APPROACHES TO DIGITAL DISCOURSE ANALYSIS

ADDA

📅 **12-14 OCT 2023**
8 A.M. -
3 P.M.

supported by

📍 **PARALLEL SESSIONS**
Rooms O.0.01 | HS9 | Z.1.08 | Z.1.09

PLENARY TALKS
Room O.0.01

☕ **COFFEE & LUNCHES**
Room Z.1.29

🍷 **CONFERENCE DINNER**
Hotel-Restaurant Rösch

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Welcome to ADDA4 in Klagenfurt!

We appreciate your participation and look forward to an exciting program, interesting discussions, exchange of ideas, and new perspectives.

Organizing committee (University of Klagenfurt)

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Kateryna Pilyarchuk
Fabian Quedritsch
Alexander Onysko
Marta Degani
Nicola Dobrić
Ulrike-Krieg Holz
Carina Rasse

Special thanks to our student volunteers:

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Frederike Dione
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Co-organizers and founders of ADDA:

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Pilar Garcés-Conejos Blitvich (University of North Carolina at Charlotte)

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Dobrić, Nikola	Parini, Alejandro	Xie, Chaoqun
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Georgakopoulou, Alexandra	Sigott, Günther	Yus, Francisco

We are also grateful to the following organizations for their generous **support of ADDA4:**

    Research Council (Fosrchungsrat) of the University of Klagenfurt
    Culture and Education Faculty (KuBi)
    Department of English of the University of Klagenfurt
    Discourse, Context & Media (Elsevier)

Wi-Fi Information

You should be able to use your **eduroam** account.
You can also use our conference guest Wi-Fi: w-ADDA | password: Adda2023

Useful information

Registration   Wednesday, October 11 (17:00-18:00):
at Musil Haus near the railway station;

Thursday & Friday, October 13-14 (8:00-9:00):
in front of Stiftungssaal, Sparkasse building (Room O.0.01)

Coffee breaks   served in Room Z.1.2
& lunches   *(the space in front of this room can be used to have relaxed meals and coffee as well as interact with other ADDA guests)*

Festive dinner   Hotel-Restaurant Rösch *(for registered participants only)*
*please make sure you have your dinner vouchers (issued at registration when you arrive at the restaurant)

The conference program, campus map, and other useful materials can be accessed on the main conference website. Use **this link** or **scan the QR code** to get there:

If you are lost on campus, don't hesitate to ask our student volunteers for help. They will be wearing our Department logo T-shirts, so it will be easy to search them out.
*Also, look out for ADDA posters and ADDA logo arrows to find your way around.
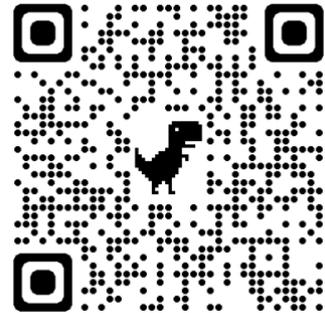
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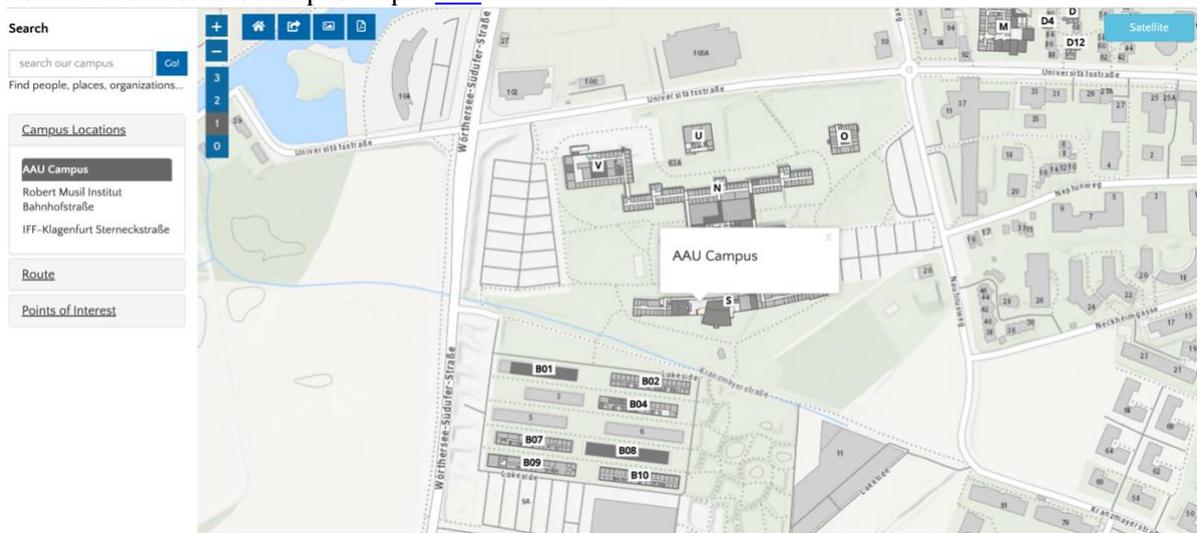
Program Overview

Wednesday, October 11		
17:00-18:00	registration	Musilhaus (Bahnhofstraße 50,
18:00-20:00	ADDA opening, music Book presentation (F.Yus & A.Parini) drinks and snacks	

Thursday, October 12		
8:00-9:00	Registration	In front of O.0.01
9:00-9:30	Opening ceremony	Room O.0.01
9:30-10:30	**Keynote #1: Michele Zappavigna**	
10:30-11:00	Coffee break	Room (Z.1.29)
11:00-12:30	Parallel sessions	Rooms O.0.01, HS9, Z.1.09
12:30-14:00	Lunch break	Room (Z.1.29)
14:00-15:30	Parallel sessions	Rooms HS9, Z.1.09, Z.1.08
15:30-16:00	Coffee break	Room (Z.1.29)
16:00-17:30	Parallel sessions	Rooms O.0.01, HS9, Z.1.09, Z.1.08

Friday, October 13		
8:00-9:00	Registration	In front of O.0.01
9:00-10:00	**Keynote #2: Caroline Tagg**	Room O.0.01
10:00-10:30	Coffee break	Room (Z.1.29)
10:30-12:00	Parallel sessions	Rooms O.0.01, HS9, Z.1.09, Z.1.08
12:00-13:30	Lunch break	Room (Z.1.29)
13:30-15:00	Parallel sessions	Rooms O.0.01, HS9, Z.1.09
15:00-15:30	Coffee break	Room (Z.1.29)
15:30-16:30	**Keynote #3: Camilla Vásquez**	Room O.0.01
16:30-18:00	Parallel sessions	Rooms O.0.01, HS9, Z.1.09
19:00-	Conference dinner	Hotel-Restaurant Rösch

Saturday, October 14		
9:00-10:00	**Keynote #4: Katharina Kinder-Kurlanda**	Room O.0.01
10:00-10:30	Coffee break	Room (Z.1.29)
10:30-12:00	Parallel sessions	Rooms O.0.01, HS9, Z.1.09, Z.1.08
12:00-13:30	Lunch break	Room (Z.1.29)
13:30-15:00	Parallel sessions	Rooms O.0.01, HS9, Z.1.08
15:00-15:30	Announcing ADDA5 & closing ADDA4	Room O.0.01

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Detailed Program (you can also the version with talk titles here)

Wednesday (pre-conference night)

TIME	EVENT	MUSILHAUS (Bahnhofstraße 50, 9020 Klagenfurt am Wörthersee)
17:00-20:00		Registration, ADDA opening by Alexander Onysko (Head of Department), live music by Werner Delanoy's gang (Department's member), music, drinks & snacks **book presentation** (Francisco Yus & Alejandro Parini),

Thursday (1st conference day)

TIME	EVENT	ROOM O.0.01	ROOM HS9	ROOM Z.1.09	ROOM Z.1.08
8:00-9:00	**REGISTRATION (O.0.01)**				
9:00-9:30	**OPENING CEREMONY (O.0.01)**				
9:30 -10:30		**Plenary talk #1: Michele Zappavigna** – *Emoji as paralanguage: Modelling emoji-text relations and exploring ambient affiliation in social media discourse* **(O.0.01)** Chair: Eva-Maria Graf			
10:30-11:00		**1st coffee break of the day (Z.1.29)**			
11:00-12:30	parallel sessions	**Affordances of emojis in digital discourse** 1) Francisco Yus 2) Jan Dijsselbloem 3) Carmen Perez-Sabater & Andrea García-Montes	**Use of semiotic resources in digital discourse** 1) Yi Zhang, Wei Ren, Luoxiangyu Zhang, & Yuanbo Liu 2) Dominika Beneš Kováčová 3) Jorge Humberto Lucero Díaz & Abigail Dombrowski	**Approaches to digital genres** 1) Johann W. Unger & Marina Niceforo 2) Rania Fawzy 3) Melike Akay	
12:30-14:00		**lunch break (Z.1.29)**			
14:00-15:30	parallel sessions		**PANEL - Emotions in Digital Discourses – Textual and Multimodal Perspectives** 1) Veronika Koller, Natalia Borza, Laura Filardo-Llamas, Anna W. Gustafsson, Susanne Kopf, Marlene Miglbauer, Silvia Peterssen Fernández, Charlotta Seiler Brylla, Maria Stopfner, & Ljiljana Saric 2) Michael Wentker 3) Eugenia Diegoli	**Gendered discourses online** 1) Erin McInerney 2) Dimitra Vladimirou & Lucía F. Amaya 3) Kate O'Farrell	**(Self)positioning in online discourses** 1) Ben Clarke 2) Carolin Schwegler, Jöran Landschoff, Warren Pearce, Roman Bartosch, Jens Martin Gurr, David Higgins, & Julia Hoydis 3) Andre Joseph Theng
15:30-16:00		**2nd coffee break of the day (Z.1.29)**			
16:00-17:30	parallel sessions	**Affordances of memes and shared stories** 1) Jan Chovanec 2) Rattapat Arayasomphho	**...PANEL continued** 1) Soren Vigild Poulsen & Maria Grazia Sindoni 2) Vanessa Hagenschulte 3) Birte Bös & Carolin Schneider	**...continued** 1) Susan Reichelt 2) Letizia Paglialunga	**...continued** 1) Andrew Lustig & Gavin Brookes 2) Ben Clarke 3) Aleksandra Sevastianova

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Friday (2nd conference day)

TIME	EVENT	ROOM O.0.01	ROOM HS9	ROOM Z.1.09	ROOM Z.1.08
8:00 - 9:00	**REGISTRATION (O.0.01)**				
9:00-10:00		**Plenary talk #2:** Caroline Tagg - *Left unread and left on read: negotiating identities and relationalities through mobile conversations in context* (**O.0.01**) (Chair: Patricia Bou-Franch)			
10:00-10:30	**1st coffee break of the day (Z.1.29)**				
10:30-12:00	parallel sessions	**PANEL - The construction of online (inter-/ supra-) national identities in times of crisis** 1) Kateryna Pilyarchuk 2) Phillip Terwege 3) Ewelina Prażmo & Rafał Augustyn	**Creating collective identitites** 1) Sahar Rasoulikolamaki, Alena Zhdanava, Noor Aqsa Nabila Mat Isa, Noor Ahmad Mohd Nazriq, & Kaur Surinderpal 2) Ana-Maria Cozma 3) Maria Eronen-Valli	**Online interactions & communication** 1) Selman Ecevit & Hatime Çiftçi 2) Andrea García-Montes, Carmen Pérez-Sabater, & Nuria Lorenzo-Dus 3) Yara Abdelsamie	**Spoken discourses in social media videos** 1) Fiona Rosette 2) Stefan Diemer 3) Robin Isomaa
12:00-13:30	**lunch break (Z.1.29)**				
13:30-15:00	parallel sessions	**Framing national and racial identities** 1) Pilar Blitvich & Patricia Bou-Franch 2) Emily Davis 3) Najma Al Zidjaly	**…continued** 1) Hanna Limatius & Sirpa Leppänen 2) Camila Florencio dos Santos & Zara Pinto-Coelho 3) Valentin Werner & Hendrik Michael	**...continued** 1) Bethany Aull 2) Agnese Sampietro & Katharina König 3) Eveliina Salmela, Merja Koskela, Henna Syrjälä, & Liisa Kääntä	
15:00-15:30	**2nd coffee break of the day (Z.1.29)**				
15:30-16:30		**Plenary #3:** Camilla Vásquez - *The evolution of online reviews: From grassroots practice to commodified product* (**O.0.01**) (Chair: Pilar Garcés-Conejos Blitvich)			
16:30-18:00	parallel sessions	**…continued** 1) Frederike Schram 2) Irene Cenni & Camilla Vásquez 3) Alla Tovares		**...continued** 1) Eva Triebl 2) Riki Thompson 3) Olivia Droz-dit-Busset	**Special session: How to get published** by Caroline Tagg, Editor in Chief of *Discourse, Context & Media* & Pilar Blitvich, Editor in Chief of the *Journal of Language Agression & Conflict*
19:00 –	**conference dinner**	**Hotel-Restaurant Rösch (9020 Wörthersee-Südufer-Straße 55, 9073)**			

Saturday (3rd conference day)

TIME	EVENT	ROOM O.0.01	ROOM HS9	ROOM Z.1.09	ROOM Z.1.08
9:00-10:00		**Plenary #4:** Katharina Kinder-Kurlanda - *Framing Digital Discourse: Infrastructures of Datafication and Automation* (O.0.01) Chair: Kateryna Pilyarchuk			
10:00-10:30		**1st coffee break of the day** (Z.1.29)			
10:30-12:00	parallel sessions	**PANEL - Attention economies in/as digital culture** 1) Inge Beekmans 2) Chen Li 3) Saif Shahin & Tom Van Hout	**Interacting with technologies** 1) Rania Fawzy 2) Didem Leblebici & May Rostom 3) Liv Ohlsen, Isabel Eiser, & Gertraud Koch	**PANEL - Scio ergo sum. Linguistically enacting expertise online** 1) Thomas C. Messerli & Dayter Daria 2) Vincent Wai Sum Tse & Kyle Pui Pun Sze 3) Georg Marko	**(Post)pandemic and health discourses** 1) Maria Cristina Paganoni 2) Jenna Saarni 3) Keighley Perkins, Nuria Lorenzo-Dus, & Leonie Themelidis
12:00-13:30		**lunch break** (Z.1.29)			
13:30-15:00	parallel sessions	**...PANEL continued** 1) Alex Schenkels & Inge van de Ven 2) Martina Podboj 3) Xuefei Tang	**Digital tools in education** 1) Renee Morrison 2) Lucija Zala Bezlaj & Janja Žmavc *3)* Lara Portmann		**...continued** 1) Ana Albalat-Mascarell 2) Manuel Padilla Cruz 3) Cecilia Lazzeretti
15:00-15:30		**ANNOUNCEMENT OF ADDA5 AND CLOSING CEREMONY** (O.0.01)			

Our Plenary Speakers

Plenary #1: **Michele Zappavigna**

Associate Professor
in the School of Arts and Media
at the University of New South Wales (Australia)

Time: *Thursday, October 12,*
9:30-10:30
Room: *O.0.01*

TITLE: *Emoji as paralanguage: Modelling emoji-text relations*
and exploring ambient affiliation in social media discourse

This presentation introduces a social semiotic framework for exploring the intermodal functions of emoji in digital discourse. The framework models emoji as a form of paralanguage, and as such, highly dependent on their linguistic co-text for making meaning. Developed via corpus-based studies of digital messaging and social media discourse (Logi & Zappavigna, 2021; Zappavigna & Logi, 2021), the framework is soon to be encapsulated as Zappavigna and Logi (forthcoming), and draws on emerging social semiotic work on paralanguage (Ngo et al., 2021).

