more minor role allocated to Upper Sorbian and a general acceptance of English. Given that all research participants use Upper Sorbian in their daily lives, this paper therefore considers whether rigid distinctions may be drawn between virtual interactions and 'real life', or whether minority languages simply continue to follow patterns of societal exclusion in new media.

With advancements in online writing systems (such as the development of Unicode) and multimodal media there is, theoretically at least, the prospect of an equal opportunities space for all languages in the virtual realm. This paper concludes that this is not (yet) the case as minority language usage continues to be challenged by the complex interplay of differentiated grassroot desires, societal mis-recognition, issues of access, international norms and the role of the digital technology industry.

Reversed Positionality, Reversed Reality: An In-depth Linguistic Analysis of the Mainstream and Alternative Environmental Justice Frame

Renée Moernaut and Jelle Mast (Vrije Universiteit Brussel)

'Environmental justice' (EJ) has been a strongly debated media topic in recent years, principally in its most generally accepted definition: While the 'West' carries the largest responsibility for climate change, the 'South' will suffer earliest and most severely from the consequences (Farbotko, 2005; IPCC, 2014; Sze & London, 2008). Although the mainstream media clearly do not fail to address the issue, they overlook some deeper-lying levels of 'Western' responsibility, related to the strongly entrenched 'Western' development model (liberalism, 'Western' superiority…) (Darnton & Kirk, 2011). This is largely due to their top-down/hegemonic 'positionality'.

According to Pulido and Pena (1998) positionality - one's "location within the larger social formation" (Taylor, 2000, p. 509) - is key to the way people talk and think about, and thus act upon environmental issues. Positionality - in terms of context (e.g., sponsors), content (e.g., sources) and production process (e.g., media producers) - is also a core point

of difference between mainstream and alternative media (Atton, 2002; Downing, 2001). Due to their bottom-up positionality alternative media tend to deconstruct hegemonic thinking and construct alternatives, amplifying the grassroots voices of movements or citizens (Hopke, 2012).

Drawing on the assumptions above, we conducted a qualitative micro-scale framing analysis (Entman, 1991; Van Gorp, 2006) of a number of case study articles on EJ, published in three Flemish (Northern Belgian) newspapers and an alternative outlet. More specifically, we identified and discussed the verbal framing devices - like agency, word choice or metaphors (Entman, 1991; Richardson, 2007; Van Gorp, 2006) - which, underpinning certain reasoning devices, function as "signature elements" (Gamson, 1989, p. 159) of the frame(s). Drawing on these findings, two comprehensive frame matrices were compiled. Clearly, our analysis illuminates in detail how frames come about. Our insights were, however, also sustained by a broader inductive qualitative framing analysis (n = 726).

By and large, the alternative frame reverses the 'Western' hierarchical thinking, based on demarcations like 'us' ('West') versus 'them' ('South'), agents versus patients, 'developed' versus 'undeveloped'. Both frames denounce the 'West's' excessive GHG emissions. Nevertheless, the mainstream represents the disproportionate vulnerability of the 'South' to climate change impacts as an internal defect, which can only be resolved by external help (the 'West'). 'Development', 'aid' or the generalization of the 'South' are crucial 'signature elements'. The alternative frame, however, reverses this thinking: An external cause ('the West') bears full responsibility for the 'South' suffering the major part of the climate change consequences, but also for its disproportionate (social, economic…) vulnerability, it being reduced to a silent victim. Yet, the 'South' holds a superior/equal (agent) position with regard to adaptation, thanks to grassroots ('internal') experiences. Clearly, the alternative frame provides the broader contextualization which the mainstream overlooks. 'Signature elements' are, among others, 'equality', 'resilience' or the individualization of the 'South'. This reversal is also vividly illustrated by the ('reversed') ideological square (based on van Dijk (1998, p. 33)), we introduce as a novel contribution to the (applied) linguistics and media studies field.

Gangsters don't eat beetroot: Performative metalanguage in commentaries on the mediatized performance of Irish gang culture

Mairead Moriarty and Elaine Vaughan (University of Limerick)

Recent studies in what can be termed the sociolinguistics of performance have illuminated our understanding of the concept of stylization (e.g. Bell and Gibson, 2011; Coupland, 2007; Johnstone, 2011). Situated at the nexus of mediatization and language variation, the present paper discusses media coverage of a particular act of linguistic stylization by drawing on the phenomena of indexicality and enregisterment (Silverstein, 2003; Agha, 2005). The object of the discussion is a character, Nidge, from the series Love/Hate, a drama broadcast in Ireland. Love/Hate is set in Dublin's gangland – itself a constructed, mediatized space – and at the heart of the study is the stylization of the inner-city Dublin accent, the discernible traces of what this accent does/does not index, and how this is commented upon in media and online discussion of the series. The intriguing thing about

this commentary is a fascination with the (perceived vast) distance between the accents of the actors who play these characters and the inner-city accents they stylize. To illustrate this, the paper focuses on a sketch from a very popular comedy sketch show in which the everyday talk of the real-life actor, Tom Vaughan-Lawlor, is juxtaposed against his characterization of the ganglord, Nidge. The sketch can be

read as a humorous meta-comment on the performance and stylization of the character, with accents and what accents represent in contemporary Irish society foregrounded. By examining Twitter and You Tube comments on this performance we aim to analyse issues of language play and linguistic reflexivity evident in the commentators performative metalanguage. We also discuss the performance itself: the complex relations of authenticity with stigmatized vernaculars and engagement with tropes of authenticity that serve to enregister the accent as indexical of gang membership. Through

our analysis we show how an awareness of any deviation from the norm is heightened through media attention and that such bricolage generates rich evidence for the role of media as a critical site for the (re)working of language ideologies.

The development of genres in German and French outdoor sports magazines

Johannes Müller-Lancé (Universität Mannheim)

Sports magazines, especially in the case of sports demanding expensive equipment, assume an interesting role in the center of a triangle consisting of professional athletes, highly involved readers and the equipment market concerned: up to 80% of the production costs of a magazine edition are paid by the outfitters' advertisements. The athletes depicted in the magazines' pictures and stories are sponsored by the outfitters as well, and the whole complex is financed by the readers who are buying sports equipment, for their part inspired by the magazines. This interdependence of the participants in the production and consumption of media causes the appearance of special journalistic genres on the one hand (e.g. product news, portrait with gear, equipment raffles), and influences the form of traditional genres on the other. Thus, for instance, more or less overt advertising is tolerated by the readers even in editorial news, and readers also accept competition reports done by athletes participating in these competitions. In this kind of journalism, objectivity and neutrality as guiding principles are replaced by sales promotion. The reader still expects information, but the desired information concerns future equipment acquisitions and vacation activities.

The paper will revise "classical" typologies of journalistic media genres (e.g. Grosse/Seibold 1994, Lüger 1995) according to the reality of sports magazine journalism. Examples are taken from a large corpus of German and French windsurfing and snowboarding magazines from the 1980s until today.

Different People, Different Language: Change of Speaker Types in the Lithuanian Media and Its Implications for Media Language

Laima Nevinskaite (Research Institute of the Lithuanian Language)

The presentation addresses the change of speaker types in the Lithuanian broadcast media from the Soviet time to the present and its implications for language in the media. The presentation is based on the analysis of the corpus of the broadcast media 1960–2010 that consisted of almost 65 hours of recordings divided over several genre groups.

