

**Monday, 7 September 2015**

08:30-10:00	Registration			
10:00-10:30	Opening Session			
10:30-12:00	<b>Session 1.1 Style and stylization</b> 1 Susan Reichelt "Well, that sounds like a real grown-up talking." - Sociolinguistic representations of character identity in fictional television series  2 Kati Dlaske and Saara Jääntti Girls strike back: The politics of parody in an indigenous TV comedy  3 Gertrud Reershemius and Evelyn Ziegler Indexicalization of ethnolectal features in performed language: an analysis of the film "Fack ju Göhne"	<b>Session 2 Language and audiences</b> 4 Grit Böhme "Now I HAVE to be youthful" – Authenticity of radio presenters from the listeners' perspective  5 Saeid Atoofi The role of audience in the creation of context: A discourse analytical study of a children TV show  6 Dong Nguyen, Dolf Trieschnigg and Leonie Cornips Audience and the Use of Minority Languages on Twitter	<b>Session 4.1 Language ideologies</b> 7 Bente Ailin Svendsen and Ingunn Ims Folk notions of language: Four unique metaphors of language in metalinguistic online commentaries in Lithuania, Norway and Serbia  8 Vuk Vukotic Different People, Different Language: Change of Speaker Types in the Lithuanian Media and its Implications for Media Language  9 Laima Nevinskaitė	<b>Session 5 Hashtag politics</b> 10 Gaelle Planchenault "Je suis Charlie": Performances of unity, identity, and resistance in the French media  11 Korina Giaxoglou #Je suis Charlie? narrative stance-taking in shared stories of global mourning  12 Carmen Lee and Dennis Chau Tagging the #UmbrellaMovement: Indexing Hongkonger identities through bilingual hashtags on Instagram
12:00-13:00	Lunch break			
13:00-14:00	<b>KEYNOTE 1 Ana Deumert Wild publics: Twitter as the continuation of politics by other means</b>			
14:00-14:15	Break 15 min			
14:15-15:45	<b>Session 1.2 Style and stylization</b> 13 Anastasia Stamou and Theodora Saltidou Speaking 'like young people' in Greek television fiction: Indexicalities of youth speech styles and constructions of youthfulness  14 Agurtzane Elordui Vernacularisation of media: stylistic change in Basque youth media  15 Jacob Thøgersen The style and stylization of old news reading	<b>Session 3.1 Media genres</b> 16 Antje Wilton The interactive construction of evaluation in post-match football interviews  17 Dorottya Cserzo Meaning-making practices in video mediated interviews  18 Johannes Müller-Lancé The Development of Genres in German and French Outdoor Sports Magazines	<b>Session 4.2 Language ideologies</b> 19 Marianne Rathje and Anna Kristiansen "It depends on what kind of error" – Adolescents' attitudes to misspellings in social media  20 Carmel L. Vaisman Language Ideologies and Policing in Self-Regulated Collaborative Communities: Comparing Hebrew Wikipedia with Hebrew Facebook  21 Rachelle Vessey English and French language ideologies, hashtags, and Canadian federal party leaders: The language politics of Twitter in Canada	<b>Session 6.1 Twitter as a discourse system: Linguistic perspectives on Twitter in political contexts</b> 22 Jessica Einspänner-Argumentation strategies in political mini-publics: Tweeting among politicians  23 Alex Frame and Taliana Kondrashova Twitter in Mediatized Society: the dynamics of news circulation through politicians' tweets  24 Michael Klemm Social TV and the Appropriation of Political Discourses via Twitter
15:45-16:15	Break 30 min			
16:15-17:45	<b>Session 1.3 Style and stylization</b> 25 Tereza Spilioti "I speak English very best" Media stylization and sociolinguistic change at times of crisis  26 Mairead Moriarty and Elaine Vaughan Gangsters don't eat beetroot: Performative metalanguage in commentaries on the mediatized performance of Irish gang culture  27 Stavroula Tsiplakou and Elena Ioannidou When dialects compromise: 'Peaceful co-existence' in the Cypriot mediascape.	<b>Session 3.2 Media genres</b> 28 Sylvia Jaki Derek Tastes of Earwax: A contrastive analysis of TV documentary titles in English and German  29 Matthias Knopp Communication in Mediated Spaces Between Orality and Scripturality  30 Netaya Lotze Chatbots in Online Environments	<b>Session 4.3 Language ideologies</b> 31 Sofia Lampropoulou, Argiris Archakis, Villy Tsakona, Anna Fiermiati and Vasia Tsami Scrutinizing mass culture language ideologies in class  32 Jenny Stenberg-Sirén Journalists as linguistic role models in minority media  33 Sarah McMonagle New media, new opportunities for minority languages? The case of Upper Sorbian in Germany	<b>Session 6.2 Twitter as a discourse system: Linguistic perspectives on Twitter in political contexts</b> 34 Caja Thimm Twitter as a discourse system: A media logics approach  35 Céilia Schneebeil Twitter rhetoric? Argumentation in a Twitter debate: a case study  36 Sascha Michel The (re-)contextualisation of tweets. An ethnographic insight into media linguistic practices of politicians
17:45-18:00	Break 15 min			
18:00	Informal Reception			