It adopts a metafunctional approach to three kinds of emoji-text convergence whereby emoji make meaning with their co-text: ideational concurrence, interpersonal resonance, and textual synchronicity. The presentation will provide an overview of the systems that have been created to encapsulate each of these three patterns of relations. It will also explore how the framework can be used to understand ambient affiliation practices in social media discourse, drawing on Twitter and TikTok comment corpora.

References
Logi, L., & Zappavigna, M. (2021). A social semiotic perspective on emoji: How emoji and language interact to make meaning in digital messages. New Media & Society.
doi:https://doi.org/10.1177/14614448211032965

Ngo, T., Hood, S., Martin, J. R., Painter, C., Smith, B., & Zappavigna, M. (2021). Modelling Paralanguage Using Systemic Functional Semiotics: Theory and Application. London: Bloomsbury.

Zappavigna, M., & Logi, L. (2021). Emoji in social media discourse about working from home. Discourse, Context & Media, 44, 100543.

doi:https://doi.org/10.1016/j.dcm.2021.100543
Zappavigna, M., & Logi, L. (forthcoming). Emoji and Social Media Paralanguages. Cambridge: Cambridge University Press.

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Plenary #2: **Caroline Tagg**

Senior lecturer
at The Open University, UK

Time: *Friday, October 13,*
9:00-10:00
Room: *O.0.01*

TITLE: *Left unread and left on read: negotiating identities and relationalities through mobile conversations in context*

Have you ever left a WhatsApp message unopened so its sender wouldn't know you'd seen it, or agonised over why a friend had read your message but not replied? In this talk, I explore how mobile messaging interactions – private exchanges through apps such as WhatsApp and Facebook Messenger – have become sites for complex negotiations of identity and relationality. I explore how performances of identity and relationality are shaped by the multiple parallel contexts, activities and encounters in which individuals are simultaneously engaged, and how they are also caught up in people's wider polymedia ideologies and their desire to control their mobile communication and reply in their own time.

My analysis of mobile conversations in context shows how people's attitudes towards the technology – and its place in their everyday lives – may have transformative yet unintended effects on their wider relationships. My call is for the development of approaches to digital discourse analysis that explore individuals' communicative interactions across online and offline spaces in contemporary society.

Plenary #3: **Camilla Vásquez**

a Professor of Applied Linguistics,
Department of World Languages
at the University of South Florida

Time: *Friday, October 13,*
15:30-16:30
Room: *O.0.01*

TITLE: *The evolution of online reviews: From grassroots practice to commodified product*

Since they first emerged as a new digital genre in the mid-2000s, online consumer reviews attracted the attention of scholars working in multiple disciplines. While scholars from economics immediately recognized the economic impact of these texts and scholars from computational fields saw them as freely available unstructured datasets to be mined for the analysis of sentiment, others from information studies and marketing highlighted the democratizing potential of this new form of eWOM ("electronic

word of mouth"), celebrating the potential contributions that real consumers' voices would add to the assessment of products and services – a domain which had previously been restricted to a handful of elite experts. In this presentation, I will discuss the unexpected changes that have taken place in the discourse practices related to online consumer reviews over the last two decades. I will argue that the early production of these texts was originally motivated by individuals' interest in sharing their experiences with others (and, on occasion, exercising their linguistic creativity).

Gradually, as online reviewing became more popular and established as a digital discourse practice, as online reviewing platforms grew more numerous, and as the numbers of online reviews expanded exponentially (and into nearly every domain of professional activity), they became perceived as texts requiring businesses' intervention, as part of "online reputation management." In the present day – less than two decades later – consumer reviews have evolved into a fully commodified product. Indeed, the activity of soliciting online reviews from consumers now represents a multimillion dollar industry. In sketching out this brief history of online consumer reviews, I provide examples of texts from early hotel reviews on TripAdvisor to parodies of product reviews on Amazon; I draw on ethnographic interviews with business owners; and I discuss the latest trends in the transmedial and multimodal solicitation of online consumer reviews by businesses and their third-party associates.

Plenary #4: Katharina Kinder-Kurlanda

Professor of Digital Culture and Director of the Digital Age Research Center (D^{I}ARC) at the University of Klagenfurt

Time: *Saturday, October 14, 9:00-10:00*
Room: *O.0.01*

TITLE: *Framing Digital Discourse: Infrastructures of Datafication and Automation*

Digital discourse is facilitated and structured by complex algorithmic systems that gather, process, and analyze user data to create value. The use of social media, search engines, video streaming services, and mobile applications results in the creation of vast amounts of digital data, such as images, videos, and text. Additionally, digital interactions generate numerous other digital traces, including timestamps, locations, and other automatically collected data. This datafication has enabled the development of various business models that allow users to pay for services with data, knowingly or unknowingly. The emergence of new data economies has created a situation in which some entities derive value from other individuals' data, and participation is often predicated on providing data. The inability to access these proprietary data for research presents unique methodological, ethical, epistemological, and practical challenges in the study of digital spaces. At the same time, there is growing public awareness that the algorithmic curation of data, particularly on social media, is often problematic, with fake content and vulnerable individuals being targeted. Greater transparency of algorithms and data is needed, which necessitates additional research on digital discourse and its framing.

This talk will discuss the ways in which researchers become involved in the creation of value out of data when studying digital discourse, as well as how their research influences the spaces that they examine. Furthermore, I will examine current developments in research data infrastructures that aim to address data inequality.

Panel Presentations
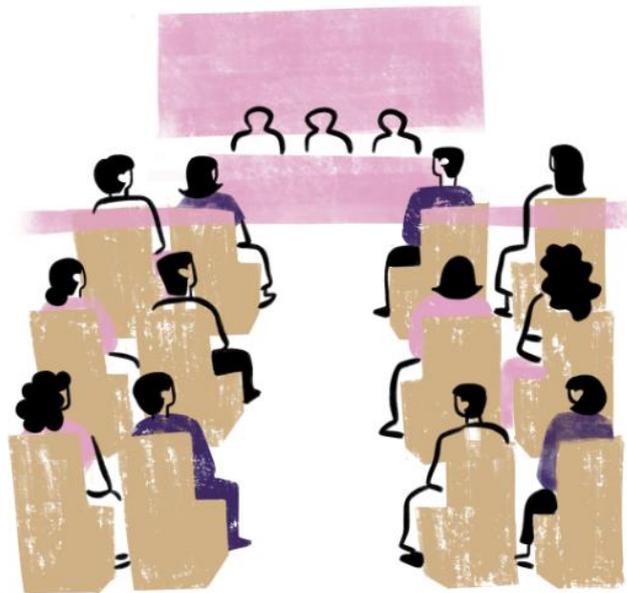
PANEL 1: The construction of online (inter-/supra-) national identities in times of crisis

Day: Friday, October 13
Time: 10:30 - 12:00
Room: ROOM O.0.01

Panel organizers & chairs:
Massimiliano Demata (University of Turin)
Marlene Miglbauer (University College of Teacher Education Burgenland)

Panel contributors:
Kateryna Pilyarchuk (European University Viadrina | University of Klagenfurt)
Phillip Terwege (University of Duisburg-Essen)
Ewelina Prażmo & Rafał Augustyn (Maria Curie-Skłodowska University)

Recent events such as the COVID-19 epidemic, the Russia-Ukraine war and the violent challenges to the very foundations of democracies such as those in the USA (2021) and Brasil (2023) have raised questions about how shared or competing national identities are negotiated. Challenges to globalization and to supra-national organizations such as the EU have led to the potential rebordering and redefinition of national/local identities in the name, and under the impulse, of populism. Such questions and challenges are brought into sharp focus in the environment of social media, whose digital affordances often induce users to align themselves along polarized identities: by merging their own individual identities with shared, collective identities (e.g. Giddens 1991, Papacharissi 2002, Merchant 2006, Baym 2010, Gündüz 2017), the users' emotional attachment to a nation (whether their own nation and/or the nation they support in a conflict) is continually foregrounded.

Starting from, and expanding, recent literature (e.g. Gal et al. 2016, Bos et al. 2018; Mihelj & Jiménez-Martínez 2021), this panel intends to open up new ground on the critical assessment of the construction of national identities online as it aims to address the way discourses of the nation are presented in social media through their digital affordances.

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Gündüz U. (2017) "The Effect of Social Media on Identity Construction." *Mediterranean Journal of Social Science* 8(5): 85-92.

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"If it weren't for Ukraine, we would have defeated NATO long ago". Using internet memes to delegitimize Russian propaganda and narrate Ukrainian national identity.

Kateryna Pilyarchuk (European University Viadrina & University of Klagenfurt)

With the Russian invasion of Ukraine on 24th February 2022, social media memes have once again reestablished themselves as a powerful tool for capturing reality, topicalizing political critique, and taking a stance. As memes are easily created, modified, and shared, they enable internet users to quickly react to ongoing events. Humor that feeds memes also serves as a tool of resistance in times of war (e.g., Bhungalia 2019; Noderer 2020) – to delegitimize a (political) person, phenomenon, or event and critically respond to them is seen as a common intention behind sarcasm, irony, and satire of internet memes (Ross and Rivers 2018: 289). Relying on CDA, this research demonstrates how Ukrainians use affordances of memes to narrate their national identity, delegitimize Russian media, and express despise toward the invader.

The data were obtained from the SUCHO website, which is committed to preserving widely circulated memes on the Russia-Ukraine war as part of Ukrainian cultural heritage. The archive features over 2000 memes (and still growing), of which the category titled "Russian propaganda and state media" (252 memes) was selected for closer analysis. The findings show that there are a few topical categories that facilitate the process of delegitimizing Russians and that – in the context of this highly media-present war – it is essential to be alert to intertextuality and dark humor to not only find memes entertaining but also decode their underlying implications.

Keywords: discourse analysis, multimodality, Russia-Ukraine war, memes.

References

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Ross, Andres S., and Damian J. Rivers (2018). 'Internet memes as polyvocal political participation'. In *The Presidency and Social Media: Discourse, Disruption, and Digital Democracy in the 2016 Presidential Election*, edited by Dan Schill and John Allen Hendricks (285 – 308). New York and London: Routledge.

Slava Ukraini! Side-taking in Internet Memes on the Russian Invasion of Ukraine - Pro-Ukrainian Discourse on 9gag.com

Phillip Terwege (University of Duisburg-Essen)

When Russia started its full-scale invasion of Ukraine on February 24, 2022, Internet-meme- platforms, like 9gag.com, were dominated by posts concerning the war for months. Especially in times of crises like these, Internet memes as "beacons of public opinion [...] signify which collective and national identities receive approval" (Denisova 2019: 5) and therefore impact and shape public discourses.

This study draws on a corpus of over 3400 posts collected from 9gag.com in March 2023 and includes posts from the war's beginning until the time of collection. The textual content of these posts goes beyond the classical text in *image macro memes* since 9gag-posts additionally contain a title and tags.

The analysis demonstrates a strong pro-Ukrainian stance, which is expressed both explicitly, e.g. by the prominent salute *Slava Ukraini* – 'glory to Ukraine', as well as more implicitly. Results show that less established, emerging memes tend to employ more linguistic features of side-taking to compensate for the lack of contextual information. In contrast, the more established memes, "which have been remixed, parodied [...] and iterated" (Wiggins & Bowers 2015: 1892), rely more on contextual information which is shared knowledge of experienced users.

The interdependence of textual and contextual, therefore also graphic, information in a meme exemplified in this study emphasizes the importance of *multimodality* in digital discourse and therefore memes, which has been focused on in recent research (cf. Herring 2019 25f.).

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Multimodal Analysis of Independence March Posters in Poland: Ideological Appropriation of National Symbols through the Lens of Conceptual Integration Theory

Ewelina Prażmo & Rafał Augustyn (Maria Curie-Skłodowska University)

In this presentation we analyse selected posters from the corpus of 20 official posters announcing the Independence March organised in Poland on the National Independence Day (11th November) in the last 12 years. The posters function both in a traditional paper form as well as in the digital space. It is the online environment, however, that affords their spread and availability to the public and triggers a broader discussion in the social media. In our analysis we show that the posters are in line with a more general trend observed on the Polish political scene, i.e., the ideological appropriation of the Polish flag and other national symbols by far-right organisations. The trend also involves the appropriation of Polish national holidays (esp. those marking important events in the history of the Polish nation) which nowadays are mostly associated with nationalistic, xenophobic beliefs and attitudes and thus celebrated almost exclusively by these communities. A prime example of this trend is the Independence March which used to be a national event celebrated by everyone, but for the last several years has been strongly associated with far-right organisations and as a consequence rather shunned by other segments of society.

We conduct a multimodal analysis (Forceville, 2020; Forceville & Urios-Aparisi, 2009) of selected posters in order to evidence the references and associations that emerge in the blending of several input spaces that are activated by image, text or both. Some of those input spaces activate historical or religious concepts, as well as other symbols (often racist, antisemitic or homophobic). The references may be explicit, e.g., the use of rainbow colours to refer to LGBTQ community, or implicit (e.g., the reuse of a historical poster with a Soviet red star substituted with the Z military symbol of Russian 2022 invasion of Ukraine, which nonetheless retains the original anti-Jewish and anti-Bolshevik character). Additionally, they point to a productive trend of creating counter-posters or parodies of the official posters that has been common for years. The study is maintained within the methodological framework of cognitive semantics in general and conceptual integration theory in particular (Brandt & Brandt, 2005; Fauconnier & Turner, 2002, 2003).

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PANEL 2: Emotions in Digital Discourses – Textual and Multimodal Perspectives
Day: Thursday, October 12
Time: 14:00 - 15:30
Room: ROOM HS9

Panel organizers & chairs:
Michael Wentker (Bielefeld University),
Carolin Schneider (Utrecht University),
Birte Bös (University of Duisburg-Essen)

Panel contributors:
Veronika Koller (Lancaster University), Natalia Borza (Pázmány Péter Catholic University), Laura Filardo-Llamas (Universidad de Valladolid), Anna W. Gustafsson (Lund University), Susanne Kopf (Vienna University of Economics and Business), Marlene Miglbauer (University College of Teacher Education Burgenland), Silvia Peterssen Fernández (Universidad Autónoma de Madrid), Charlotta Seiler Brylla (Stockholm University), Maria Stopfner (University of Innsbruck), Ljiljana Saric (University of Oslo)

Michael Wentker (Bielefeld University),

Eugenia Diegoli (University of Bologna)

Soren Vigild Poulsen (University of Southern Denmark) & Maria Grazia Sindoni (University of Messina)

Vanessa Hagenschulte (University of Duisburg-Essen)

Birte Bös (University of Duisburg-Essen) & Carolin Schneider (Utrecht University)

Emotions and their expression are a core component of human experience and interaction. It is therefore hardly surprising that they have captured the interest of researchers from a broad range of disciplines including anthropology, psychology, sociology, linguistics and many others. This panel aims to serve as a platform for state-of-the-art emotion research exploring textual and multimodal manifestations of

emotions and processes of emotionalization in digital discourses. The digital realm has not only opened up a broad array of new platforms, modes and genres where emotions can be expressed via a multitude of semiotic resources, it has also blurred the boundaries between private and public. Subjective feelings of anonymity and intimacy often encourage private disclosure, and digital Communities of Practice emerge as participants bond over multi-faceted emotional experiences. Emotionalization strategies can also be used as 'click bait' by content creators to pursue societal or interpersonal aims in specific target audiences. This panel thus focuses on the linguistic and other semiotic resources and interpersonal functions of emotions in digital settings, their mutual negotiation among homo- or heterogeneous audiences from diverse cultures, and the research methodologies with which these are examined in current research.