For the purposes of language analysis, the speakers in the corpus were coded into six categories: talk show host, presenter/ newsreader/ voice-over, expert, celebrity, "hero" (an "ordinary" person whose deeds or personality are presented), and vox populi (an "ordinary" person who voices an opinion on the issue that is being discussed). The analysis of trends is based on three periods: Soviet, transitional and contemporary. The presentation first discusses quantitative data on the change of the distribution of the speaker types in the corpus during these periods. Most notable changes were the increase of proportion of talk show hosts and celebrities and decrease of the proportion of presenter/ newsreaders and the "hero" type; the proportions of experts and vox populi didn't show that clear trends of change. Then the presentation takes a closer look into what specific roles constitute the speaker types back then and now, for example, the change of types of celebrity (high culture vs. pop culture), types of heroes (positive Soviet heroes vs. victims of crimes or objects of curiosity nowadays), etc. The reasons behind these changes are discussed briefly, such as change of the state ideology and, subsequently, the nature of the public sphere and the more universal trends observed in the mass media of many countries.

The trends of the change of speaker types must have implications on the kinds of language we heard then and hear now on radio and television, resulting from different social and professional backgrounds of the speakers, different functions associated with them (e.g. ideological representation vs. entertainment), the nature of the discourse the different types exemplify (e.g. monologue vs. dialogue), etc. Thus the analysis is relevant if we acknowledge at least some influence of mass media on language change by means of providing different "social and sociolinguistic representations" (Coupland, Kristiansen, 2011: 31) brought by different types of speakers. Besides the main trends, the presentation provides more detailed data and examples to demonstrate the nature of the talk used by different types of speakers.

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Audience and the use of minority languages on Twitter

Dong Nguyen (University of Twente), Dolf Trieschnigg (University of Twente)
and Leonie Cornips (Meertens Instituut/KNAW)

In this study, we examine the use of two so-called minority languages on Twitter, namely Frisian and Limburgian in The Netherlands. Our analysis is based on 2,069 users from Friesland and 2,761 users from Limburg. An automatic language identification tool is used to classify tweets according to their language.

We focus on the influence of audiences on the language choices of users on a tweet level, studying when users tweet in a minority language. On Twitter, multiple audiences (e.g. friends, colleagues, etc.) are collapsed into a single context (Marwick and boyd 2011). While users with public profiles on Twitter have potentially a limitless audience, they often imagine an audience when writing tweets and may target tweets to different audiences (Marwick and boyd 2011).

We distinguish between two types of tweets: tweets that are a response to another tweet, and 'independent' tweets. We first focus on independent tweets, analyzing tweets with direct addressees (where the targeted audience may be reduced) and tweets with hashtags (where the audience may be expanded). These differences in audiences are already reflected in statistics on the dataset: When users mention a specific user, they are more likely to employ a minority language than when they use hashtags. We show, quantitatively, that language preferences of audiences influence whether a user will use a minority language.

We then study code-switching patterns on Twitter. Following Androutsopoulos (2013), we take a restrictive view on what is considered a speech exchange and confine our attention to code-switching within Twitter conversations. We extracted 3,916 conversations from our dataset, containing a total of 10,434 tweets. We find that most of the time users align their language choice with the language of the tweet they are responding to. However, this is not the case for English. We also find that while characteristics of the conversation partner still have an influence, the language of the previous tweet exerts a larger influence. Our findings also indicate that while many tweets are written in Dutch to reach a broader audience, users often switch to the minority language during a conversation.

We end this talk with a reflection on the strengths and weaknesses of large-scale quantitative analyses to study language in social media. In particular, we will problematize the automatic language identification tool. While the tool assigns languages on a tweet level, the way of writing on Twitter is often more hybrid. Thus, languages are not bounded, countable entities but instead linguistic features in tweets (as in spoken language) may be associated with different languages (Jørgensen and Juffermans, 2011)

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Variations in blog posts by Japanese older and younger men and women: Implications for media language research methods

Yukiko Nishimura (Toyo Gakuen University)

With the spread of the internet among various social groups including seniors, especially in Japan, where aging population is rapidly increasing, this study suggests that (1) standard methodology for sociolinguistic variation by the social variables of age and gender can be employed for analyzing language online, (2) discourse specific features, namely emoticons, indicate variation more clearly than grammatical features observed in blog posts, and (3) inline graphics, or emoji, one of the four kinds of emoticons, are crucial for identifying variation among these demographic groups of bloggers.

Despite the expansion of the internet among older generations in recent years, their online linguistic and interactional behavior has been understudied. This study thus examines blog posts by older men and women in Japan and compares these posts with younger counterparts, in order to clarify generational and gendered differences. Previous research on language online, such as bulletin board interactions, assumes that information concerning user demographics is unavailable, and some studies focuses on detecting gender from linguistic features of online interactions. The popularization of the internet might reverse this research direction and allow analysts to collect and analyze online data systematically from websites that distinguish users by age and gender.

This study utilizes as its primary data a huge blog ranking, linking and aggregation site called Japan Blog Village (http://www.blogmura.com/), which have subcategories by age and gender. Thus everyday diary blogs with no specific topics by the 50 most highly ranked men and women over sixty years of age and those by men and women in their twenties and thirties have been collected, totaling 200 bloggers. The study conducts grammatical analysis based on parts of speech distribution, and also investigates uses of emoticons, which include face marks (∗´▽`∗) consisting of punctuation marks and other elements, symbols (☆, ♪), kanji (笑 'laughter') and emoji or inline graphics.

The study discovers the following: (1) grammatical differences among the four demographic groups of bloggers are not very great; (2) among the four kinds of emoticons, emoji are by far the most frequent type of emoticon, regardless of age or gender; (3) younger women use emoticons significantly more frequently than others; (4) older men tend to use more emoticons than younger men; and (5) older women tend to use more emoticons than younger men. These results are discussed with consideration of the impact of colorful emoji on crafting blog posts in Japanese techno-social environments, generational differences in familiarity to digital communication and gender stereotypes in Japanese cultural settings. As increasing number of people communicate online, digital communication research will mature with methodologies conventional and otherwise, and there will be more possibilities for future research on other digital communication platforms as well.

"Je suis Charlie": Performances ofunity, identity, and resistance in the French media

Gaelle Planchenault (Simon Fraser University)

The phrase 'Je suis Charlie' was coined on the very day of the attack of Charlie Hebdo's offices and brandished, a few days later, as an emblem of shared mourning when millions of French people marched the streets in France's major cities. In the media, it became the symbol of a France that was united in the face of terrorist threats. Very early, journalists asked demonstrators to comment on the statement and to explain what it meant for them to be Charlie, and their answers (viz. defend Republican values, freedom of expression, etc.) took prominent positions in articles and TV news. Media reports of the international uses of the catchphrase (in messages of solidarity displayed in London's tube, New York's Times Square, or pronounced by Georges Clooney during the Golden Globes' ceremony to give but a few of the most cited examples) were very soon accompanied by coverage of the multiple variations that were used to express division and resistance: from 'Je ne suis pas Charlie' to 'Je suis Mohammed', or even 'Je suis Kouachi' (the names of the attackers). This paper proposes to study the historicity of the catchphrase, by not only focusing on its 'continuity with the past' (from Kennedy's 'Ich bin ein Berliner' (1963) to 9/11's 'We are all New Yorkers'), but also its `involvement in making history' (Fairclough 1995: 7). For Krieg-Planque, the mediatisation of a catchphrase that is used in relation to specific events crystallizes political as well as societal values, and participates in building a reality (2009: 7). My analysis aims at showing that the phrase was used in the media to articulate ideology, belonging and individuality. For critical discourse analysts, 'Ideology is 'located' in both structures (discourse convention) and events' (Fairclough 1995: 25). In ``Je suis Charlie``, the use of the copular verb suis erases individuality and signals a desire for a shared national identity (a common topic according to which France is seen as 'monolingual, monocultural, monoideological' -Doran 2004: 93). It also assigns the quality of Charlie-ness (i.e. defender of the freedom of expression, laïcité, etc.) to the person who utters it. It therefore assumes a performative propriety as its speaker believes that to pronounce it is to commit oneself to a position where one potentially risks one's life to defend moral values. By focusing on the varied entextualisations of the catchphrase in the media (i.e. the written press, the TV news as well as the Internet), this paper will also show how its use participates in defining identities in relation to a 'French Imagined Community' (Doran 2004) and to its margins (social ghettos, members of the LGBT community, etc.).