09:15-10:15	<b>KEYNOTE 2</b> Colleen Cotter <b>Retelling the (news) story: Journalism in a mediated world</b>				
10:15-10:30	<b>Break 15 min</b>				
10:30-12:00	<b>Session 7 Making and sharing the news</b> 37 Gitte Gravengaard Socializing mechanisms in the routinised practice in the newsroom 38 Margherita Luciani Journalists' newsmaking decisions and audience uptake: which relationship? 39 Monika Bednarek The language of shared news	<b>Session 10 Mediatization and media convergence</b> 40 Stefan Hauser and Martin Luginbuehl Connectivity in a mediated world - methodological considerations and empirical findings based on 'Multifactorial Parallel Text Analysis' 41 David Barton The mediatization of the literary practices of academic knowledge production 42 Christine Domke and Stefan Meier. On the interplay between meso communication and media convergence	<b>Session 12.1 Media discourse</b> 43 Laura Costelloe Profiling the Suburbs: a critical discourse analysis of representations of the 'banlieues' in newspaper discourse on French urban violence in 2005 44 Bethan Davies Discourses of rape in the news: victims, role models and the rehabilitation of offenders 45 Ulrike Tabbert Crime through a corpus: The linguistic construction of offenders and victims in the German and UK press	<b>Session 13.1 Politeness and conflict online</b> 46 Caroline Tagg Causing offence and being offended on Facebook: the management of online conviviality 47 Martina Ebi and Michaela Oberwinkler Variation in Japanese honorific forms: findings from an analysis of Facebook communication 48 Friedemann Vogel Conflicts in cyberspace. Towards a Social Grammar of Computer-Mediated Discourse using the example of Wikipedia	<b>Session 15.1 Mediatizing sex</b> 49 Rodney Jones The Rise of the Datasexual 50 Adam Jaworski Mediatizing marginalized sex/ualities through 'silent' art 51 Tommaso Milani and Scott Burnett Queer counterpoints in the mediatization of sexuality in South Africa
12:00-13:15	<b>Lunch break</b>				
13:15-14:45	<b>Session 8 Production practices</b> 52 Amanda Potts Considering the role of professional YouTube content creators in producing pro-social commenting communities of practice 53 Axel Schmidt From 'In Media' to 'accomplishing media' - Communicative practices in the production of television tabloid formats	<b>Session 11 Science in journalistic genres: The mediatization of science journalism</b> 54 Martin Luginbühl 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 55 Hartmut Stöckl Popularizing science through visualization: Towards a repertoire of language-image-links in popular science writing	<b>Session 12.2 Media discourse</b> 56 Torsten Leuschner Historical Germanisms in European Languages: a Comparative, Discourse-Analytic Approach to Usage in Newspapers 57 Tatiana Dubrovskaya and Natalya Dankova Representations of Judicial Power in Russian Local Media: Facts, Genres and Strategies 58 Sylvia Jaworska and Christiana Themistocleous Investigating Representations of Multilingualism in Public Discourse in Britain: a multi-method approach	<b>Session 14.1 Internet linguistics: The pragmatic view</b> 59 Wolfgang Imo From chunks to morsels... The preference for incremental utterance production in internet-based messaging services 60 David Matley "This is NOT a #humblebrag, this is just a #brag": the pragmatics of politeness, hashtags and self-praise in Instagram posts 61 Georg Weidacher Argumentation or whining and grumbling: Are seemingly irrational comments in forums on online newspaper sites persuasive?	<b>Session 15.2 Mediatizing sex</b> 62 Christopher Hutton Law and the media: mediatizing sexual identity in the case of Corbett v Corbett (1971) 63 Crispin Thurlow Sexting: Unravelling the language/technology/work ménage
14:45-15:15	<b>Break 30 min</b>				
15:15-16:45	<b>Session 9 Analyzing news making processes as mediated interaction</b> 64 Marcel Burger and Gilles Merminod Negotiating expertise in the newsroom: media narrative as a joint construction 65 Daniel Perrin Organizational learning from the ground floor: Effective language policy making in multilingual media business 66 Colleen Cotter and Wim Vandenbussche Journalists as standard-language advocates across time and cultural context	<b>Session 11 Science in journalistic genres: The mediatization of science journalism</b> 67 Alexander Brock Mediatization and De-Mediatization of Readers' Comments in Online Journals 68 Jana Pflaeging Re-Negotiating the Storytelling Space: Diachronic Perspectives on the Narrativization of the Multimodal Genre Feature Article	<b>Session 12.3 Media discourse</b> 69 Janina Wildfeuer How the Internet changes a formerly postulated taboo. 70 Karen Donnelly Infertility in the media – a comparison of UK blogs, clinical websites and press articles. 71 Renée Moernaut and Jelle Mast Reversed Positionality, Reversed Reality: An In-Depth Linguistic Analysis of the Mainstream and Alternative Environmental Justice Frame	<b>Session 14.2 Internet linguistics: The pragmatic view</b> 72 Konstanze Marx Getting closer, getting softer – Social Network Sites conversations as reflector for interpersonal convergence processes 73 Simon Meier Witrueden: A case study on genre formation in and through social media	
16:45-17:00	<b>Break 15 min</b>				
17:00-18:00	<b>KEYNOTE 3</b> Robin Queen <b>Indexical authenticity and linguistic variation as evidenced in fictional television and film</b>				
18:00-19:00	<b>Break 60min</b>				
19:00	<b>Conference Dinner</b>				

Wednesday 9 September 2015

09:15-10:45	<b>Session 16 Resemiotization</b> 74 Irene Theodoropoulou 75 Theresa Heyd	<b>Session 17 Language variation</b> 76 Saskia Kersten Netaya Lotze and Asmelash Teka 77 Michael Westphal 78 Yukiko Nishimura	<b>Session 18 Self-presentation and identities</b> 79 Erin L. Berry 80 Reyhan Sahin 81 Nelya Koteyko and Daniel Hunt	<b>Session 19 Translanguaging and Translation</b> 82 Agnieszka Lyons 83 Krisztina Károly 84 Bettina Kluge
10:45-11:15	Break 30 min			
11:15-12:15	<b>KEYNOTE 4 Rodney Jones Towards a Sociolinguistics of Surveillance</b>			
12:15-12:45	Closing Session			