Emotional actors: Social media debates between supporters and opponents of populist parties across Europe

Veronika Koller (Lancaster University), Natalia Borza (Pázmány Péter Catholic University), Laura Filardo-Llamas (Universidad de Valladolid), Anna W. Gustafsson (Lund University), Susanne Kopf (Vienna University of Economics and Business), Marlene Miglbauer (University College of Teacher Education Burgenland), Silvia Peterssen Fernández (Universidad Autónoma de Madrid), Charlotta Seiler Brylla (Stockholm University), Maria Stopfner (University of Innsbruck), Ljiljana Saric (University of Oslo)

In this paper, we will build on, enhance and refocus previous work (Author, forthcoming 2023) on the social media discourse of supporters for populist parties in the context of European elections. In a series of case studies, we identified what motivates people to vote for populist parties, what role national identities and values play in those motivations, and how the social media postings of populist parties are recontextualised in supporters' comments to serve as voting motivations. One finding was that far from only reflecting a politics of fear (Wodak, 2020) or anger (Wahl-Jorgensen, 2018), supporters' social media comments also encompass positive emotions such as pride, hope, enthusiasm and a sense of belonging. We also found that postings by populist parties attract both supporters and opponents, leading to debates and conflicts between the two groups. In our new project, we turn to investigating the role of semiotic features, e.g. in political memes, to express the various emotions that emerge among the supporters of populist parties on different social media platforms as well as in digital debates between supporters and critics. In addition, we focus on how the affordances of social media platforms such as Reddit, TikTok and Wikipedia talk pages shape emotional discourse and whether certain emotions are specific to right-wing or left-wing discourse.

In presenting preliminary findings from different national contexts, including Hungary, Spain, Ireland and Denmark, we also discuss how to examine emotion, and reflect on its (legitimising) function, in political discourse (Reyes, 2011). Furthermore, we look at the specific challenges of working with social media data and consider the impact of analysing various languages, platforms and modalities while addressing the same research questions so as to arrive at coherent conclusions.

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The Effects of Affect – Exploring the Linguistic Construction and Reception of Emotionality in Multimodal Online Reviews

Michael Wentker (Bielefeld University),

This study is interested in the multi-faceted relationship between emotionality and authentication in product reviews (Vásquez 2014) on YouTube. Focussing on a corpus of electronic word-of-mouth (eWOM), taken from two subgenres, tech reviews and beauty reviews, the discourse-pragmatic analysis aims to examine the linguistic repertoire of genre participants to construct subjective and intersubjective emotional experience in digital narratives (Bednarek 2008, Georgakopoulou 2022). More specifically, the analysis focuses on reviewers' multimodal display of affect in the evaluation of products and the follow-up metapragmatic comments among review audiences in which the authenticity of the review(er)s is discussed.

Drawing on methods from corpus analysis and discourse analysis, this study examines how multimodal self-disclosure is both an indicator of and a strategic tool to authenticate genuine reviewer identities. On the one hand, affect can indicate that the reviewer is genuinely invested in the product and has a personal connection to it, which in turn may convey a sense of sincerity and honesty to viewers, making the review(er) more relatable and trustworthy (Kanai 2019). On the other hand, affect can also be a tool for manipulation in reviews, as reviewers and brands often rely on emotional appeals to sell products. Some reviewers may deliberately exaggerate their emotions to create a false sense of authenticity for various interpersonal and economic purposes.

The findings suggest that multimodality plays a key role in the authentication of affect in eWOM. It creates social spaces of identification, relatability and thus a crucial commodity in eWOM, which is especially relevant for the construction and maintenance of fandom and parasocial relationships online (cf. Hund 2023).

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'Only idiots get vaccinated w': Emotive uses of laughter in Japanese online (anti)vaccination discourses

Eugenia Diegoli (University of Bologna)

The present study targets laughter in written (digital) settings, focusing on how it can display 'emotive communication', i.e., "the intentional, strategic signalling of affective information in speech and writing" (Caffi & Janney 1994, 328). More specifically, it looks at the character 'w' (which comes from the first letter of the transcription in the Roman alphabet of 笑 wara 'laugh' and conventionally denotes laughter in Japanese) in a corpus of 4,008 comments (298,949 tokens), retrieved from the thread korona wakuchin yabaku nai? 'isn't the COVID vaccine insane?' on the web forum 5channeru 'Channel 5'. Channel 5 is chosen as data source for two main reasons. First, participants interrelate mainly in an interactional – as opposed to transactional (Brown & Yule 1983) – mode. Second, the normative standards of the community encourage an informal and direct way of talking. Furthermore, the COVID

vaccine is a highly controversial topic that may foster aggressive behaviour (laughing at). These aspects are expected to favour the production of laughter as a marker of emotive communication.

The analysis of concordances (produced with AntConc) shows that the laughing character 'w', either as a single character or in 'strings' (e.g., 'ww'), is employed 373 times in the data. Functionally, it covers a wide range of meanings, one of which is promoting group inclusion/exclusion by signalling (dis)affiliation with the (no-vax) stance shared by the majority of users. This type of laughter is often associated with explicitly aggressive messages, with the aim of creating/maintaining a sense of solidarity among in-group members by attacking (hence disaffiliating from) external pro-vaccine entities. Laughter can thus be framed as an emotive device which acts as social glue but also exacerbates social conflict (Raz 2002).

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"Do you have any ideas for our wedding?": Rapport building, mutual understanding and repair strategies with the Replika chatbot

Soren Vigild Poulsen (University of Southern Denmark) &
Maria Grazia Sindoni (University of Messina)

Internet users are increasingly using conversational chatbots as companions, friends, and even romantic partners. So far, studies have explored possible benefits and dangers of using social chatbots (Depounti et al. Natale 2022) by applied social and psychological theoretical frameworks, as well as drawing on data from user interviews or online fora (Skjuve et al. 2022). Existing research has sparsely analyzed actual human-chatbot conversations and users' meaning making in affinity groups/communities of practice. To fill this gap, this presentation will adopt a multimodal critical discourse analysis approach to describe how conversations are constructed with linguistic and semiotic resources (Van Leeuwen 2008). We do so by answering the following research questions:
- What kind of in-built discourse strategies are used by the chatbots to engage participants in meaningful conversations?
- In cases when the chatbots miscommunicate, due to lack of understanding or ambiguous pragmatic context, what repair strategies are adopted by participants to keep the interaction meaningful and emotional?
- Which semiotic resources are preferred by users and chatbots to improve and enrich communication?
We will analyse examples shared by users in Facebook groups about their interactions with Replika, a conversational chatbot publicized as an 'AI companion who cares', since it adapts to users' communicative styles so as to meet their emotional needs, or even soothe their emotional traumas. While we recognize the potential of chatbots in controlled environments (e.g., standard counselling), we wish to draw attention to unexplored areas of concerns, such as users' social isolation and withdrawal from human interactions that may derive from idealized (and co-constructed) perceptions of 'sentient' chatbots that emerge from our datasets.

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Challenges of Invoked Emotions in Online Headlines
Vanessa Hagenschulte (University of Duisburg-Essen)

While described emotion can be identified rather precisely in news items "it is much more difficult to get to grips with the emotion that is actually invoked in the reader" (Ungerer 1997: 307): The potential discrepancy between invoked and described emotion poses substantial challenges in linguistic emotion research. Thus, this study investigates which possible emotionalisation strategies are used in online headlines reporting on the emotion-prone subject of the Fukushima nuclear catastrophe (2011). The dataset, consisting of 327 headlines, is part of a larger, diachronic corpus of the news coverage of nuclear disasters in the British press. There has been linguistic research on emotionalisation in print news and online news (Ungerer 1997, Bednarek 2016); online headlines as important stand-alone units in digital news discourse still await further exploration. In my contribution, I focus particularly on the challenges of analysing invoked emotions in online headlines.

The sub-corpus investigated in this study contains headlines from the British tabloid as well as quality online press ranging from the day of the incident to one week after, thus, accounting for potential shifts in emotionalisation strategies. The analysis combines a quantitative approach, drawing on the software tool AntConc, with qualitative explorations of the dataset.

Online news is accessible "beyond the temporal context of their […] publication" (Chovanec 2014: 60) giving their headlines special importance: Possible emotional click-baiting techniques and their interplay of described and invoked emotions will be examined shedding light on differences in tabloids and quality newspapers.

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"Staring down the devil" – Metaphorical negotiations of emotional experiences in a digital Community of Practice of persons living with dementia
Birte Bös (University of Duisburg-Essen) & Carolin Schneider (Utrecht University)

Digital platforms have become an important resource in health communication, fostering not just an exchange of information beyond institutionalised doctor-patient talk (cf. Kleinke 2015), but also the emergence of digital Communities of Practice (CofP) where participants bond over shared emotional experiences mainly, but not exclusively, connected to their medical conditions. This can, for example, be observed in digital online support groups providing a platform for people identifying as living with

dementia. This study, which is based on a corpus of 28 threads from one of these online forums, explores how users express and negotiate their emotions, relating to both their immediate online interactions and offline experiences.

While a previous study on the corpus (authors, under review) has revealed a high density of explicit emotion labels with a dominance of positive over negative labels (e.g. *love*, *hope* vs *fear*), this analysis focuses particularly on the metaphorical construal of emotions. On the one hand, the data yield evidence of culturally conventionalised scripts, e.g. the conceptualisation of the disease as *one of those journeys* (cf. Kövecses 1995), and well-established negative conceptualisations, e.g. of dementia as a powerful antagonist. On the other hand, some metaphors stray from these recognised patterns and convey a broader range of emotional facets, which go beyond widespread, often stereotypical expectations of living with dementia. Our analysis thus demonstrates that users who identify as living with dementia negotiate and reperspectivise their experiences, making their voices heard in the digital sphere.

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PANEL 3: Attention economies in/as digital culture

Day: Saturday, October 14
Time: 10:30 – 12:00 & 13:30 - 15:00
Room: ROOM O.0.01

Panel organizers & chairs:
Ico Maly (Tilburg University)
Tom Van Hout (Tilburg University)

Panel contributors:
Inge Beekmans (Tilburg University)
Chen Li (Tilburg University)
Saif Shahin & Tom Van Hout (Tilburg University)
Alex Schenkels & Inge van de Ven (Tilburg University)
Martina Podboj (University of Rijeka)
Xuefei Tang (Tilburg University)

The algorithmic platforms and technologies that vie for our attention have reconfigured how we produce and consume digital culture. They make sure we are entertained, informed, distracted, dazzled, polarized, surprised, persuaded, provoked, depressed and lure us into affective states. They teach us how to live our lives, how other people lead theirs, and how life could also be. They monitor, quantify and monetize how we use data. We wrangle, subvert, resist and avoid them. Understanding the effects of digitalization and datafication means understanding how we construct our identities and cultures using such platforms, how they attempt to direct the cultural politics of everyday life and how we thus interact with digital media as we go about our daily lives.

This panel invites researchers to address the relationship between attention economies and digital culture through the prism of discourse studies. In keeping with the conference theme of 'Contemporary

societies in digital discourses', this panel examines how attention economies enable, amplify and constrain platformed ideologies, collectivities, imaginaries and identities.

Interactionally produced interpretations of ''Big Tech' discourse in YouTube live chats
Inge Beekmans (Tilburg University)

In its constant effort to attract and retain online audiences, YouTube has introduced various new features, including 'YouTube Live'. After initially only allowing selected YouTube partners to stream their content, YouTube now permits all adults with a verified account to "go live" and adds an 'opt-out' live chat to every live stream by default. Consequently, YouTube Live yields a distinct category of 'interactionally produced' (Benson, 2015) YouTube pages in which different modes — including the live streamed video, likes, its written description and comments in the live chat — become interrelated. Stemming from the idea that these modes affect each other, this paper presents a mixed methods analysis of four YouTube live chats that were produced during the United States' 2020 Online Platforms and Market Power hearing in order to reveal how YouTube Live's aim to engage audiences by prompting them to "say something" during the live streamed event might impact the interpretations and 'uptake' (Maly, 2022) of live streamed events. Consequently, this paper finds that on-topic, conversational comments in YouTube live chats can be divided into three categories: (1) comments that reflect common ground across different YouTube channels, (2) comments that reflect common ground within their substantive niches, and (3) interpretations that are developed interactionally within particular live chats. Paying special attention to the third category, this paper demonstrates how some ideas that are inserted into live chats incite prolonged collaborative interpretations and interactions — which can also include parasocial interactions involving the individuals in the live streamed event.

Therefore, this paper concludes that YouTube's efforts to retain the attention of online audiences by offering services like YouTube Live, leads to a situation in which people collectively develop discourse in interaction with live streamed events — in this case the 'Big Tech' hearing.

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Legitimizing postfeminist discourse: Feminist vlogs and attention economies on TikTok and Bilibili
Chen Li (Tilburg University)

As a recent phenomenon in Chinese digital spaces, feminist vlogging renders large attention in media academia. Previous research understood this phenomenon as a global expansion of neoliberalism. However, little attention is paid to the interactive strategies and discursive patterns the vloggers apply on different platforms. This research argues that postfeminism in China is deeply entangled with China's Wanghong culture and economy (Han, 2020; Crag, Lin &Cunningham, 2021), in terms of attention monetization, cultural logics of the different platforms, and the tension between empowerment and labor. To highlight the nuance of postfeminism in China, this study proposes "platformized pseudo-feminism" as a working concept to investigate vlogging practices of a highly visible feminist wanghong, Shen, on TikTok (Douyin), and Bilibili. The study conducts a multimodal discourse analysis with an emphasis on comparative interface analysis (van Dijck, 2013) and the discursive construction of legitimation (van Leeuwen, 2007). The analysis addresses 1) thematic topics in Shen's video, 2) audience engaging strategies, and, based on these two dimensions, 3) how they relate to interface designs. This helps to answer how attention is retained and mobilized through platform-specific designs and product positioning. In particular, I found Shen's vlogs employ three legitimation strategies with

different positioning on TikTok (Douyin) and Bilibili: 1) creating homophily by encouraging commenting, 2) inviting audiences to naturalize her feminist agenda as well-established common sense, and 3) sharing her intimate life experience with audiences.