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Considering the role of professional YouTube content creators in producing pro-social commenting communities of practice

Amanda Potts (Lancaster University)

In the digital age, users of social media have the opportunity to craft the image of their identity presented to the larger public; 'when we step through the screen into virtual communities, we reconstruct our identities on the other side of the looking glass' (Turkle, 1995, p. 177). Multiplayer online video games are a form of social networking that expose unprecedented numbers of gamers to scenarios, discourses, and identities far outside of their usual environments. In the case of gamers who broadcast their gameplay online, such as on the popular website YouTube, this also has the effect of impacting identity construction and perception of viewers and fan communities. In many ways, the internet is 'changing the way we think, the nature of our sexuality, the form of our communities, our very identities' (Turkle, 2004, p. 19).

This paper explores queer discourses produced by a group of very popular professional video game players on social media, with particular focus on the impact that this has on the language and interactions of the fan community. Three sources of data have been used: 63 YouTube videos, a corpus of 217,916 comments on these videos, and a 40-minute interview with a gamer featured in these videos. Analysis is triangulated both on the data and with the method; quantitative corpus-based methods highlight frequent patterns, whereas qualitative discourse analysis is informed by closer context.

Uniquely, though the majority of the discursive data is drawn from interactions between heterosexual males, introduction of homosocial and homosexual innuendo into the 'canon' (or source text) has granted a unique opportunity for very large adolescent fan audiences to encounter, interpret, and experiment with queer discourse (Tosenberger, 2008) in the comments sections of these videos. I demonstrate how, in this fan community, homophobic expressions have become stigmatized in their most derogatory forms or gained ironic meaning, thereby building solidarity and allowing for creativity. Incorporation of queer and nonheteronormative discourses in these videos—watched by hundreds of thousands, subscribed to by over a million—has a nearly unprecedented opportunity to undergo a trickle-down effect on viewers, who are involved in the participatory culture of the social media platform. Commenters have been observed to use the online community created by the fandom to explore their understanding of homosocial and homosexual relationships, by voicing their own emotions and experimenting with establishing new norms.

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"It depends on what kind of error" – Adolescents' attitudes to misspellings in social media

Marianne Rathje (University of Southern Denmark)
and Anna Kristiansen (The Danish Language Council)

We have investigated Danish adolescents' overt and covert attitudes to seven selected types of misspelling on Facebook and SMS texts. Our lecture is based on two studies: 1) a questionnaire and a matched guise test (Lambert et al. 1965) completed by 352 Danish students aged 15-22, and 2) interviews with ten 15 to 17-year-old students. We find that adolescents judge people who misspell certain (types of) words to be less competent – that is, less effective, confident and particularly intelligent – than people who follow the standard norm. Our informants consider misspellings of words with silent letters the most severe of the selected error types. Some types of misspelling, on the other hand, do not seem to affect the informants' judgement, namely incorrect compounding of words (e.g. 'sang fugl' instead of 'sangfugl'). There are no signs in our data that misspellers are judged more positively on any scales than people who spell correctly.

There is no incongruence between our informants' covert and overt attitudes to misspellings, and there are no crucial differences in their attitudes in the two studies. We find that intelligibility of the text and the authors' perceived competence are dominating factors as to how grave the students find the misspellings. We also find that to some extent attitudes to misspellings are context-dependent.

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Indexicalization of ethnolectal features in performed language: an analysis of the film "Fack ju Göhte"

Gertrud Reershemius (Aston University) and Evelyn Ziegler (University Duisburg/Essen)

Sociolinguistic discussion over the last years has increasingly included performed language as a topic of interest (for example Bell & Gibbon 2011 or Androutsopoulos 2012). In our paper we focus on the role of performed language in processes of linguistic variation and change. Is performed language as presented in media such as TV or film mainly affirmative, or does it have the potential to trigger linguistic innovation? Analyzing the 2013 film "Fack ju Göhte" we examine dialogues which show the embedding of indexicalized ethnolectal features in spoken German. We ask which social and linguistic concepts underlie the carefully crafted dialogues of the film and which role ethnolectal features play in these constructions. We analyze reactions to the language of "Fack ju Göhte" by film critics and parts of the audiences as observed in blogs and commentaries in order to capture metalinguistic dimensions and to complete a process of research integrating production, performance and reception.

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"Well, that sounds like a real grown-up talking."
- Sociolinguistic representations of character identity
in fictional television series

Susan Reichelt (Cardiff University)

In the following paper, I examine individual characters' styles through lexical variation in the two recent television series 'Gilmore Girls' (2000-2007) and 'Parenthood' (2010-2015). It shows how sociolinguistic patterns indicating social group, age or gender are created not just within one but across different shows.

Previous sociolinguistic research focusing on the construction of a character's identity is still relatively new, although studies by Richardson (2010), Bednarek (2010, 2011, 2012) or Queen (in press) have yielded rich content in both results and methodology. In a detailed study, looking at one character in particular, Bednarek (2010) suggests that repeated linguistic patterning can create unique characters through what she calls "expressive identity" (2010: 114). Extending her approach which was based on key-words and n-grams, I present my findings concerning characters' use of features that indicate hesitation (hedges) and emotionality (degree adverbs, stance markers, terms of address), and how these features are used to mark distinct characteristics and styles. Frequency-based distinctions of these form the main body of my analysis.

In focusing on lexical variation within families in both shows, I highlight how generational gaps and age grading are portrayed and how this leads to recognizable speech patterns of individual family members. Both shows offer insights into multigenerational family relations including cases of estrangement, emotional distancing or closeness, as well as coming-of-age story lines that are all reflected within the characters' uses of the features included in the analysis.

This corpus-assisted study illustrates how characters are (consciously) given linguistic patterns that either set them apart from each other, or that underline a link based on sociolinguistic factors of age, gender or social group affiliation. For example, although the patterned use of degree adverb 'quite' forms but a small part of a character's linguistic repertoire, it can mark the speaker as similar to another character or as part of particular speaker groups. Any deviation from that pattern however might also create a meta linguistic awareness as in the following excerpt from Gilmore Girls: "Quite? What's with the quite? You never say quite."

Overall, this study shows how certain linguistic features within media language can not only support the establishment of fictional identities, but also indicate the development of individual characters and their relationships.

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Personal branding and negotiation the expert status in French online medical newsgroups

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When communicating in the virtual space, the social identity of the persons involved in those communicative processes is created through the interaction with the members of the respective discourse community. Concerning online medical newsgroups, one can observe that negotiating the expert status of the discourse members plays an important role, and it is reflected by different structural and linguistic strategies referring, for example, to the ways of how to deal with dissent or how to position themselves concerning the points of view, the proposals, etc. of the other members of the discourse community.