Keywords: attention economy, multimodal discourse analysis, platform, postfeminism, China

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Media provocateurs in Twitter's attention economy: A comparative analysis of antivax and climate denial discourses

Saif Shahin & Tom Van Hout (Tilburg University)

Digital platforms have become sites of contestation on issues as diverse as health, politics, gender, and science. Opposing sides express their antagonism in the form of combative hashtags, hate speech, memetic humor and other forms of weaponized discourse. These contestations are propelled by, but also reproduce, the attention economy—the competition for visibility between multiple actors enabled by platform affordances and algorithms. This research turns its focus on one group of actors in the attention economy: *media provocateurs*, or "public debaters who establish themselves as professional opinion-makers and media personalities via 'media provocations'" (Rønlev & Bengtsson, 2022). Building on this performative concept, our empirical study identifies media provocateurs across two contentious contexts— antivax (AV) and climate denial (CD) campaigns on Twitter —and distinguishes their action frames, discursive styles and performed personas.

We draw on two corpora of tweets collected between mid-July and mid-September 2022 using AV and CD hashtags, respectively. The AV corpus comprises 390,305 tweets and the CD corpus has 170,508 tweets. The study employs a novel mixed-methods design in which social network analysis is used to identify media provocateurs while digital discourse analysis of their tweets and Twitter profiles helps distinguish their frames, styles and personas. The picture that emerges from analyzing selected tweets and profiles is one of homogeneity of content frames (e.g., the rather narrow bandwidth of conspiracies, debunking scientific claims, truth bombs, etc.) across the two contexts; and heterogeneity in discursive styles (degree of emotionality, engagement/interaction) and persona (intellectual provocateurs, meme warriors, established voices). The findings throw into relief the difficulty of establishing oneself as a media provocateur during critical discourse moments and consistently finding provocative angles that trigger audiences.

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Performing Parenthood: A Scaled Analysis of Online Muslim Parenting Discourse in the Netherlands
Alex Schenkels & Inge van de Ven (Tilburg University)

Parenting discourses in Dutch society are gendered, with mothers still being presented as the most natural and competent caregivers for children. Yet, with the rise of social media it is argued that hegemonic gendered discourses are more 'effectively' negotiated. Despite the continued overrepresentation of women on parenting pages some studies indicate that the discursive representation of fathers is expanding. Persistent, however, seems the scholarly focus on white, middle-class parents. Which in the current Western European context often concerns secular families, who are known to strongly endorse egalitarian gender relations in the first place. With our paper on online Dutch Muslim parenting, we seek to contribute to a more inclusive understanding of online constructions of 'good' parenting.

Muslims are the largest religious minority, yet also the most stigmatized group in the contemporary secularized Dutch context. Negative stereotypes of Muslim (migrant) parents still lingers in public and political discourses, but also seem to be internalized by many pedagogical professionals (Koçak and Badou, 2020; Raffaeta, 2016). While some argue that Islamic parenting discourse emphasizes intrinsic gender differences, with a corresponding task division, our previous online fieldwork (Schenkels and Mutsaers, 2019) rather showed the prevalance of egalitarian parenting discourses. Still, we noted that on these pages, women/mothers formed the largest majority, resulting in a somewhat one-dimensional depiction of Muslim fathering.

This brings us to the following questions: How is gendered Muslim parenthood performed online? To what extent are motherhood and fatherhood stratified or polarized in these representations? Do these representations travel between platforms, or are they highly platform-specific? Which gendered parenting representation generate the most discursive attention? We answer these questions using an approach called 'digital hermeneutics' (Van de Ven & Van Nuenen, 2022), which consists of a comparative discourse analysis on five different scales: platform hermeneutics; contextual reading (making use of the tool Issuecrawler); distant reading; hyper-reading (concordance views); and close reading. We study two different platforms. Data have been scraped from a popular Dutch Islamic parenting Facebook page (see: Schenkels & Mutsaers, 2019), a popular parenting blog on Instagram, and an Islamic parenting website.

Representation of celebrity pregnancies on online news portals
Martina Podboj (University of Rijeka)

Celebrity pregnancy experiences are a common topic in entertainment media and popular magazines, which tend to represent them by consistent scrutiny of the pregnant and postpartum body (Sha and Kirkman 2009, Bedor & Tajima 2012, Gow et al. 2012) and by racializing and exoticizing celebrity pregnancy and motherhood (Tsaliki 2019).

This paper presents an ongoing study about the representation of celebrity pregnancy on online news portals in Croatia, with a specific focus on headlines. Since readers often get their first and often only impressions from headlines, analysing how they construct and normalize discourses about celebrity pregnancies is particularly called for.

Nowadays most media outlets rely heavily on their digital news portals since readers normally consume news online, given the rise of digital technology and internet. While earlier studies of headlines focused on their structure and style, more recent ones have noted that headlines play a central role in capturing audiences' attention by inducing anticipation and curiosity so the readers would click or tap and read on (Blom and Hansen 2015). Furthermore, headlines often rely on sensationalizing as an attention-grabbing technique through the use of various discursive strategies, including semantic macrostructures and narrative formulas (Molek-Kozakowska 2013). The data for this study was collected from popular Croatian online news portals over a period of 6 months and qualitatively analysed following the tenets of small stories and positioning analysis

(Giaxoglou and Georgakopoulou 2021) and critical discourse studies (Wodak and Meyer 2016). Preliminary results suggest that headlines about celebrity pregnancies tend to have a breaking-news quality and narrative-like (small story) structure with a resolution omitted, which creates the 'click-baiting' effect. They usually have some forward-referencing discourse marker that strategically works as a 'teaser' that can be filled only by reading the full article. Pregnant celebrities are repeatedly constructed through the lens of their age or appearance, e.g. hiding or revealing their baby-bumps, and are positioned as experiencers of a 'blissful state', or through their family roles as mothers and spouses. The wide availability of the medium suggests that these discursive strategies may lead to normalizing problematic discourses about pregnancy.

(Anti-) Nationalist discourses as the primary traffic source for foreign Wanghongs on social media
   Xuefei Tang (Tilburg University)

With an increasingly competitive vlogging market on social media on a global scale, there have been more diversified groups of foreign vloggers who make a living by creating bilingual contents about China. Some recent studies have discussed how foreign vloggers help promote the nationalist discourse of China on Chinese social media. YouTube as a social media platform which is officially blocked in China provides a more diversified media landscape for exploring the other side of nationalist discourse – anti-nationalist discourse contributed by foreign vloggers. This study takes the discourses of the YouTube channel @LeLeFarley (lelefali)) as an example to see how a foreign YouTuber self-consciously and creatively use anti-nationalistic discourses about China and Chinese politics as the primary traffic source to do self-branding and convert fans' attention into purchasing behaviors and monetize the traffic in the attention economy. As of the audiences of this channel are largely Chinese, LeleFarley's media activities will be considered both in the framework of western social media entertainment (SME) industries and China's Wanghong (Internet celebrities) economy. Multimodal discourse analysis will be adopted to analyze the channel's content curation, rhetoric styles, and presentation styles (interview/talking-head videos), all of which as its media and discursive strategies to drive traffic. Whether one can show sense of humor in a local language is often seen as an important constituent of the authenticity of one's understanding of a foreign culture.

This study finds that mediated through humor and sarcasm, this channel achieves attention largely on the content of the negativity of China's political cultures including China's nationalism, the top leader and the party-state system. It argues that "affective polarization" has been strategically and effectively used by foreign vloggers on YouTube to produce anti-nationalist discourses about China. This study will also contribute to the studies of the role of affect and humor in the attention economy.

Keywords: anti-nationalism, vlogger, humor, attention economy, SME, Wanghong economy, multimodal discourse analysis

PANEL 4: Scio ergo sum. Linguistically enacting expertise online
Day: Saturday, October 14
Time: 10:30 – 12:00
Room: ROOM Z.1.09

Panel organizer & chair:
Eva Triebl (University of Vienna)

Panel contributors:
Thomas C. Messerli (University of Basel) & Dayter Daria (Tampere University)
Vincent Wai Sum Tse (Monash University & The University of Warwick) &

Kyle Pui Pun Sze (The University of Hong Kong)
Georg Marko (Karl-Franzens-University Graz)

This panel is devoted to critically exploring how (various types of) expert identities are discursively construed and negotiated in digital discourse (Thurlow & Mroczek 2011, Bou-Franch & Blitvich 2019). Argumentative discussions on social media are marked by the relative absence of contextual cues that would allow interactants to evaluate the credibility of information presented; in collapsed online contexts (Marwick & boyd 2014), the only epistemic indices to which they have access are semiosis and the frames for interpretation it activates (Gumperz 1967).

Users' perception of, and experience with, the complex configuration of contextual variables that are represented by the interactional context they jointly construe and reflexively respond to (Tagg, Seargeant & Brown 2017) defines what identities, claims and behaviours are deemed authentic and credible (Bucholz & Hall 2005, Leppänen et al. 2015), and how language is strategically used to take and negotiate epistemic stance (Ochs 1996) in online text and talk (Heritage 2012, van Dijk 2013, Meredith 2019). Since local linguistic choices serving credibility management are informed by underlying notions about what counts as valid information, is appropriate to say and communicatively effective in a particular discourse context, the negotiation and enactment of expertise (Carr 2010) can also be critically studied to learn about ideologies of communication (Spitzmüller 2015), that is, more permanent conceptualizations structuring meaning-making in online interaction (Fairclough 2010, van Dijk 2017, KhosraviNik 2022).

In light of a wider conceptual struggle around epistemic authority and authenticity in increasingly computer-mediated social life (Coupland 2003), this panel seeks to advance knowledge and spark debate about the role of language in the production and negotiation of (lay) expert identities in contemporary online interaction (Sosnowy 2014, Sprain & Reinig 2018, Antony, Steets & Pfadenhauer 2022). Among the confirmed contributions are Spitzmüller's anthropologically informed meta-pragmatic study of claims of expertise in the context of an Open Source project (Silverstein 1993, Gal 2019), Marko's corpus-based study of challenges to expertise in online conversations (Potter & te Molder 2005) and Triebl's discourse-pragmatic study of disclaimers of expertise in web forums (Aijmer 2013). Submissions are invited that vary regarding theoretical frameworks and methods, genres, topics represented and claims raised about them.

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Topical and communicative expertise by original posters and commenters on the subreddit "Change My View"

Thomas C. Messerli (University of Basel) & Dayter Daria (Tampere University)

Our study focuses on persuasive discourse on the subreddit "Change My View" (CMV). This community on Reddit understands itself a site for reasoned debate – perhaps a counterpoint to the polarisation that arguably sets the tone in other social media debates. Part of the debating culture on CMV is a validation system for persuasiveness, which is called *delta*. Original posters (OPs) put opinions to the community and award deltas to those responses that managed to change their view. Interestingly, and in contrast to up- downvotes, Reddit's way of quantifying community evaluation of posts, deltas are primarily used as individual assessments by OPs of individual posts' efficacy as attempts of persuasion. This process as well as communication at large on CMV are constrained by a number of codified community norms. However, as long as OPs and responses stay within those constraints, the assessment of responses by OPs by means of a delta is an expert feature in the sense that OPs take ownership of their own opinion, but also in terms of the malleability of their own views: They display motivation for their contextualised opinion and often a sense of understanding of the larger debate in which they situate the debate they start (topical expertise); they also construct their identity as expert CMV posters (communicative expertise), among other things by declaring their opinion changeable and by creating argumentative pathways for their addressees to contradict their stated views.

In our corpus-assisted discourse analysis of three connected corpora containing original posts, delta-awarded responses and non-delta-awarded responses, we ask how OPs and commenters (successful and unsuccessful in terms of persuasion) use authorisation and authentication strategies (Bucholtz & Hall, 2005) to display both types of the aforementioned expertise. We ask in particular how OPs both invite and pre-emptively argue against counterarguments (e.g. by using concessive structures such as "although I") and about the difference between successful and unsuccessful attempts at persuasion in terms of their discursive strategies regarding expertise of self and other (e.g., OP).

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Technological mediation of celebrity tutors' expertise in YouTube promotional videos

Vincent Wai Sum Tse (Monash University & The University of Warwick)

In Hong Kong, "celebrity tutors" teach in shadow education, the private tutoring of school subjects outside school hours (Bray, 2010). They become famous for not only their supposed expertise in examination skills, but also their frequent advertising activities. Previous research (e.g., Koh, 2016) has shown that in advertisements, tutors use exaggerated words such as 'kings' and 'gods' to refer to themselves to show their expert status. However, their increasing presence and enactment of expertise online (e.g., running Facebook pages, Instagram accounts and YouTube channels) since the early 2010s has yet received scholarly attention. Such bears significance as online information informs students' decisions and in turn impacts tutors' popularity (and income). Addressing this gap, this paper conducts a multimodal critical discourse analysis (Machin, 2016) on the ideological construal of knowledge and expertise (van Dijk, 2011) in a collection of promotional videos from the Youtube channels of celebrity tutors and tutorial-school chains. We sample the data by theme (Herring, 2004), focusing on videos

about examination skills. Informed by the notion of technological mediation (Mortensen et al., 2017), we examine how various multimodal affordances of YouTube as well as the video as a communication medium are managed to foreground (and background) tutors' expertise. Our analysis pays attention to both the verbal and visual tracks of the videos and their interaction (Eriksson, 2016). Preliminary findings show that the videos often involve tutors defining students' lower epistemic status (e.g., claiming that students are "dead wrong"). This is augmented visually when the videos zoom in to show tutors' embodied action of crossing out students' answers. As tutors highlight the severity of students' epistemic problems, they look into the camera at a personal distance. Tutors also make claims about but almost never fully demonstrate their expertise. Catchy video titles, for example, suggest that the tutors know some exclusive skills. However, aside from saying that their skills are useful, tutors do not teach or show the skills within the videos. Overall, we argue such promotional videos "mythify" (or flaunt as well as obscure) tutors' expertise, ultimately serving to attract students-consumers to pay for tutorials.

"I should know because I have struggled with this illness for ten years." Raising and challenging claims to knowledge and expertise in online health fora. A corpus study
Georg Marko (Karl-Franzens-University Graz)

An important part of online communication consists of interaction between individuals who do not know about each others' social backgrounds. As participants in such communication often do not claim professional expertise, acquired through formal education and professional practice, lay expertise, acquired through informal education (self-study) and everyday experience (sufferer, participant, etc.), assumes a more prominent role. Lay expertise is usually not a given in such scenarios, but must be explicitly invoked as part of claims to specific knowledge, though both expertise and knowledge can also be challenged, i.e. questioned or contradicted. All of these can lead to an extended process of negotiations of claims to (lay) expertise and claims to knowledge. While such negotiations are not significant in all online communication, they are consequential if the topic of the interaction is concerned with technology, the law, and especially health, where specific information can be the foundation of advice adopted by participants.

This study will look at how such claims to lay expertise and knowledge and challenges to them are realized linguistically and rhetorically in health forums and also at what this can reveal about the status of expertise and knowledge in online interaction. It will methodologically draw corpus-based discourse analysis (cf. Baker 2006, Mautner 2009) and corpus pragmatics (cf. Rühlemann 2019) as well as conversation analysis (cf. Clift 2016), with a special emphasis on the analysis of epistemics (cf. Heritage & Raymond 2005).

The study will use a corpus of postings to health fora on four types of conditions, viz. multiple sclerosis, headaches and migraines, cardiovascular diseases, and depression. The size of the corpus is 2.3 million word tokens, with 16,400 postings to 2,400 threads.

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Individual Presentations

DAY 1 | PARALLEL SESSIONS

ROOM O.0.01

SESSION 1: Affordances of emojis in digital discourse
Time: 11:00 – 12:30

Session chair: Kateryna Pilyarchuk (University of Klagenfurt)

What is the visual referent of an emoji? Beyond default referents and into context-dependent "ad hoc" referents
Francisco Yus (University of Alicante)

One of the most interesting proposals of cognitive pragmatics and specifically relevance theory (Sperber and Wilson 1995) is the label of ad hoc concepts. In short, on many occasions (if not all), the concept literally coded by a word in a context is not sufficiently relevant and has to be adjusted pragmatically, as a result of which the communicated (and inferred) concept in that context (called ad hoc concept) differs, to a greater or lesser extent, from the original literally coded concept. This communicated concept may be narrower than the coded one (in other words, the coded concept is too general and needs to be inferentially narrowed), as in (1); or broader (that is, the coded concept seems so specific that an inferential broadening becomes necessary), as in (2). In all these cases, the ad hoc concept eventually communicated (and inferred) only "resembles" in meaning the concept coded in the utterance (see Wilson 2004, Carston 2019, Hall 2017).
(1) I am worried about Jim... He drinks too much.
[narrowing: specifically, Jim drinks too much alcohol].
(2) We entered the pub but we left since it was empty.
[broadening: not literally empty; rather, with few people, including the waiter].
One of the aims of my theory of cyberpragmatics (Yus 2011, 2021, in press) has been to extend relevance-theoretic analysis to the new discourses and interactions carried out online. In this paper, I will apply the notion of ad hoc concept to the referents of emojis. In the same way as words have a prototypical meaning, emojis would have a prototypical referent which, like words, has to be narrowed or broadened depending on contextual constraints imposed by the on-going messaging interaction. For that purpose, a sample of one or two typically used emojis will be collected from a large corpus of WhatsApp interactions among Spaniards (Yus 2022, in press) and their possible adjustments will be analysed both qualitatively and quantitatively. The paper aims to provide an insight about the resemblance of how words and emojis are inferred in everyday messaging interactions despite their different ways of encoding information (language vs. image).

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Emojis as Supervernaculars: Grassroots & Normative Approaches to Emoji Semiotization

Jan Dijsselbloem (Tilburg University)

Since their debut as Unicode character set in 2010, emojis became an integrated part of digital communication. While many studies have tried to pin down emojis' meanings and affordances, it is clear that they are multimodal in their own right and can serve different purposes in different instances. This article demonstrates, by ethnographically studying multiple emojis discussed on Twitter, different ways in which users can approach the semiotization process of emojis both from grassroots as well as normative perspectives. On the one hand, users tap into their existing (e.g., cultural, technical) knowledge and experiences when working with emojis, while they also turn towards different layers of normative semiotization cues (e.g., the dictionary, fan club rules, culture or religious affiliation). An Emerging Theme Analysis (ETA) was initially performed to study fourteen different emojis with approximately 3,500 comments in total. The ETA guided the scope towards specific semiotic approaches and resources used by the Twitter users, leading to a 'thicker' analysis of a number of Key Incidents (KIA), isolating specific approaches and providing insights into both the grassroots and normative approaches used.

Emojis are distributed throughout globalized networks, but on individual levels, they are always used as de-globalized, locally constrained semiotic cues with unique and local interpretations. These 'supervernaculars', or rather 'transvernaculars', circulate in networks that do not adhere to the rules of physical nearness such as families or local sports clubs. While this is not unique to emojis – the lessons learned here might also apply to memes, sociolects, languaging and other forms of semiotization – it does show the implications of our post-local practices, compared to those that take place in settings with physical nearness. This article shows that emojis allow for a fruitful case study in the sociolinguistics of globalization, since their meaning is partly constructed by users as-they-go, and partly conventionalized globally, or less globally, as regional differences and, more interesting, social differences may occur.

More than fruits and vegetables: A survey on sexually-oriented graphicons by age and gender

Carmen Perez-Sabater & Andrea García-Montes (Universitat Politècnica de València)

There is no doubt that Computer-mediated Communication (CMC) is becoming increasingly visual (Herring, 2019). Graphical elements or graphicons, that is, emoticons, emojis, stickers, short videos, and GIFs (Herring & Dainas, 2017), have played an essential role in the visual transformation of digital communication. Consequently, an increasing number of publications have dealt with these elements in digital interactions (for CMC in Spanish, see, for example, Sampietro, 2016, 2020, 2021; Pérez-Sabater, 2019; Vela Delfa y Cantamutto, 2021). These publications have primarily addressed the discursive and

pragmatic functions of interactions among adults, and little has been said about the communications of teenagers and young adults. However, their discourse practices are often ground-breaking and create a trend in digital communication. In the Spanish-speaking world, research on the interpretation and understanding of graphicons is still in its infancy (Sampietro, 2020), with few references to the sexual interpretation of certain graphicons.

To fill this research gap, an online semi-structured questionnaire was distributed to survey graphicons that might convey sexual interpretations in everyday written conversations. Respondents were classified according to age and gender: 416 people, 166 teenagers, 250 adults; 180 women, 236 men. The results show that more than 65% of teenagers do not give a sexual interpretation to aubergines and peaches, among others. In the case of young girls, the numbers are much more relevant since this is the case of 76% of the girls surveyed. By contrast, 60% of adults (18-35) give a sexual interpretation to these graphicons; the percentage between genders is not significant here. In English-speaking communities, sexually-oriented emojis have been addressed extensively (e.g., Thompson et al., 2018; Weissman, 2019), but this is the first time a survey has been carried out to know to what extent minors are aware of the sexual meaning of these emojis. Our study provides valuable information for the development of online child sexual grooming prevention by bringing some light on the level of emoji awareness of young Spanish social media active users.

SESSION 2: Affordances of memes and shared stories
Time: 16:00 – 17:00

Session chair: Francisco Yus (University of Alicante)

Digital humour as a discursive response: Drifting memes and chronotopes
Jan Chovanec (Masaryk University)

It has been widely noted that many interactions in the digital sphere are characterized by extensive linguistic playfulness and other semiotic creativity (Vásquez 2019) that often results in the users' construction of complex forms of humour and participation in diverse humorous online discourses. In this area, much attention has been paid to memes as one of the most characteristic forms of multimodal digital humour (Shifman 2013). The creation, circulation and modification of memes is a communicative practice that provides not only mutual entertainment of the online crowd but can also express distinct socio-political meanings and indicate the ideological preoccupation of one's national/cultural community (Wiggins 2019), which is an issue that is addressed by digital humour research only infrequently.

This paper addresses the ways users employ multimodal digital humour not only for mutual entertainment but also for serious political commentary. Based on a qualitative analysis of 250 memes that provide such a 'discursive response' (Wiggins 2019: 52) to a single event – the mock Czech annexation of the Russian Kaliningrad (Královec) region in September 2022, the paper seeks to cast light on how such political humour develops and changes in time. The analysis reflects recent work by Attardo (2020) on memetic cycles and drifts, i.e. the gradual transformation of original memetic material by means of remixing and the creation of new memes. However, it employs a more sociolinguistic perspective in viewing the triggering socio-political event as a chronotope (Blommaert 2015, 2020), i.e. a timespace configuration of social meanings that are pinned to a specific socio-cultural and historical context that is recreated through diverse semiotic practices, including – in this case – the creation and circulation of memes.

The findings suggest that while memetic drift may be linked to a relatively predictable 'life cycle' of responsive digital humour (initial emergence, viral spread, recontextualization, and ultimately disappearance), the chronotopic configuration of the social meanings attached to a given phenomenon can undergo a similar transformation: e.g. starting from a discursive response critically mocking and

delegitimizing a concrete social or political event to a mere intertextual echo, where the chronotope loses its original critical edge and becomes a playful element in the semiotic repertoire shared by a digital community.

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Humour and Creative Language in English, Thai, and Multilingual Internet Memes: a mixed methods multi-modal corpus approach

Rattapat Arayasomphho (Mary Immaculate College, University of Limerick)

Internet meme is one powerful communicative tool on the internet that people use to interact with each other. An internet meme renders itself through cultural transmission where sometimes more than what is presented is being communicated. Internet memes contain inside jokes, parodies, popular culture references or catch phrases that sometimes require background knowledge of those within the meme community (Bauckhage, 2011). This study explores humorous and creative language online using internet memes as to understand the creative language use in multilingual internet memes, specifically those which use English and Thai. 40 people, 20 Thai participants and 20 Irish participants participate in this study. Each participant provides internet memes that they have been used in the past year. They are required to complete a short questionnaire and to participate a follow-up interview.

A corpus linguistics methodology is employed in this study. Internet memes from participants are curated and two corpora, one in Thai and one in English, are built and are analysed using the corpus and text analysis software. The linguistic and pragmatic features such as syntactic and lexical properties, as well as larger discursive of the internet memes are examined. The analysis is based on comparison between the two corpora. The findings show that people of two different backgrounds perceive memes differently. The result also confirms the hypothesis that internet memes are being used mostly to create humour among the users.

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ROOM HS9

SESSION 1: Use of semiotic resources in digital discourse

Time: 11:00 – 12:30

Session chair: Riki Thompson (University of Washington Tacoma)

(scream)(wriggle)(dismally crawl)" - Parentheses as semiotic resources for creative linguistic practices on Chinese micro-blogging

Yi Zhang (Delaware State University), Wei Ren (Beihang University), Luoxiangyu Zhang (University of South Florida) & Yuanbo Liu (Beihang University)

While extensive research has explored translanguaging practices online in relation to named languages, dialects, semiotic resources (e.g., Li & Zhu, 2019) in China, conventional written signs and symbols, such as punctuation, are often under-researched despite their creative, multifunctional and playful potential in online communication. Contributing to creative linguistic and translanguaging practices, this study investigates the use of a particular type of punctuation – parentheses – on a Chinese micro-blogging site, Weibo. Inspired by previous studies on creative adoptions of parentheses online (e.g., Xie, Tong & Yus, 2020), this paper explores how online users harness parentheses - brackets originally used to provide additional information in the text – to realize various pragmatic functions and how creative adoptions of such semiotic resources facilitate the translanguaging practices featured with playfulness, multi-functionality, and trans-boundary communication.

Data were collected using an automatic data crawler programmed in the Python language with keywords "parenthesis literature" - a cyberliteracy in which parentheses are often used in a way that deviates from its conventional usages, along with manual data collection using salient topics emerged from the initial data collection via the search engine on Weibo, yielding 500 posts for analysis. Following a ground theory approach in pragmatic inquiry, the analysis identified five types of pragmatic functions of parentheses, including stage directions parentheticals, annotation, ellipsis, backstage voice, and stylizing emojis. Online users adopt parentheses to imitate dramaturgical scripts, frame a self-mockery tone, mitigate possible face-threatening utterances, stage backstage voices, and more. Instead of treating semiosis and language codes as distinctive entities, we argue that online users create space for innovative transcending linguistic practices via the fluid control of semiotic resources, during which they turn conventional punctuation into pragmatic markers, rendering extra-linguistic resources equally important components in meaning-making in the multilingual world.

Keywords: parentheses; translanguaging; trans-semiotizing; pragmatics; Weibo

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Stories and the construction of identity: Time, place and hashtags as narrative resources in posts by social media influencers

Dominika Beneš Kováčová (University of Ostrava)

Attested as an effective resource for the construction of identity (e.g., Schiffrin, 1996), storytelling also represents an important avenue for research into digital discourse and, more specifically, self-presentation on social media. To zoom in on this area of research, in this paper I adopt a narrative-discourse perspective and explore the role of stories in the self-presentation of a specific group of social media influencers (SMIs) and the construction of their identity. For these purposes, a dataset of Instagram microposts shared by five UK-based fashion and lifestyle SMIs was compiled (n=3,845), and the narrative potential of these posts was examined. Besides open-ended concomitant small stories (Georgakopoulou, 2007) that these SMIs individually narrate, the analysis also identified several types of multi-author stories that are developed collectively, across the feeds of the selected SMIs. These stories centre around a shared narrative element – a specific time, place, or hashtag – which provides opportunities for emplotment; time, space and hashtags hence function as narrative resources in these stories and assume a constitutive role in the narrative (Baynham, 2015). The paper argues that specific time-/place-/hashtag-centred stories which recur in posts by the selected SMIs can be understood as highly tellable for this group of users. As a result, they are considered instrumental in the construction of their identity and are thus likely to be embraced by other (aspiring) UK-based fashion and lifestyle SMIs. The analysis, however, also shows that this practice leads to the replication of specific narrative frames in the self-presentation of this group of SMIs as well as to the standardization of social media content in general (cf. van Driel & Dumitrica, 2021).

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Multimodal critical discourse analysis in chemsex: sounds and orality in Speaking of Chemsex podcast

Jorge Humberto Lucero Díaz (Universidad Autónoma de Barcelona, ANID Chile) &
Abigail Dombrowski (Universidad Autónoma de Barcelona)

During the last two decades a robust body of knowledge on chemsex has been produced. Mainly, there has been three sources: psychobiomedical studies (epidemiology), critical studies of chemsex (cultural studies) and art (documentaries, podcast, among others). Where art has not had much visibility. Chemsex has been defined as drugs use for the purpose of enhancing and lengthening sexual encounters, mainly by men who have sex with men. A homogenising hegemonic discourse has emerged which has constructed a participant in chemsex encounters as a subject in need of control and/or modulation due to its risky practices, multiple relations, high rate of STIs contagion and tendency towards addiction.

There are several digital platforms concern on chemsex. The Addiction Care Network ONG is one of them. It has comics, stories, a podcast and other. We have chosen five short sequences of its podcast called "Speaking of Chemsex" made between November and December, 2022 as our study

corpus. There are two objectives in the study: first, to determine and characterise the discourse about the participants given by the podcast; two, to compare this discourse with the hegemonic one. Multimodal critical analysis centred on Multimodal Sociosemiotic Theory (Kress, 2010; Kress and Van Leeuwen 2001) is used as methodology. We present analysis and results of orality and sounds modes. These modes are analysed in three aspects: representational strategies, transitivity and generalisation. Results show that in some pieces of the podcast extradiegetic sounds, tone, volume, pauses, silences, pronoun use, verbal voices, among others features generate a discourse in which the representation of participants is a subject with clear objectives, with own voice and identity specificity. The above allows us to conclude that the "Speaking of Chemsex" podcast sometimes, but not always, produce an alternative discourse to the hegemonic discourse of chemsex.