Based on a qualitative analysis of three selected French medical newsgroups, we will analyze the numerous strategies by which the members of a community of practice present themselves as experts in their domain, how they ascribe the expert status to other members, and how they refuse it. The empirical analysis shows that common strategies aiming at underlining the own expert status are the reference to the opinion of an authority in a certain domain or the explicit boosting of the own competences and experiences (personal branding). In contrast to the emphasis of medical expertise, the own expert status may be weakened by means of hedging phenomena; this communicative behavior occurs in the cases when users do not feel competent enough to give medical advice to persons that seem to suffer from a serious disease.

After a discussion of the function of medical newsgroups and some short reflections about identity construction in the Social Media, we will present the linguistic categories that we have identified, illustrated by some examples taken from the corpus.

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Religious multilingualism: Linguistic aspects of self-representations by Muslim women on Facebook

Reyhan Sahin (University of Hamburg)

This paper presents first results from a comprehensive study on religious (self)presentations by female Muslim students on Germany's Facebook. The focus is on linguistic and visual elements on the women's personal pages through which they express their Islamic religiosity and their attitudes towards sociopolitical events in German society.

Methodologically, the study combines a longitudinal analysis of the personal profiles (data which has been collected with permission by the contributors) with interviews and extended participant observation at Islamic events, Islamic lectures and their walks to the mosques. The paper introduces the term "Islamic multilingualism" to describe a new linguistic

phenomenon: The profile users mix the German language with their (Turkish or Arabic) mother tongue in comments on their profiles – and English as well in order to reach members of the worldwide ‚Umma'. They use Arabic loanwords and citations from the Qur'an when they talk about religious aspects. For secularised topics, they prefer German or English. Furthermore, a specific style of ‚speaking in an Islamic way' has developed among young Muslims in Germany which can be described as polite and pious speech without using gutter language.

From a discourse analytic point of view, it is interesting to look at how young Islamic women talk about Islam in general. For analysing the interview data via discourse analysis, the corpora have been checked by looking at semantic categories like ‚Islam', ‚religiosity', ‚Muslim women', ‚sexuality' and ‚self-presentation'.

The study investigates a new field of work in (Critical) Discourse Analysis and renders new results regarding the language of gendered Islam in Germany. Over the past decade, online self-representations have increasingly become of interest for sociolinguistic studies, especially with a focus on marginalized communities (Buckingham 2008). This paper focuses on the group of female Muslim students in Germany and looks at different ethnic and confessional aspects in an otherwise largely invisible diasporic online community. This research therefore also intends to emphasize the voice of well-educated Muslim women in Germany which has often been ignored.

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From ‚in media' to ‚accomplishing media' – Communicative practices in the production of television tabloid formats

Axel Schmidt (Institut für Deutsche Sprache Mannheim)

Television as a form of so called mass media can be considered as interaction in three ways: First there is interaction within the product (e.g. a talkshow), second there is a form of interaction between broadcasters and audience (for which Horton & Wohl (1956) coined the term "parasocial interaction") and finally third there are interaction processes in the course of the production of a television show. All three forms are interrelated with respect to television as a process of mass communication (vgl. Sutter 2001): TV makers based on the anticipated needs of viewers, what is reflected in the product.

In my presentation I will focus on the interface of "in media" (product) and "accomplishing media" (production) by investigating communicative practices during the production of a German television tabloid format. Since I'm primarily interested in the process of implementing prior conditions (or resources like persons, objects, space) in a media product, I will focus on practices during the shooting process (camera handling, dealing with protagonists, delineate appropriate objects for filming etc.). Drawing on a corpus of video data (of about 30 hours) from an ethnographic research project on media production collected in 2013 I will show:

• How The TV-production-team accomplishes appropriate objects for filming and thereby constitutes ‚motifs';
• How their protagonist (in this case a police officer) adopts a leading role in this process and thereby forces the professionals (the TV-makers) to negotiate standards of appropriateness;
• Which criteria are in play for ‚things' that are ‚designed to be onstage' and which beliefs and notions about the appropriateness of filmed objects are reconstructable on this basis;
• That and how the protagonist seems to function as a ‚vicarious audience member', in that he articulates his ideas in the form of well-intentioned advice and thereby anticipates how the nascent product should look like.

Basis for my argument is a detailed analysis of a single case (a short extract from a TV-shooting) drawing methodologically on conversation analysis and multimodal analysis (vgl. Mondada 2008, 2014).

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"I speak England very best" Media stylization and sociolinguistic change at times of crisis

Tereza Spilioti (Cardiff University)

This study focuses on the mediation of sociolinguistic change (Coupland 2014), as it is located in the interface between language-ideological and socio-political changes at times of crisis, such as the ongoing financial crisis in Europe. The focus on periods of 'financial crisis' is particularly relevant to the study of sociolinguistic change, as specific financial events (e.g. stock market crashes, sovereign defaults) appear to operate as catalyst for changes not only at the level of socio-economic policies (e.g. austerity and deflationary policies) but also at the level of public discourses and national ideologies, often produced, circulated and amplified in and through media. As Hay (1996: 255) points out, 'crisis discourses' tend to proliferate and compete in offering conflicting accounts of current crisis's causes, effects and solutions. In the case of 'Euro/crisis discourses', such conflicting accounts centre around issues of national face and sovereignty (Wodak & Angouri 2014) and they arguably open the space for collective renegotiations and ideological repositionings about the nation and national identity.

The aim of this paper is to discuss the role of the media in ideological repositionings concerning the relationship between the national language (Greek) and English in the specific context of crisis polarisation and mobilisation of national ideologies. The paper focuses on a specific type of media performance, namely humorous mediated performances, which often appear as prime sites where language-ideological and socio-cultural tensions can

be expressed and played with (Woolard 1987; Jaffe 2000; Coupland 2001). It investigates media stylizations of 'English' and bilingual talk performed by a popular comic persona in telephone pranks aired on Greek radio. It discusses how such stylizations project the comic persona of the 'non-fluent and parochial Greek' and contribute to the construction of a media 'fabricated frame' of conflict where the 'non-fluent and parochial Greek' is juxtaposed with English-speaking or bilingual callers. The study of stylization in such media performances reveals the varying, competing, and often ambiguous stances towards the use of English in the Greek mediascape. The playful appropriations and exaggerated mixing of the two languages, documented in the data, suggest that it is probably English's more secure position in the public domain that have turned it less 'immune' to such media stylizations. But this shift in the socio-cultural alignment of the two languages is openly debated in the radio telephone pranks where the 'victim' of the prank is unknowingly positioned within a conflictual frame and openly challenged in the interaction. Through this process, the media performances not only release but also underline and expose the tensions arising from conflicting language-ideological stances which invoke public reflexes about national sovereignty and are rooted in the conflicting political and national ideologies arising during the socio-economic crisis.

Speaking 'like young people' in Greek television fiction: Indexicalities of youth speech styles and constructions of youthfulness

Anastasia Stamou and Theodora Saltidou (University of Western Macedonia)

In today's late modern heteroglossic mediascape, youth speech styles seem to have prominence in Greek mainstream (and not only youth-oriented) television programs, such as TV commercials (Author 2013) and family sitcoms (Author 2015). Interestingly, they are mediated as stylistic resources of all ages, since they are represented as being even employed by fictional characters who do not necessarily belong to the age group of 'young people', such as children, middle-aged people, and the elderly.