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ROOM Z.1.09

SESSION 1: Approaches to digital genres

Time: 11:00 – 12:30

Session chair: Johann Unger (Lancaster University)

Migrating to Mastodon: Power and social media dynamics in the great #TwitterMigration
Johann W. Unger (Lancaster University) & Marina Niceforo (University of Naples L'Orientale)

Following Elon Musk's takeover of Twitter in October 2022, a large number of users started "migrating" to the decentralised social media platform Mastodon, part of an open source network of social media servers known as the Fediverse. We argue that the rise of Mastodon is a grass-roots resistance practice in response to the new, over-centralised configuration of Twitter in the hands of one extremely powerful and politically controversial figure.

This paper draws on critical discourse studies (KhosraviNik & Unger 2016) to investigate the motivations and beliefs of Twitter and Mastodon users in relation to the platforms in question and to social media in general, and explores their attitudes around power, politics and practicalities of social media use in such a rapidly changing situation. We consider the extent to which, in the midst of this rapid change, the risk of losing long-established relations and communities within platform-specific networks (Preece 2000; Hine 2017) is an important factor in users' choices around which platforms they use.

To conduct the study, we collected data from participants via an initial survey followed by an online focus group. Participants were asked to respond to questions about and discuss with each other their own social media use, and power dynamics in relation to the Twitter migration. The responses and discussions were then analysed, focusing on specific discursive strategies such as argumentation, to look at how these actors and phenomena are constructed, as well as what people think about dominance issues on social media. Initial findings suggest participants deliberately position themselves in relation

to power/social media dynamics, attending both to technical details of platform affordances and wider political/ideological aspects of the "migration" via a range of strategies.

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Crowdsourcing apps and the postdigital politics of affectual spaces and surveillance
Rania Fawzy (Arab Academy for Science, Technology & Maritime Transport)

The current study investigates the intersection between crowdsourcing apps and postdigital affective polarization of online affiliated communities as manifested in the mobile app safecity. Safecity is a mobile app that crowdsources personal stories of harassment occurring in public spaces. The app's interface affords narratives of anonymous victims relating incidents of sexual abuse which are displayed as hot spots on a map indicating trends at a local level. The Indian region was selected as the focus of analysis because it reports the highest incidents rates. Relying on the tools of Critical Spatial Discourse Analysis (CSDA), (Richardson, 2015a, b) and the semiosis of affect (Wissinger, 2007), this study examines the ways affective polarization, as enacted within the medium of crowdsourcing, entangles the individual with the collective (Westberg, 2021c). The main thesis is that the postdigital affective meaning-making process as enacted by the interface agency produces negative discourse of fear that may regulate the actions of the putative app users. To put it differently, the interface of safecity is analysed to come up with the operationalization of 'computational surveillance' which in turn, enacts spatial 'behavioural reinforcement' (Holmes 2017) through the discourse of affect.

One concept which serves as a backdrop to the interpretation of the semio-discursive findings is that of 'post-panopticism' (Boyne, 2000). Boyne's post-panoptic surveillance helps in interpreting the ways safecity instantiates a particular form of affectual polarization through which the putative users' spatial practices might be directed and regulated after interacting with app. Under the tents of post-panopticism, surveillance is no longer a power technique, rather it is a 'cultural tool' that is enacted by social actants. This notion is methodologically viable to discuss the affectual polarization properties of crowdsourcing mobile apps while relating them to the 'cultural surveillance' of modern societies where people's actions are regulated and optimized according to the dictations of culture norms, being in this context, the norms enacted by crowdsourcing apps. The result is a new concept of surveillance that is predicated upon the affectual polarizing properties of social media.

Stand-up Comedians' Ridesharing Narratives on TikTok: Insights into New Interactional Norms
Melike Akay (University of South Florida)

The on-demand ride services have drastically changed with the advent of the so-called "sharing economy," enabled by smartphones and their networked potentials (Anderson, 2016). As users have shifted from taxis to using more app-verified ridesharing services such as Uber and Lyft, so too have consumers' expectations about their in-car interactions with their drivers. In light of this social turn, stand-up comedians have begun to use narratives about their ridesharing experiences as a source of

humor; in many cases, relying on performative voicing (Vásquez, 2019) to enact for their audience their previous conversations or interactions with Uber or Lyft drivers.

A total of 15 short video clips from TikTok were selected from a larger dataset, which was created by searching the platform using the hashtags: #standupcomedy #ridesharing, #Uber and #Lyft. Through iterative cycles of close reading and coding (Saldaña, 2013), a dominant theme of relational ambiguity emerged. In other words, comedians' narratives shed light on how passengers often express contradictory stances with respect to how friendly and familiar – versus impersonal and professional – they expect their driver to behave.

Humorous narratives often feature explicit statements asserting individuals' respective roles in this asymmetrical transactional relationship, typically drawing on the theme of drivers being reliant on passengers' tips and thus subject to accommodating passengers' unexpected whims. In these cases, Uber/Lyft drivers are often racialized (DeCamp, 2017), or performatively voiced as immigrants with foreign accents. I argue that comedians' narratives may illuminate newly-formed norms of ridesharing, which would encourage the public in their meaning-making process and work through their collective anxieties for this novel social practice.

Keywords: stand-up comedy narratives, performative voicing, humor, ridesharing apps

SESSION 2: Gendered discourses online
Time: 14:00 – 15:30

Session chair: Johann Unger (Lancaster University)

Parlez-vous Parisian? Multimodal Creativities, Femininities and Digital Discourses at Instagram's Café de Flore
Erin McInerney (University of Strasbourg/University of Glasgow)

This paper leans on the thematic dimensions of gender and multimodality to explore how Instagram users construct Parisian narratives at the 'Café de Flore' geotag. Employing a sociolinguistic and social-semiotic framework, the present study discusses a corpus of 75 posts tagged at Café de Flore between January 1st and January 31st, 2022. Two research questions were identified for this purpose, both of which consider how communicative modes (Kress, 2010) function as salient resources for the making of Parisian stereotypes online. The first of these explores how the notion of 'Parisian', as both a noun and an adjective, is represented linguistically and semiotically by Instagram users at Café de Flore. The second line of inquiry examines the extent to which 'Parisienne' and 'Parisian' emerge as distinct, gendered figures in these digital discourses. Previous research on elite discourse, semiotic creativity and embodied performance contributes heavily to this study's conceptual frame and to its multimodal context (Blackwood, 2019; 2021; Thurlow and Jaworski, 2017; Baker and Walsh, 2018). Data were first analysed from a constructivist grounded approach (Charmaz, 2014) and subsequently further analysed using Multimodal Discourse Analysis (Kress, 2010). Findings suggest that the terms 'Parisian' and 'Parisienne' as both nouns and adjectives, are deployed as profitable labels in the networked context of Instagram.

We conclude that Instagram users further elaborate on these linguistic representations in their posts by selecting and ordering semiotic resources associated with French cultural tropes. Gendered language and gender display were among the most salient of these resources. Used strategically, these discursive practices aid users in depicting themselves as expert, feminine narrators in an elite sociocultural context. Finally, our data suggest that Instagram users portray Café de Flore as a specifically Parisian (rather than French) site of engagement and a physical resource for the generation of profitable material online. Consequently, we posture that the curation of 'Parisian discourses' on Instagram is a highly mediated communicative process—one that relies heavily on the affordances of

Instagram's networked environment and its push for increasingly multimodal, and yet, increasingly homogenous, digital content.

'You look like an evil witch': A contrastive investigation of gendered- based aggression against female politicians

Dimitra Vladimirou (Coventry University) & Lucía F. Amaya (Pablo de Olavide University)

Violence against Women in Politics has emerged as an interdisciplinary field of research of global relevance (Esposito and Zollo 2021). The present paper aims to contribute to it by adopting a linguistically-anchored, doubly contrastive angle to the study of gendered-based online aggression. Borrowing our conceptual tools from language aggression and impoliteness research (Bou-Franch 2014; Bou-Franch and Garces-Conejos Blitvitch 2014; Culpeper 2011), Social Media Critical Discourse Studies (SM-CDS) (KhosraviNik and Esposito 2018) and feminist pragmatics, we map out how Spanish-speaking and Greek-speaking Twitter users target two female politicians positioned at opposite ends of the political spectrum: the Spanish left-wing MP, Irene Montero and the Greek right-wing MP, Niki Kerameus. The analysis explores how social media users draw upon locally and globally-oriented resources in order to attack their targets, looking at the role of historicity in the manifestation of gendered aggression. The results suggest that, despite the opposing social values and ideological positionings reflected in the tweets examined, misogynistic abuse anchored in sexist representations of women emerges as a salient shared strategy in both Spanish-speaking and Greek-speaking datasets.

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"Nothing to do with race or gender:" Delegitimating discourses surrounding ideological bias in online discussions of high-profile crimes

Kate O'Farrell (Stockholm University)

This study explores the ways in which discourses surrounding gender, race, and privilege are constructed as irrelevant or inappropriate in certain online comment sections. The comment sections used in the study relate specifically to mainstream news articles covering the disappearance and murder of two separate women, one in the US and one in the UK. Both stories received high levels of media coverage, particularly when compared with similar cases involving women of colour, men, and those from disadvantaged backgrounds; this led to questions about equality and ideological bias in news

reporting about crime. Commentators suggested that because the victims were white, middle-class women, their stories received more intense media attention. The explanation given for this was the phenomena known as Missing White Woman Syndrome, a term used to explain the implicit media bias towards certain crime stories. However, within the online comment sections, openness to discussion of the bias varied. This study therefore examines the discursive (de)construction of the legitimacy of this discussion in the comment sections.

The data used for the study comes from a corpus comprising approximately 3 million words collected from the comment sections of three mainstream anglophone news sites. The study adopts approaches from within Critical Discourse Analysis, in particular frameworks for analysing (de)legitimation strategies (van Dijk, 1998; van Leeuwen, 2007). Analysis of the corpus shows that commenters frequently contract the discourse surrounding race and gender ideology through judgements of the discourse as ill-timed or not-applicable, rather than through a consummate denial of the existence of a bias. The study finds that commenters employed moral evaluation to construct the discourse as inappropriate given the gravity of the crimes committed, while others use rationalisation to point to other elements of the crimes, such as the role of social media, or police involvement, to explain the media interest. This study thus explores how online commenters discursively construct conversations surrounding ideological bias as not legitimate through appeals to morality and rationality.

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SESSION 3: … continued (Gendered discourses online)
Time: 16:00 – 17:00

Session chair: Johann Unger (Lancaster University)

Self-positioning in gender-normative comment sections
Susan Reichelt (Universität Konstanz)

This paper reports on different forms of (non)normative gendered self-positioning and respective negotiations in participatory online spaces relating to period discourse (Frank, 2020). Period discourse, here, is chosen as an appropriate backdrop against which to study strategies of positioning that disrupt cis-gendered norms. Following a corpus-assisted discourse analytical approach, the study investigates positioning strategies set within the interactional framework of YouTube videos and comment sections (Androutsopoulos & Tereick, 2015).

An initial keyword analysis was used to observe relevant linguistic patterns of positioning within the comments. Subsequently, a qualitative approach focused on strategies of self positioning when negotiating gender norms, gender normativity, and gender activism.

Findings suggest that self-positioning within the normative frame of period discourse occurs in community building strategies (1), or when the commenter is negotiating their participation (2).
(1) *I'm not the sticking something in your vagina kinda girl*
(2) *From a 34 year old lady, thank you so much for making this video.*
Commenters further choose to disclose their gender when they disrupt gender expectations either in viewing and potentially intruding in cis-gendered spaces (3), or participating in menstruation (meta)practices (4). Other forms of self-positioning strategically target gender normativity by meta-discursively interacting with the video (5) and other comments.

(3) *I'm a cis dude, why am I watching this* 😆

(4) *I'm male BUT I do have a daughter*

(5) *thanks so much for the gender neutral language, signed, an agender person who has periods :)*

In sum, the paper investigates the dialogic interaction between pretext (gender normativity) and text (comment sections), based on the platform's affordance of providing unmarked participation to its users. I focus specifically on instances where users strategically disrupt this by self-positioning their gender for a variety of purposes and show how digital spaces can be used to negotiate social change.

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Beyond binary beauty: the role of non-binary influencers in shaping beauty advertising

Letizia Paglialunga (Università degli Studi di Milano)

Online advertising has experienced significant growth in recent years, with social media influencers serving as a vital marketing tool (Hassan, 2021) for beauty brands seeking to promote their advertising campaigns and persuade their target audiences to purchase their products. While previous research has explored the influence of gender on online consumer attitudes towards particular brands or products (Lim & Yazdanifard, 2014; Szymkowiak & Bąk, 2018; Kartal, 2022), traditional gender categories have been challenged in recent years, and numerous brands have adopted a gender-neutral advertising approach to promote inclusivity, with a positive impact on digital consumers (Tomazic et al., 2022). In this context, as previously noted, influencer personas play a crucial role, as they represent both the user and the promoter of a brand or product. With the increasing presence of non-binary influencer personas on social media, many brands, particularly in the beauty industry, have turned to them to promote their products.

This paper focuses on beauty advertisements posted by three non-binary Instagram influencers, in order to investigate how emotions and narratives related to their non-binary self-discovery are employed to promote a brand or a product. The study employs a twofold method combining visual grammar by Kress and van Leeuwen (1996) and appraisal theory (Martin and White, 2005). The analysis will focus on the three subsystems of attitude - affect, judgement, and appreciation - to investigate the attribution of positive, negative, or ambiguous valence in both verbal and visual elements of the advertisements.

The research aims to investigate how non-binary influencers use their personal stories of self-discovery, suffering, and redemption to convey an advertising message to their audience. The findings may shed light on the complex relationship between gender identity, emotions, values, and advertising in the digital age. By exploring the intersection of non-binary identity, personal storytelling, and advertising, this research aims to provide insights into the ways in which non-binary influencers navigate the "tension" between self-expression and brand promotion.

ROOM Z.1.08

SESSION 1: (Self)positioning in online discourses
Time: 14:00 – 15:30

Session chair: Eva-Maria Graf (University of Klagenfurt)

Online news readers' metaphorical conceptions of climate change
Ben Clarke (University of Gothenburg)

Comprehending climate change is difficult given its severity and far-reaching nature. Likely for this reason, studies applying Conceptual Metaphor Theory have been popular within discourse-analytic work on climate change. Such work to date has identified four prominent metaphorical conceptions for communicating climate change: as CONFLICT, RELIGION, ILLNESS and JOURNEYING (e.g. Atanasova & Koteyko, 2017). However, such work has predominantly focused on bricks-and-mortar institutions (e.g. parliamentary politics and traditional news). Among others, Boykoff (2011) has argued that there is a risk hegemonic, neo-liberal discourses both: (i) dominate the climate change debate, naturalising such conceptualisations and their consequences, and (ii) limit our understanding of climate change phenomena, precluding other ways that they are – and can be – discussed and comprehended.