In light of this, drawing examples from various indexicalities of youth speech styles in a number of popular Greek TV series by 'non-young' characters, in the present study, we explore how youthfulness is constructed through the indexical values attached to them. Focusing on the micro-level of 'scene analysis' of fictional discourse (Androutsopoulos 2012), and drawing on the sociocultural linguistic model of the 'identities in interaction' model by Bucholtz & Hall (2005) plus the ethnomethodological tool of 'Membership Categorization Analysis' by Sacks (1992), it is revealed that youth speech styles index multiple and even contradictory social categories in the fictional interactions studied, such as 'progressive urban women', 'dynamic grandmothers', 'middle aged uneducated men', 'naughty children' and 'lower class women'.

In a context of hegemonic ageist media representations of 'feeling young' (e.g. Nelson 2002; Gunter 1998; Sawchuk 1995), according to which youthful lifestyle and body image is celebrated and old age is devalued, youth speech styles seem to mostly acquire a covert prestige. Still, given the fact that mainstream media, such as the TV series examined, are controlled by adults, they eventually tend to reproduce the stereotypical views adults hold about young people and their styles of talk, drawing on the dominant discourse of

youthfulness as 'incomplete adulthood' (Bucholtz 2002). Hence, to speak 'like young people' is attached to various stereotypical meanings, such as having fun, being relaxed, consuming 'trendy' commodities, being familiar with technology, ignoring standard language, being uneducated, being sexually active, and so on. On the other hand, to sound 'young' is stylistically indexed through quite specific linguistic features, which are encountered across the TV series, from 'youth language', 'colloquialism', 'street language', technology and music jargons, forming a 'stylistic complex' (Eckert 2001). Furthermore, it is represented as a 'marked' way of speaking in contrast to the other characters in the fictional universe. Consequently, the mediation of 'being young at heart' (Brookes 2003) builds a dominant conceptualization of youthfulness as an adult-centered homogeneous socio-cultural experience.

Journalists as linguistic role models in minority media

Jenny Stenberg-Sirén (University of Helsinki)

Spoken standard language in one of its most standardized forms can be found in television and radio news readings. My analysis of several phonological features in the Finland-Swedish news readings from 1970 to 2009 shows that the pronunciation of the news readers is much closer to the written language than the spoken vernacular is. Throughout the time period studied the final t in definitive nouns (e.g. bordet 'the table') and in non-finite verb forms in t (e.g. hittat '[has] found') is pronounced audibly, except for in the 1980s when the final -t was inaudible in 20% of the possible cases, thus conforming to vernacular speech. This indicates that news readings in Finland Swedish are significantly closer to the norm – and to the pronunciation of Swedish in Sweden – than to the Finland Swedish spoken vernacular. Style sensitive words like inte, skulle and måste ('not, should, must') were also consistently pronounced in their full form in the news readings, while in everyday spoken language they are for the most part reduced (int, sku, måst).

Despite the commercialization of media and the overall informalization in society, the pronunciation in the Finland Swedish television and radio news shows no shift towards a more informal and commercial style. On the contrary, short function words, such as eller, med and till ('or, with, to'), show a shift towards a more formal pronunciation in the 2000s.

The study argues that the reason behind this change has to do with Finland Swedish being a minority language and that the Swedish-speaking news journalists in Finland have a deep-rooted awareness of the language and of their own role in maintaining it. In October 2014 I did a survey amongst the Swedish-speaking journalists in Finland's public service broadcasting company YLE to study their knowledge of and their attitudes to society's and to YLE's explicit language norms. The survey also had questions about their own language on air, their attitudes towards regional traits in voices on air and their views on YLE's mission for the Swedish language in Finland. In general, the answers show that many journalists see themselves as role models for the Swedish speakers in Finland, even though their views on specific language norms may vary. My presentation will discuss the language attitudes amongst the journalists and relate them to the results from the phonological variation analysis within the context of minority language media.

Ideologising recent linguistic pluralisation in the Norwegian mediascape

Bente Ailin Svendsen (MultiLing Center for Multilingualism in the Society across the Lifespan) and Ingunn Ims (The Language Council of Norway)

The Norwegian linguascape is traditionally described as a 'paradise' in which "there is an enormous social tolerance for linguistic diversity" (Trudgill 2002: 31). Such general praise is definitely a truth in need for modifications, particularly in light of the Norwegian 19th and 20th centuries' language policy in which 'strangers in paradise' were expelled, such as speakers of the national minority languages. Through media discourse analyses, this paper investigates the assignment of values to recent linguistic pluralisation phenomena in Norway. In particular, it investigates the ways 'bi-/multilingualism' and 'language' in linguistically and culturally diverse urban spaces are presented in traditional mass media, with a view to enhancing our understanding of the Norwegian linguistic ideoscape and how it operates in contact with recent linguistic and social diversity. Methodologically, the paper makes use of corpora (Norsk aviskorpus; Atekst Retriever) to investigate value-laden collocations through so-called semantic prosodic analyses (Baker 2006). In addition, the paper draws on former discourse analyses of two media events, viz. an analysis of the so-called 'Kebab-Norwegian' debate in 2009 (Svendsen 2014; Svendsen and Marzo 2015) and an analysis of a TV-program in 2010 in which the valuing and ideologising of how people with an "immigrant background" speak Norwegian are explored (Ims 2014). We argue, in line with other studies (e.g. Androutsopoulos 2010; Milani 2010), that the values assigned to recent linguistic pluralisation in media discourse reify language ideologies of unity and purity and that these processes must be understood diachronically; historical perspectives are highly relevant to comprehend how contemporary media contributes to the creation, maintenance, and renegotiation of perceptions linked to allegedly 'new' ways of speaking in the repercussion of late modern globalisation.

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Crime through a corpus: The linguistic construction of offenders and victims in the German and UK press

Ulrike Tabbert (University of Huddersfield)

Crime is a social phenomenon and holds an enduring fascination. This fascination with crime in the media has roots in the 'backstage nature of crime' (Surette 2009:240) which satisfies the voyeuristic desire of the audience. The image of an evil-perpetrating monster and an innocent victim constructed in the media as part of societal discourse on crime is based on ideologies. This paper presents linguistic research aiming at revealing these underlying ideologies in the linguistic construction of offenders and victims in the press.

A corpus of British and German newspaper articles reporting on crime and criminal trials was collected and a corpus linguistic analysis of this data was conducted using the software package Wordsmith Tools (Scott 2004). By employing the tools offered by Critical Stylistics (Jeffries 2010), which is a text-based framework for Critical Discourse Analysis, and combining them with Corpus Linguistics the linguistic features used to pre-convict offenders and to invoke a feeling of insecurity and fear in the public were identified. The negative associations assigned to crime are transferred to the offenders and thus construct them as being evil and label them as deviant. No distinction could be found between the persona of the offender and his or her crime because offenders only gain a celebrity-like status following the crime they have committed. Thus, a one-dimensional offender is constructed following prevalent stereotypes. The linguistic construction of the victim ultimately impacts on the construction of offenders because the two are placed at opposite ends of a morality scale. An argument is put forward that the underlying ideologies for the construction of offenders and victims in the British and German press are comparable and that the linguistic triggers for these in the texts are similar.

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Causing offence and being offended on Facebook: the management of online conviviality

Caroline Tagg (University of Birmingham)

In this talk I explore the avoidance and management of 'offence' as a salient communicative dynamic in the negotiation of online norms and the development of social relations. On social network sites like Facebook, it is believed that communicative norms have yet to be established but emerge dynamically in particular contexts through people's interactive behaviour and expectations (Herring et al 2013; McLaughlin and Vitak 2011). The process of developing shared norms is unlikely to be straightforward, given the complexity of audiences on Facebook, where one user's posts may be read by anyone they have Friended; where who exactly is reading contributors' posts and will respond is invisible and unknown; and where the future trajectories of one's posts cannot be fully predicted or controlled (boyd and Marwick 2011). Facebook as an online space might be called 'superdiverse' (Vertovec 2007) in the sense that one's potential audience is determined by complexes of personal networks, individual experiences and mutual friendships, rather than being organised

along traditionally-defined community lines. This superdiversity heightens the potential for coming into contact with views or practices which differ from one's own and thus raises the likelihood of being offended and of inadvertently causing offence. In the talk, I explore 'offence' as a way of indicating how people from different backgrounds and with opposing views perceive, judge and negotiate the boundaries of acceptable behaviour online.

Over 100 people responded to a survey about their experiences of and beliefs about Facebook, and this was followed up by interviews with selected participants who also contributed examples of their online interactions. Nearly a third of participants felt they had offended others, and their views revealed an awareness of the complex audience they faced along with some acceptance of the inevitability of offending someone: either because of the varied views among their audience or because a friend took unexpected offence at a post not intended to be offensive. Most people were not intending to be offensive and most tried to rectify the situation. The overwhelming majority of those who had been offended by others chose to ignore the offending post. Some users blocked posts or defriended offenders but few directly responded to the offender, and such encounters rarely enabled the user to resolve the situation.

Findings suggest that Facebook users accept the possibility of inadvertently offending others and display some tolerance towards being offended, suggesting online 'conviviality' (Gilroy 2004); the desire to live together peacefully through downplaying or ignoring difference, as seen in culturally- and ethnically-diverse neighbourhoods such as Hackney in London (Wessendorf 2014). However, while some offences open up a space for negotiation of Facebook norms, users' attitudes towards difference stops short of any deep engagement with opposing political views or cultural practices. This may in part come about because of users' belief that Facebook is not the place for debate, and because of the online affordances that mitigate against in-depth discussion or engagement (Walton and Jaffe 2011). Overall, the findings suggest that Facebook is unlikely to encourage mutual engagement and understanding across cultural, political and social boundaries in a way imagined in the early days of the internet.

Greek politics is cool again: On the structure, entextualization and resemiotization of Varoufakiology

Irene Theodoropoulou (Qatar University)

The recent snap election that took place in Greece on the 25th of January 2015 led to the win of the left political group Syriza. This shift in the political scenery of the country has given birth to ongoing negotiations between the Greek government and its European creditors about the possibility of relieving the former's staggering debt burden by relaxing the terms of five years of austerity. An emblematic figure of this new government and the person that has taken the lead in these negotiations on behalf of the Greek government is Yanis Varoufakis, the Finance Minister, whose presence in the online semiotic landscape of not only Greece but also of all of the European countries is very evident on a daily basis. There is a wide range of discourses circulating around Varoufakis spanning from analyses of his ideas and arguments with respect to Greece's financial recovery to narratives about his personal life and admiration for his unconventional appearance and lifestyle.

Against this backdrop, the aim of this paper is to document the structure of what I call Varoufakiology, namely a set of discourses (Gee 2014) pertinent to Varoufakis' non standard spelling of his name in Greek, masculinity, assertive and at times offensive political rhetorical style, as well as his more academic-based but popularized ideas about how

Greece ended up signing the three MoU with the troika (Varoufakis 2014). In addition, the focus is on the constant entextualization and resemiotization (Leppänen et al. 2013) of his life and politics-related activities in mainstream and social media. The analysis draws on an online linguistic and semiotic corpus comprising pictures, cartoons, a YouTube video clip titled "Varoufunk" by the artist iliascyprus, mainstream journalistic texts (from the online version of the newspapers To Vima, Kathimerini, and the Huffington Post Greece) as well as posts and comments about Varoufakis' activities in the Facebook group "V for Varou-fakis". The data were collected during the period from the 25th of January till the 15th of February 2015. It is argued that Varoufakiology is constructed through a series of memes (Knobel & Lankshear 2007), namely "contagious patterns of 'cultural information'" (ibid. 199), which through entextualization and resemiotization get imbued with covert prestige associated with the non standardness of Varoufakis' ideas, style and appearance. Moreo-ver, this covert prestige is evident through its indexing solidarity that people express to Varoufakis (and, by extension, to the Greek government) both through the channels of mainstream media (albeit in a more latent, i.e. "objective" way) and social media, such as YouTube and Facebook. Exactly due to this rather rare coincidence between ideologies (Blommaert 1999) indexed through mainstream, namely top down, and social, namely bot-tom up, media in terms of the affective stance (Jaffe 2009) they take vis-à-vis Varoufakis, the overall argument put forward is that Varoufakiology can be seen as a digital shelter among people of otherwise different political party orientations, which in turn allows them to construct their hopes and optimism for better days in Greece in a performative and, at times, satirical way.

The style and stylization of old news reading

Jacob Thøgersen (University of Copenhagen)

The Danish language community may be taken as a prototypical example of Milroy's (2001) standard language society. The uniformity in the language is large and growing, and language varieties deviating from the perceived standard are discredited and ridiculed (e.g. Pedersen 2003; Kristiansen 2003). The popular narrative of spoken Danish is one of decay. Against this backdrop, the language of certain media has a special status, not least because of the historical media monopolies of the country.

Denmark had a radio (and later TV) monopoly from the establishment of the National Bro-adcasting Corporation, Danmarks Radio (DR), in 1925 until the late 1980s. The DR was deliberately modeled on the British BBC with respects to its public service agenda of popu-lar education and with respect to seeing itself as a model for 'good' language (see e.g. Schwyter 2008, Mugglestone 2007). Particularly high demands are put on 'serious' media genres such as news readings which are wanted to represent a very conservative pronun-ciation. This is seen among other things in the language manuals being published by the DR for its employees (e.g. Albeck 1942, Skyum-Nielsen 2008). One remarkable feature of these manuals is the stability of the guidelines. Reading Albeck's and Skyum-Nielsen's accounts spanning a 65 years period, one is led to believe that the language (and the style of radio readings) has hardly changed.

In contrast to the stability of the guidelines, studies of the actual pronunciation used in news readings have shown quite dramatic changes in the direction proscribed against (Thøgersen & Pharao 2013). Furthermore, language users appear to be acutely aware of these changes. In a reaction experiment conducted among first year students at the University of Copenhagen it was found that young speakers are able to guess the age of a piece of news reading with an error margin of a decade or two – even when they hear only a single word, i.e. less than 500 ms. of speech.

In this talk I will reflect on the ways in which this tacit knowledge of 'old news reading style' is exploited in stylized performances. Something hearable as 'old news style' is being used e.g. in satire such as the show "Selvsving" [self-oscillation, feedback] which uses stylized old news readings in a recurring segment called "Ugerevyen" [the news reel/news of the week].

In the talk, I will first present how phonetic features from authentic old news readings are being used in the enactments of stylized old news readings. This involves comparing the vowel configuration of the actor in performances of old news style with that of other spoken styles to highlight the salient phonetic features of old news style. Next, I wish to draw on the discursive content of segments as well as the entire radiophonic composition (jingles, background music, voice timbre…) in order to reflect on the indexical value of the style as e.g. 'serious', 'innocent', 'paternal', 'nostalgic' etc.