Here, a 75 million word corpus of newsreader comments on all the Guardian Online climate change articles (2009-2023) are analysed using a corpus-assisted discourse studies methodology. Such data are a unique, highly opinionated and informationally-rich digital genre (Ehret & Taboada. 2021), free from strict institutional logics. This study reports findings for three analytical inquiries concerning metaphorical conceptualisations of climate change: first, it assesses the presence and pragmatic characteristics of the aforementioned conceptual metaphors, finding JOURNEYING and CONFLICT to be most salient. Second, the presence of other conceptual metaphors not previously reported in the literature from prior studies, and their characteristics are noted. Third, given the polylogic (Marcoccia, 2004) nature of this digital media, of the metaphorical conceptualisations identified, it is determined which are most challenged by fellow commenters (typically, CONFLICT metaphors) and how so discursively.

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Climate Futures in Multimodal Social Media Discourse: A Linguistic Perspective on the Modelling Character of Multimodal Ensembles
Carolin Schwegler (University of Cologne), Jöran Landschoff (University of Heidelberg), Warren Pearce (University of Sheffield), Roman Bartosch (University of Cologne), Jens Martin Gurr

(University of Duisburg-Essen), David Higgins (university of Leeds) & Julia Hoydis (University of Klagenfurt)

Conversations about the relevance of humanities research for socio-ecological transition require interdisciplinary approaches to investigate how culture 'models' climate futures. The trinational project *Just Futures? An Interdisciplinary Approach to Cultural Climate Models (CCM)* addresses this desideratum by investigating climate imaginaries in different domains while utilizing an innovative interdisciplinary methodology. The project group brings together literary studies, linguistics, science and technology studies (STS), and literature pedagogy to investigate how different texts move between seemingly neutral climate facts ('models of') and normative social values ('models for'). The linguistic part of the project examines discursive debates of *climate change* and *future imaginaries* on social media:

Prior to a qualitative linguistic analysis, a quantitative STS approach will identify trends related to keywords and actors across platforms and determine *visual trends* concerning the shaping of climate change conversations in and through social media. In order to shed light on *textual*, *narrative*, and *semantic trends*, we apply both qualitative and multimodal linguistic methods: We identify a small number of posts that represent wider narrative trends and demonstrate how actors are shaping conversations and bringing new meanings into being. This might lead to new combinations of digital methods and multimodal linguistic discourse analysis.

The qualitative multimodal linguistic analysis focusses on thematic, syntactic, semantic and functional aspects of different modes, illustrating the modelling character of multimodal ensembles for climate futures; i.e. which forms of representation and functions of participation can be found. This entails consideration of discourse-linguistic/rhetoric meta-categories and key concepts, as well as argumentative, strategic and humorous aspects. Furthermore, we aim to discover how various modes (of multimodal ensembles) provide context to each other. This includes the social contexts beyond the linguistic surface that give specific meaning(s) to a post and serve as underlying concepts and patterns of communicative practices.

CCM and its linguistic approach contribute to the interdisciplinary understanding of how cultural forms such as literature, social media, and educational writing model climate change. For social media research, that is to move beyond the current focus on misinformation toward positive social action on climate change.

The 'Institutional Effect' on Online Communities: Interactional dynamics of a Catholic Facebook Group in Singapore

Andre Joseph Theng (The University of Edinburgh),

Early sociolinguistic work which suggested discontinuity in interactional patterns from traditional media and new media has since evolved into work which suggests that the online and offline are not dichotomous as once thought but are in fact "porous" (Georgakopoulou & Spilioti, 2016) and fluid. Interaction is thought to be mediated by "polymedia repertoire" (Tagg & Lyons, 2021), as individuals move dynamically between platforms and semiotic resources. In this paper, I explore the online-offline relationship in institutional contexts. Engaging with the concept of communities of practice (CoP) (Eckert & Wenger, 2005), I consider the (dis)continuities in the online-offline relationship for the Catholic Church, as observed via my empirical case of a Facebook group for Catholics in Singapore. The analysis considers 129 threads from the group made in an eight-day period, where I perform a content analysis to categorize posts into respective categories, followed by analysis of the dynamics between members via an interactional sociolinguistic approach. I explore how 'sharedness' in the group results from 1) recurring discursive practices 2) the role of group administrators and 'experts' in ratifying viewpoints and 3) the sharing of personal and intimate experiences. I argue that a key dynamic in the online space is the tension between institutional power, and traditional modes of knowledge production for the Church, with the emergent means in which individual Catholics are able to shape their religious identities via their online interactions. The result is a degree of continuity with offline

and historical modes of interaction, whilst also demonstrating ways in which the interactional structure of the platforms allows for new means of knowledge production.

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SESSION 2: …continued ((Self)positioning in online discourses)
Time: 16:00 – 17:30

Session chair: Carolin Schwegler (University of Cologne)

Assembling Methamphetamine: A Corpus Based Discourse Analysis of an Online Forum for People Who Use Crystal Meth
Andrew Lustig (University of Toronto) & Gavin Brookes (Lancaster University)

Methamphetamine is a stimulant drug that has been widely portrayed as dangerous in media, policy, and research. This perception has contributed to the stigmatization of people who use the drug, who are often depicted in negative terms. As a result, many individuals who use methamphetamine do so surreptitiously or with the support of like-minded individuals.

This study analyzes the language used in a Reddit community made up of people who identify as methamphetamine users. We collected approximately 1,000 discussion threads from the community and compiled a corpus of about 370,000 words. Using quantitative corpus linguistic techniques, including keyword and collocation analysis, we characterized the words used in the community to construct and contest the nature of methamphetamine and the identities of its users. We also qualitatively examined recurrent discursive formations in the corpus. We drew on the critical analysis of addiction by Keane (2002) and the notion of collateral realities described by John Law, which problematizes the binary opposition of health and disease in relation to addiction. We found that forum contributors employed a diverse lexicon to enact different realities of methamphetamine and related substances. They used neuroscientific terms, informal slang, and brand names to describe the drug and its effects. Contributors also used keywords to construct opposing affective states of methamphetamine use, such as the sought-after euphoria and the inevitable comedown. These contrasting states were managed by employing different lexical types, each with its own discourse prosody. Drawing on Derrida's concept of the pharmakon, forum contributors navigated the undecidability and aporia of methamphetamine as both an enjoyable and mind-expanding substance and a dangerous toxin, using a diverse lexicon to construct and contest the meaning and social significance of the drug.

Contributors used language to construct symbolic boundaries between different types of people who use methamphetamine, with some categorizing themselves as "functional addicts" while stigmatizing others as "tweakers."

Finally, forum contributors disputed the mainstream biomedical contention that methamphetamine use inevitably leads to psychosis and the construed psychosis as resulting from a more complex assemblage that includes excessive methamphetamine use along with other habits and practices.

UNIVERSITÄT KLAGENFURT

*Representations of biodiversity-related climate change effects across time in online news readers'
comments*

Ben Clarke (University of Gothenburg)

The research presented here analyses how online news reader commenters verbally depict climate
change effects concerning wildlife, animal-life and plant-life, doing so diachronically over a fifteen
year period until the present day. More specifically, the approach adopted is a broadly corpus-assisted
discourse studies one (Partington et al., 2013), where approximately 7,000 instances of biodiversity
effects (e.g. habitat loss, species extinction, coral reef bleaching, destruction of wetland) are returned
in a 75 million word corpus of newsreader comments on all the Guardian Online climate change articles
(2009-2023). These biodiversity effects are determined as one prominent group in an initial thematic
analysis of definitions of climate change causes and effects according to various stakeholders in the
climate change debate (e.g. Greenpeace, n.d.). The analysis of discursive representation is conducted
according to Hallidayan semanticised transitivity (e.g. Matthiessen, 1995: 187-380). Thus, the focus of
the analysis of the approximately 7,000 instances of biodiversity effects is on: (i) which types of process
biodiversity effects are represented as being involved in (i.e. material, mental, verbal, relational and
their various sub-types); (ii) which participant roles biodiversity effects are constructed in; (iii) which
other recurrent referents are involved as which participants roles together with biodiversity effects; and
(iv) what changes and/or consistencies are seen across time in terms of (i)-(iii).

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*Negotiating mental struggle portrayal on social media using crosslinguistic corpus-assisted
discourse analysis*

Aleksandra Sevastianova (University of Edinburgh)

With the spread of social media, discussing mental health has become less stigmatized. Narratives
addressing mental struggles now appear even on the accounts of those influencers who previously chose
to demonstrate a flawless image. The language and discursive strategies that influencers use to
communicate mental health on various platforms both shape and reflect society's attitude to open mental
health dialogue becoming a frequent object of research (e.g. McCosker, 2018).
The influencers' discourse of mental health exists beyond the scope of the English language. This
phenomenon is also observed in Russian-speaking social media settings. However, the crosslinguistic
apect of digital mental health discourse is severely understudied. This project aims to fill this gap by
exploring the variations in linguistic and discursive strategies that English and Russian-speaking
influencers use to communicate mental health.

This project falls within the sphere of discourse analysis and engages with crosslinguistic
discourse studies (Chow & Littlemore, 2022), while drawing upon previous corpus-assisted research of
health discourse (Semino et al., 2017). For the project, I analyzed Instagram lifestyle macro-influencers.
Five Anglophone and five Russophone bloggers were selected based on recent ratings. The accounts
were scraped and shaped into two corpora. Using #LancsBox for keyword, collocation, and

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concordances analysis, I identified and compared themes and patterns related to mental health in both languages. Most prominent posts on mental health were then analyzed qualitatively.

The analysis found that both languages attend to a variety of metaphorical concepts, such as JOURNEY or BREAK. The Russian data showed a higher degree of medicalization, whereas English discourse appeared to shape a more casual outlook. At the same time, English bloggers tend to nominalize mental health using more accurate language, while Russophone influencers often address mental health descriptively.

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-----END OF DAY 1 SESSIONS----

DAY 2 | PARALLEL SESSIONS

ROOM O.0.01

SESSION 1: Framing national and racial identities
Time: 13:30 – 15:00

Session chair: Massimiliano Demata (University of Turin)

Attributing and non/verifying ethno-racial identities in on/offline spaces
  Pilar Blitvich (University of North Carolina at Charlotte) &
  Patricia Bou-Franch (Universitat de Valencia)

The translocality of online spaces allows groups to gather and discuss – couched comfortably in the (at least) partial anonymity afforded – challenging topics such as inter/intragroup perceptions of ethnicity and race (Garcés-Conejos Blitvich 2018). This presentation reports on two related case studies in which the Spanish vis a vis Latino identity was relationally co-constructed.

Recent, globalization-related, migration trends have transformed Spain into a multiethnic, multicultural nation. Many of those migrants hail from Latin America and, after the US nomenclature, are also referred to as Latinos in the European context. In the US, however, Latinos (although an ethnic group) have been racialized along with the Spanish language. Further, the US census ties the origin of Latinos to any Spanish culture; this results in the inclusion of Spaniards in the Latino group. Consequently, Spaniards are the only Europeans who have to navigate a bifurcated ethno/racial identity (Soto-Márquez 2019).

In order to probe how Spaniards and Latinos relationally construct their identities and the reactions to Spaniards being attributed a non-white identity, we carried out a mixed methods analysis (Partington et al 2013) of a sizeable of corpus of comments in response to a topically related YouTube video and an op-ed published by the Spanish broadsheet El Pais (n = 175,531 and 63,925 words, respectively).

A complex theoretical framework including notions derived from identity and positioning models and general understandings of conflictive interactions as key in processes of identity claims, attributions, and (non)verification was applied to the coding and qualitative analysis of the data (Anton & Peterson 2003, Bucholtz & Hall 2005, Garcés-Conejos Blitvich & Bou-Franch 2014).

Results showed that comments that mutually assessed each group negatively (racist, disrespectful, and unappreciative of the outgroup) were more common than positive ones. Furthermore, in both cases, negative evaluations were more frequently other-attributed than self-asserted. Our findings also indicated that participants' understandings of non-whiteness were different from those commonly held in the US and that American's lack of global knowledge was blamed for mischaracterizing Spaniards. Interestingly, participants resorted to a technical, expert register – infrequent on YouTube - drawing from history, biology, and genetics as part of their discursive non-verification of an attributed non-white identity.

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Making Waves: User-Generated Comments about Burkini-Wearing in Three German Newspapers

Emily Davis (University of Groningen)

The burkini – a full-body swimsuit worn for modesty while swimming in public – made waves in 2018 after German news media reported that a public high school in the Rhine-Ruhr metropolitan region had provided the garment to female students for class use. This paper uses critical discourse analysis to examine a corpus of online user-generated comments (n=3,606) made 'below the line' to articles about the controversy in two national newspapers: the liberal-leaning *Die Zeit* and the conservative-leaning *Die Welt*, as well as *Westdeutsche Allgemeine Zeitung*, the area's largest regional newspaper. It asks: How do user-generated comments discursively frame the burkini in terms of German national identity and (un)belonging? Digital discourse about ethnonational identity constructs the parameters of successful integration in German society (Fuller 2019), and similar framing is at play in the analyzed corpus with discourse about the burkini marking group membership, namely 'German' / 'foreign' and 'secular' / 'Muslim' identities, as well as the 'egalitarian' / 'patriarchal' values that the commenters associate with them. These dichotomies represent dominant and counter discourses about the role of difference in German society and the burkini in coeducational contexts, in particular, given its positioning by the state in legal discourse as a means through which socialization and enculturation may be facilitated (Davis 2023).

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Self-praise on Arabic social media

Najma Al Zidjaly (Sultan Qaboos University)

To date, research on self-praise has highlighted mostly the pragmatic contingencies of self-praise in Western and Asian discourse. This study examines how self-praise is linguistically and multimodally realized on Arabic Twitter, Instagram, WhatsApp and TikTok. In addition to identifying various types of self-praise speech acts constructed on Arabic social media platforms, the study explores how self-praise facilitates cultural reflection in the understudied Arabic context, along with the role that emojis and other graphicons can play in enhancing self-praise or acting as self-praise.

The present study is part of a larger ethnographic project on the sociolinguistic management of Arab cultural face in memetic actions created and shared nationally on social media by Arabs in the

Arabian Gulf region, with a focus on the social monarchy Oman. Key to this management – which entails impolite-oriented discourse directed at contesting traditional cultural identity from the bottom-up, is the concept of self-praise, positive explicit or implicit statements about one's self. The data set consists of over 5000 posts shared between 2015-2023.

Adopting a discourse-pragmatic perspective, while highlighting graphicon-text interplay, the study reveals three types of macro self-praise acts among Arabs on social media: personal, national and cultural. The study further demonstrates how to engage in cultural reflection, the citizens in Oman in specific draw upon personal and cultural self-praise (constructed through language and emoji) which help question national identity while saving face. Interestingly enough, of all six Arabian Gulf countries, Omanis engaged most in national praise, complementing their country and its history. As for personal self-praise, the main finding was the use of Twitter by Arabs as a safe space to promote professional accomplishment, while Instagram was marked for showcasing personal attributes. The study breaks new ground by implementing an expansive view of self-praise acts, illuminating the role self-praise can play not just as a tool of interpersonal management, but also as a tool of dissent and reflexivity and a marker of national identity in Arabic digital discourse.

The presentation contributes to digital discourse, pragmatics and multimodality by: examining self-praise acts in the understudied Arabic digital context, documenting macro and micro types of self-praise acts, and demonstrating the interplay between self-praise speech acts, emojis and other types of graphicons.