When dialects compromise: 'Peaceful co-existence' in the Cypriot mediascape.

Stavroula Tsiplakou (Open University of Cyprus)
and Elena Ioannidou (University of Cyprus)

The visibility of dialects in popular Greek television serials has arguably increased over the last decade, thereby raising some interesting research questions as regards the status, the indexical functions and reception(s) of linguistic variation in the typically linguistically prescriptive, Standard-oriented Greek media (Stamou 2011). The claim can be made for an ongoing shift from the (stylized) use of (selected aspects of) dialects to index stereotypical figurations of a comical 'rural' Other (cf. Georgakopoulou 2000 for an early analysis) to more varied and nuanced uses arguably pointing to restructurings of the indexical field (cf. Androutsopoulos 2010, Coupland 2009, Planchenault 2012). In Cyprus, with diglossia between Standard and Cypriot Greek still going strong, the preferred variety for newscasting, documentaries and serials other than sitcoms was Standard Greek (or, rather, an inevitably Cypriotized but still quite Standard-like form thereof; Tsiplakou 2014), while Cypriot Greek was reserved for sitcoms and comedy shows; the last decade however witnessed the shift from the use of Cypriot Greek in sitcoms with 'rural' characters to its use in sitcoms portraying present-day, urban ones; the use of full-blown Cypriot Greek in a handful of serials with 'serious' content; the striking linguistic bricolage involving hyperdialectism and extreme dialect stylization in the highly popular sitcom Aigia Fuxia (Tsiplakou and Ioannidou 2012); and the most recent peaceful compromise between Cypriot and Standard Greek in a number of popular productions where some of the actors are from Greece and where the plot takes place both in Cyprus and in Greece. Based on earlier work, this paper (a) tracks the trajectory to the recent mode of 'peaceful co-existence' of standard and dialect and (b) presents a linguistic analysis of the register and features of the Cypriot Greek koine (Tsiplakou

2014) deployed in episodes from two recent popular series; we show that particular dialect features and constellations thereof, as well as the projected seamless transition from one variety to the other, index absolute and, crucially, symmetrical mutual intelligibility between Cypriot and Standard Greek, a covert assumption both reflecting the increased sociolinguistic prestige of the Cypriot Greek koine and pointing to underlying ideologically-grounded assumptions of linguistic continuity and 'parity' between the two varieties.

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Language ideologies and policing in self-regulated collaborative communities: Comparing Hebrew Wikipedia with Hebrew Facebook

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In a special issue of Language Policy dedicated to the media, Blommaert et al. (2009) suggested that research of mediated communication calls for a conceptual shift from rigid, dichotomous conceptions of language policy to a variety of policing practices carried out by multiple agents in different media settings; more specifically, from the static notion of policy to policing and normativity, from mono to polycentric understandings of agency, and from multilingualism to heteroglossia.

This paper is concerned with the policy and ideology of one language (Hebrew), comparing two different online self-regulated collaborative communities of practice that are tasked with producing a text in that language – Hebrew Wikipedia and the Facebook interface translation project. We analyzed the discourse of Wikipedia-related articles and talk pages in comparison to ongoing ethnographic participation in the Hebrew Facebook translation project since its inception in March 2009.

These collaborative communities of practice are similarly voluntary, self-regulated, and non-expert, but they have developed very different language ideologies: Hebrew Wikipedia crafted a strict linguistic code that adheres to the principles of Wikipedia by trying to maintain a neutral language, rejecting both colloquial and high registers of Hebrew. However, hostility towards religion and feminism are masked by and rationalized through this seemingly neutral linguistic attitude. The code is enforced automatically and retroactively by an algorithm (bot), and opposing voices are easily silenced.

In contrast, the Hebrew Facebook translators' community has maintained a decentralized approach in which highly active or veteran contributors hold no advantage over new members, and everyone's concern is the practicality of the language and the speed of project

completion, occasionally even resulting in the acceptance of grammatical mistakes and pranks. Both projects share a complete lack of linguistic purism, often welcoming foreign influence on Hebrew much more than they welcome Hebrew slang.

Our analysis is expanding the research of multilingualism online while contributing to the understanding of additional facets of language policy and ideology beyond multilingualism and purism. We demonstrated that it is not just language that is policed, but also registers, styles, and lexis. We tie the differences to Lankshear and Knobel's (2007) ethos of web 2.0., and the role of algorithms in a sociotechnical system. Lankshear and Knobel's view on new literacies treats the new ethos "stuff" as a given in the architecture of new media, but our study calls for a more nuanced examination of the technical protocols of Web 2.0 platforms in which ideologies of control can be encoded (Galloway 2004) in a way that does not necessarily support a new literacies ethos.

English and French language ideologies, hashtags, and Canadian federal party leaders: The language politics of Twitter in Canada

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In 2011, the Canadian Standing Senate Committee on Official Languages concluded that the presence of French must be expanded in online spaces in order to respect language rights and address the imbalance towards English. However, the role of the nation-state in online language policing remains unclear. In Canada, where English and French are official languages, the online world is new territory for federal party leaders, who uphold pillars of Canadian nationalism, including official languages. However, social media provide contexts for discussions about language in which traditional offline categories such as "nation state" have questionable relevance. In such spaces, it is unclear whether and how beliefs about language are manifested, the role they play in communication, and their implications for language policies. This paper accounts for some the ways in which language ideologies feature in social media and their implications for the offline world of nation states. More specifically, this paper analyses representations of and assumptions about languages in the Twitter accounts of Canadian federal party leaders.

Data consist of publically-available Tweets from the leaders of Canada's main political parties: 1028 Tweets (20,518 words) in English and 1073 Tweets (21,676 words) in French from Prime Minister of Canada Stephen Harper's English and French Twitter accounts; 1798 Tweets (36,440 words) from Official Opposition Leader Thomas Mulcair; and 3426 Tweets (65,264 words) from Liberal Party Leader Justin Trudeau. These datasets are compared against corpora of tweets focusing on Canadian politics using English (#CDNPOLI) and French (#POLCAN) hashtags that were collected over a seven week period in 2014. Data are analysed using corpus-assisted discourse studies, an approach that combines corpus linguistics and discourse analysis in order to uncover patterns in the language being used (see e.g. Baker, 2006; Stubbs, 1996). Findings show that although languages tend not to be an explicit topic of discussion, the French language, culture and speakers are more topical than the English language, culture and speakers. Also, assumptions about languages become embedded in the federal party leaders' Tweets through the use of bilingual vs. monolingual Twitter accounts, the extent of code-switching and code-mixing, and

the use of English and French hashtags. These findings indicate not only a shift in language ideologies from those found in Canadian news media (Vessey, 2013) to new and social media; they also suggest the new and evolving arenas in which language politics must be played out.

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Folk notions of language: Four unique metaphors of language in metalinguistic online commentaries in Lithuania, Norway and Serbia

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Online comment sections of newspapers are a fruitful field of research of language ideologies, yet there is little research based on an analysis of such data. In this presentation, I analyse metaphors of language from three (online) linguistic environments (Lithuania, Norway and Serbia), and focus my analysis on the four metaphors of language, expressed by commentators on news portals.

Work on language ideologies has to some degree been concerned with how language users conceptualize language. A number of scholarly articles has uncovered how notions of purism (Spitzmüller, 2007), prescriptivism (Reyes, 2013), nationalism (Berthele, 2008) and linguistic relativism (Moschonas, 2004) have shaped the language users' notions of language, but very little has been done to research notions of language beyond those "grand narratives". Thus, in the present research, I have adopted a qualitative discourse analysis with open-ended coding in order to see the ways metaphors are used to construct different notions of language. The source of comments for the analysis were comment sections under nine news articles (three from each country), with language issues as the central point of the article. I tried to choose different types of news-portals, with possible different audiences (with an exception of Lithuania, where only the most popular news-portal gets a substantial amount of comments). The total of 257 comments included metaphors of language.

The results show that a number of the identified metaphors overlapped in the three countries, as well as with findings in previous research, but four of them were unique, which are of special interest for further analysis, and whose discursive-interactional formation I aim to illustrate during the presentation. These are (1) LANGUAGE IS A SERVANT and (2) LANGUAGE IS A PRODUCT (OF THE PEOPLE/NATION) found only in Lithuanian, (3) LANGUAGE IS SOCIAL IDENTITY, found only in Norwegian and (4) LANGUAGE IS PERSONAL IDENTITY, found only in Serbian commentaries. I additionally present contextual features that shape the discourse around language in the commentaries (language institutional work, framing of language problems in media etc.).

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Linguistic variation in Jamaican radio newscasts

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Broadcast media has become a prime example for discussions of sociolinguistic change. For example, Coupland (2014) highlights processes of destandardization in British broadcast media: The traditional sociolinguistic order of standard and non-standard is challenged by the representation of vernacular speech styles in unconventional ways. In his analysis of New Zealand radio news, Bell (2011) describes processes of de-Europeanization, a change from British to local and American norms for English, and vernacularization, an increase of colloquialisms and distinctive New Zealand usages.

This study investigates current linguistic variation in Jamaican radio newscasts, more specifically newsreading, and aims to check for signs of de-Europeanization and vernacularization in this formal and highly standardized broadcast genre. I take an integrated approach to language in the media and analyze linguistic variation in newsreading, its perception by the Jamaican audience and norms of production. The investigation of linguistic variation includes a quantitative acoustic analysis of accent variability of newsreaders and an additional qualitative perspective on language use in newsreading. The perception of linguistic variation among Jamaican university students is analyzed by means of a survey study (N=187), which combines direct questions about language preference with an accent rating study of authentic newsreading samples, and interviews with focus groups (N=32). Ideologies and norms of production are investigated through interviews with production managers, radio announcers and speech trainers (N=6).

The analysis of language use in newsreading shows an interaction of British, American and local pronunciation patterns for Standard English. While the emerging local standard, Jamaican English, is the strongest force in this three-way norm competition, the local vernacular, Jamaican Creole, is categorically absent from newscasting. Similarly, when asked directly, informants show strong accent loyalty towards Jamaican English but discriminate against Jamaican Creole in the context of news. The accent rating study generally reveals high ratings for all speakers but nevertheless newscasters with British and American influenced accents are evaluated significantly better than newscasters with Jamaican English accents. However, the interview data shows that these foreign influenced accents are not perceived as alien by the informants but as integral parts of the diversity of standard speech in newscasts. Production norms block Jamaican Creole from being used in newscasts and also do not recognize Jamaican English as the standard but British English remains the theoretical norm of newscast speech.

The integrated approach to linguistic variation in mass media shows the complex interactions of the current state of linguistic localization in the face of globalization in Jamaican

radio news. While de-Europeanization is strongly evident in Jamaican newscasts, the genre's high degree of standardization and a firm standard language ideology prevent vernacularization. Jamaican radio newsreading is pluricentric but retains traditional sociolinguistic orders.

Discourse(s) of death.
How the Internet changes a formerly postulated taboo.

Janina Wildfeuer (University of Bremen)

This paper takes into consideration new ways of talking about ‚dying‘ and ‚death‘ on the Internet. By analysing several recent examples of discourses about death from different contexts, it will provide an overview of how the concepts of ‚dying‘ and ‚death‘ are newly and differently constructed in various textual artefacts produced online.

The discussion of the so-called death taboo is still a recent topic in sociological, psychological as well as clinical medical contexts, particularly with regard to the longstanding commonplace of characterising Western society as ‚death-denying‘. Nowadays, assumptions that the taboo appears to become less relevant are equivalently present. The talk follows the latter hypothesis by taking as a starting point observations that talking about these topics has now become possible online, i.e., on social media platforms and within newer text types such as weblogs and e-books as well as other digitalized forms of discourse. Demonstrative examples for this are, on the one hand, texts produced within the interdisciplinary discourse project „30 junge Menschen sprechen mit sterbenden Menschen und deren Angehörigen“ (http://www.30jungemenschen.de) with their complex web presence and use of social media platforms to provide an insight into their project. A second example is the recently published, but still evolving e-book „Tausend Tode schreiben“ (engl.:“Writing 1000 deaths“) edited by Christiane Frohmann, which collects short contributions by several authors all concerning the notion of death. An interesting aspect of this e-book is that several editions will be published one after the other in which authors can react to previously published texts. Furthermore, the project is accompanied by discussions on Twitter and Facebook, summarised under the official hastag #1000tode.

The talk analyses both discourses and their evolving texts by assuming that specific discursive performances can be observed in the various texts. One important aspects is that of publicly presenting and producing these texts, thereby placing them in direct communication with the recipient, that is, in an interactive environment where both producers and recipients can exchange meanings and comments. Furthermore, it is assumed that talking about death in these contexts often produces and expresses semantic content multimodally. Texts with these topics are thus not only verbal or dialogic, but contain in particular (audio-)visual content, such as films and drawings, for example, or are deeply embedded within hypertextual representations and social media discussions, using photos and hyperlinks, etc.

It will thus be interesting to ask which role language still plays in these contexts and for the meaning-making strategies and whether and how it is replaced by other visual and auditory resources. The talk will therefore examine how the specific online context as well as the possibilities of producing not only verbal, but also (audio-)visual content influence and change the ways of talking about ‚dying‘ and ‚death‘. With regard to the meaning-making processes of all semiotic resources involded, it will discuss several small example

discourses such as the discourse project's Facebook postings or the discussion about the first edition of the e-book on Twitter to demonstrate the producers' and recipients' discursive performances of talking about death and thereby deconstructing the taboo.

The interactional construction of evaluation in post-match football interviews

Antje Wilton (University of Siegen)

This paper explores the way in which reporters and football players evaluate the match, the player's performance, and the result of the match in post-match interviews. The general theoretical background for the study is that of genre analysis as proposed by Bergmann & Luckmann (1995)and Ayass (2011), viewing genres, especially of spoken interaction, as routine solutions to communicative problems or tasks in society. Media genres, to which post-match interviews belong, are a special type of communicative genre shaped by the situational characteristics of the media environment, and their analysis benefits from media sociological concepts such as the creation of personae and parasocial relationships in media representation (Gleich 2009). Based on a corpus of post-match interviews with German Bundesliga players, the analysis employs a conversation-analytic approach and focuses on the interactional construction of evaluations as a collaborative activity engaged in by reporter and player. Additionally, the analysis of evaluative language used in these activities takes as its starting point the distinction made by Hayakawa (1978) for informative language into reporting, evaluating and inferencing – three tasks that are expected of and accomplished by the post-match interview. These approaches taken together reveal a complex layered structure of a post-match interview as a specific communicative event in the media, which employs formulaic and largely routinized linguistic elements on a micro level in order to achieve evaluations, but which on a marco level serves to establish links between the reporter, the players, the event and the audience to create an imaginary community by evaluating a significant social event and storing it in the collective memory of a society.

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