SESSION 2: …continued (Framing national and racial identities)
Time: 16:30 – 18:00

Session chair: Massimiliano Demata (University of Turin)

Selling a Regional Identity: Creating "Northern Germanness" in Commercial Instagram Posts
Frederike Schram (University of Turku)

In times of highly mobile people and globalised societies, the use and functions of regional and minority languages change. Instead of only serving communicative purposes, they are often also utilised to construct individual or shared group identities, as well as being used as markers for authenticity (Pietikäinen et al., 2016). Markers of identity and authenticity can be used in various ways, both as a means for individuals to position themselves in the respective community and to promote products in a regional way (see e.g. Brennan & O'Rourke, 2019; Pietikäinen et al., 2016). This paper aims at showing how commercial Instagrammers construct a shared Northern German identity by employing the regional language Low German and other (visual) means associated with the language in their posts. Using a multimodal corpus of 1,157 Instagram posts and a mixed methods approach of qualitative and quantitative data analysis, the paper analyses linguistic patterns, the content of the visuals as well as the interplay of different modes in the corpus.

The study indicates that regional identity is primarily expressed through single well-known Low German words and phrases and is often linked to visuals showing the seaside. In addition, these markers can also be seen in the advertised products that often have Low German words or maritime motifs printed on them. By purchasing the products, the consumers can further identify as Northern German and associate with a common group identity. The Instagrammers in this paper thus tend towards a rather uniform construction and expression of a common Northern German identity.

Italian Food Experiences on Airbnb: Comparing online textual and audiovisual promotional texts

Irene Cenni (Ghent University) & Camilla Vásquez (University of South Florida)

First launched in Spring 2020, Airbnb now offers a wide range of "Online Experiences" (OEs). Among the most popular OEs are those related to food (cooking, baking or food/beverage tasting classes). In this study, we focus on how the hosts of these culinary OEs engage in digital self-promotion to discursively construct their professional expertise – especially their culinary knowledge.

The webpage for each OE (e.g., "Tiramisu Champion & Italian gestures", "The Great Pasta Journey"), which presents the OE to prospective participants, comprises several sections: a short text describing the activity, a "Host Bio," and a list of ingredients that will be used during the OE. Hosts are also required to upload pictures of the OE and are given the opportunity – but are not required – to upload a brief (i.e., 15-40 second) video to present their food-related OE. In the present study, we examine two sections of these webpages: i.e., the "Host Bio" texts and the promotional videos. Each format offers different affordances for hosts to present and promote themselves. Through a combination of digital and multimodal discourse analysis (Herring, 2004; Norris, 2019) we analyze and compare 34 targeted Italian food OEs and we explore how hosts exploit the different modal resources offered by these textual and audiovisual formats to construct their expert identities.

Our findings highlight some similar strategies across both formats, for instance, verbal references to passion, authenticity and local ingredients. At the same time, we also identified several differences. For example, the textual "Host Bios" often include references to hosts' education and previous work experience in gastronomy or tourism as well as social media metrics which serve as measure of success. In contrast, videos rely far less on language, instead use close-ups of raw ingredients, elements of setting and clothing to more indirectly index culinary expertise. In addition, videos exploit modes such as rapid editing, background music, gestures to communicate a sense of engagement and entertainment related to both the service provided and the culinary activity being promoted. This study contributes to growing interest in digital food discourse (e.g., Chen & Erikson, 2019; Tovares & Gordon, 2021; Mapes & Ross, 2022)

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Eye Dialect and Mock Language in Ukrainian Online Discourse: Enregistering (Russian) Moskal Talk as Criticism

Alla Tovares (Howard University)

Since Ukraine's independence (1991), its politicians, academics, and citizens have debated the role of Russian in a new democracy (Kulyk 2014). After Russia's 2014 annexation of Crimea and its 2022 invasion of Ukraine, Russian in Ukraine has transformed from "the language of a neighbor to that of an enemy" (research participant). This study, drawing on a larger dataset that includes interviews and

social media posts, focused on the pre-invasion period to explore how Ukrainian social media was used to display negative attitudes toward Russian and its speakers. Specifically, it brings together and integrates digital discourse analysis (Vasquez 2022) and prior research on conflict discourse (Knoblock 2020), mock language (Slobe 2018), and eye dialect (Macaulay 1991) to explore the posts of a Ukrainian Facebook group "My X [town]." The analysis of over 500 Facebook comments collected in 2019–2020 reveals that mock Russian, or Moskal (Moscow-linked) dialect, was enregistered (Agha 2005) as criticism that was attributed to the speakers of both Russian and Ukrainian and used as a metacommentary on their actions. For example, one poster referred to a Ukrainian civil servant who used a municipal car for personal purposes as "дєвачка з амбіціями" ("a girl [Moskal eye dialect] with ambitions").

This paper adds to our understanding of how a stylized mock Russian eye dialect enregistered as criticism was used online to simultaneously criticize the reprehensible actions of fellow Ukrainian citizens, express solidarity, and resist pro-Russian (language) attitudes and actions.

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ROOM HS9

SESSION 1: Creating collective identitites
Time: 10:30 – 12:00

Session chair: Dimitra Vladimirou Coventry University

A Discursive Analysis of Reader Engagement in QAnon's Online Anti-immigration Rhetoric
Sahar Rasoulikolamaki (University Malaya), Alena Zhdanava (Rabdan Academy), Noor Aqsa Nabila Mat Isa (Universiti Malaya / Rabdan Academy), Noor Ahmad Mohd Nazriq (Universiti Malaya) & Kaur Surinderpal (Universiti Malaya)

Anti-immigration rhetoric has been one of the prevalent themes among QAnon's online crowdsourced conspiracies in light of the US border crisis and the so-called 'great replacement theory'(Cosentino, 2020). To better understand the contours of QAnon's immigration-related disinformation dissemination, it is critical to investigate its discursive characteristics and interactional macro functions

aimed at directing the addressees toward making a particular judgment or interpretation. This paper looked into one of the active QAnon channels on Telegram from which 1330 posts and comments related to immigration were collected and analysed with the purpose of characterizing the communication between the author of the posts and the audience. Drawing on Hyland's (2005) model of interaction, we focused on engagement markers to explore how readers could potentially be persuaded into subscribing to anti-immigrant sentiments through various parameters namely, reader pronoun, directives, questions, shared knowledge, and personal aside.

The results emphatically illustrated a complex rhetorical manipulation and nearly unanimous expression of hate and hostility toward immigrants involving various engagement markers. One very visible metadiscursive feature was the use of directives to prompt the audience to take extreme violent, mostly physical, actions. They were frequently saturated with light-hearted and rather uncivil humour to de-dramatize and trivialize the commentor's appeal for violence. Another noticeable marker was multi-functioned questions packaged to deliver criticisms, condemnation, disbelief or shock as well as to recapitulate conspiratorial rhetoric. Commentors were also engaged in forming collective identities and voicing the binary of danger and duty through using a repertoire of shared in-group vocabulary. Extradiscursive interjectional insertions were among other means to impose the authors' personal prejudices. This study intended to raise awareness not only of how the QAnon conspiracy discourse on Telegram encourages public to subscribe to its beliefs that may potentially result in violent extremism, but also of promoting digital media information literacy among the global publics to effectively and critically engage with online content and make informed decisions.

Construction of the collective identity by means of online petitions
Ana-Maria Cozma (University of Turku, Finland)

Online petitioning is part of nowadays 'repertoire of claim-making routines' (Tilly 2006:34-35), and the existing variety of petitioning platforms brings it within anyone's reach. This entails extremely diverse formulations and tones in the text of the petitions, compared to the paper genre. Moreover, the text of the petition itself is more than a text: it contains hyperlinks, hashtags, pictures, videos, etc.; and, compared to paper petitions, online petitions also consist in comments added by the signatories, likes, updates by the initiators, metrics, etc. (Cozma&Lehti 2021).

In this paper, I will address the construction of the collective identity in online petitions. A central feature of the genre is that the initiator - whether an individual or an association - includes in the text of the petition the signatories to come, and asserts a set of shared values (Boure&Bousquet 2011:304). The construction of the collective identity is essential, as it plays two argumentative roles: to persuade the signatories, and to persuade the addressees.

The data consists of 55 petitions collected from Change.org (France) in April 2023. The petitions are taken from all four sections displayed on the platform (Featured, Popular, Recent, Victories), in order to ensure a variety within the data. The analysis draws on notions of the French pragmatic approach, such as enunciation, deixis and modalisation (cf. Johansson&Suomela-Salmi 2011), speech acts (Searle 1969), and issues related to the use of hyperlinks (Turow&Tsui, eds. 2008). The aim of this paper is to study the variety of means used to create a collective identity. The results indicate that this identity is not always expressed with the pronoun 'us' in the text, but is rather built on explicit and inferred shared values. The updates by the initiator of the petition and the comments section play a major role in creating collective identity. Expressive speech acts also contribute to this shared identity (while the core of the petition is generically a directive speech act, i.e. the claim that is made). The use of hyperlinks shows that, indeed, petitions are part of a repertoire of activism, and the broader action should be taken into account.

The role of visual rhetoric in crowdfunding discourse in times of crisis
Maria Eronen-Valli (University of Vaasa)

Persuasion through visual contents plays a big role in crowdfunding discourse (see e.g. Cudmore & Slattery 2019). This paper focuses on visual contents (pictures, videos, photographs) in the campaign calls of web-based crowdfunding during two worldwide economic crises: the Ukrainian war and Covid pandemic. There are several previous studies analyzing verbal discourse in crowdfunding persuasion (e.g. Kedves 2016; Palmieri et al. 2022) but visual rhetoric has been studied far less. The aim of the study is to find out what kind of role visual contents play in crowdfunding persuasion. Methodically, this study utilizes the Aristotelian classification of ethos, pathos, and logos as introduced in Tirdatov's (2014) research into the (verbal) discourse of crowdfunding. The material of this study stems from 47 campaign calls of companies and entrepreneurs suffering from economic crises: 27 Kickstarter campaigns belong to Ukrainian fundraisers applying for money during the war, while 20 campaigns on Indiegogo belong mostly to U.S. fundraisers going through the Covid crisis.

The findings of this study suggest that ethos in the visual rhetoric of crowdfunding is a way of introducing fundraisers as community-caring and hard-working individuals, while pathos is utilized in terms social activism, and logos is mainly used for giving credible product information and indirectly creating an expert status for fundraisers.

Keywords: crowdfunding, rhetoric, visual rhetoric, ethos, pathos, logos

SESSION 2: …continued (Creating collective identitites)
Time: 13:30 – 15:00

Session chair: Dimitra Vladimirou Coventry University

Intersectionality in the discourse of body positivity activists on Instagram
Hanna Limatius (University of Vaasa) & Sirpa Leppänen (University of Jyväskylä)

In recent years, body positivity has become a popular phenomenon on social media. As a social movement that challenges mainstream media's beauty standards and increases the visibility of marginalized bodies, body positivity is now a prominent research topic (e.g., Brathwaite & DeAndrea, 2022; Sastre 2014). However, studies that focus on the discursive and linguistic features of body positive social media posts are still needed. In our work-in-progress paper, we compare the discourse of body positivity activist Instagram accounts in Finland and the United Kingdom. More specifically, we study body positivity discourse from an intersectional perspective. Previous research has criticized the body positivity movement for focusing mostly on white, young, cis-gendered and able-bodied women, which if why more intersectional perspectives are required (Gibson, 2019; Griffin et al., 2022). In a multimodal discourse analysis of body positivity content published on six Instagram accounts, we investigate how influencers and/or activists articulate their particular intersectional identities and politics. Since previous studies have established that the body positive posts on Instagram feature predominantly white women with normative bodies (e.g., Griffin et al. 2022), we focus specifically on influencers/activists who are plus-size and BIPOC. Our data include all visual and linguistic material posted on the chosen accounts in 2022.

Our study illustrates the complex intersections of embodiedness, gender, sexuality and ethnicity in social media and the ways in which they tie up with body positive identity politics. In addition, we show how these intersections are discursively constructed in the contexts of Finland and the UK.

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Digital activism: an analysis of the construction of identities of feminist movements in Brazil and Portugal from the discourse created on Instagram

Camila Florencio dos Santos (Communication and Society Research Centre (CECS)), &
Zara Pinto-Coelho (University of Minho)

This research presents a work in progress of a doctoral thesis that aims to understand how the discourse of feminist collectives and associations in Brazil and Portugal contribute to the construction of collective identities in digital context. The chosen methodologies are Critical Discourse Analysis from a sociocognitive perspective (van Dijk, 2009) and netnography (Kozinets, 2014). The theoretical development accounts for the connection between concepts such as the construction of collective identities (Melucci, 1995) and its relationship with the activist identities, discursive production as a mode of action (Fairclough, 2001) and how discursive activism (Young, 1997) can contribute to extend the life of actions and feminist campaigns on the internet, as well as the contemporary feminist movement in both countries (Teles, 2017; Tavares, 2008). The Instagram profiles of collectives and feminist associations of Brazil and Portugal on Instagram will be analyzed. In addition to the discourse produced by the profiles, it is intended to understand how the public responds through the comments. This social network was chosen for having the highest volume of growth in accesses in the two countries, besides being a channel that has been little studied in the field of studies on social movements which, according to Caren et al. (2020), indicates a limited view on digital activism. With this analysis, it is intended to understand more clearly the role of digital feminist activism in the creation of relationships with publics in a digital context, especially on Instagram.

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Authenticity and intimacy in live blogs about the US presidential debates
Valentin Werner & Hendrik Michael (University of Bamberg)

The present contribution engages with the larger topic of discourse and politics through as-sessing live blogging (LB; Thurman & Walters, 2013) as a form of web-native (political) jour-nalism. Discourse practices in online reporting have been found to be characterized by hybridity in terms of (i) sticking to strategic rituals of objectivity to create accountability on the one hand (e.g. Singer 2005; Lasorsa et al. 2012) while (ii) also being marked by storytelling or "news as narrative" (Wahl-Jorgensen & Schmidt, 2019) to make the world more transparent, recognizable, and graspable. Relating to the latter in LB specifically, Tereszkiewicz (2014) discussed how it creates polyvocality by relying on amateur sources and featuring interactions between reporters and users. From a similar vantage point, Steensen (2016) described an "intimization of journalism" by increasingly blurred boundaries between the personal and the professional perspective on social media.

The present study, which uses political LB about the 2020 presidential debates in the United States as a case in point, explores whether such LB represents polyvocal discourse involving the expansion of voices and perspectives, fostering authenticity through including everyday voices as sources and emphasizing transparency through the presence of a reliable narrator who regularly provides updates and fact-checks; and (ii) whether it simultaneously is a form of intimate discourse representing immediacy and emotionality, blending the professional and private roles of the communicator and the audience.

The study relies on a purpose-built corpus of LB coverage of the two televised US presidential debates (Donald Trump vs. Joe Biden). Data were collected from four popular media outlets (*The Guardian, Daily Mirror; New York Times, Wall Street Journal*). The overall corpus size amounts to 61,490 tokens. To facilitate a discourse-oriented mixed-methods approach (Bednarek & Carr, 2021) a combined quantitative-qualitative analysis with *AntConc* and *MAXQDA* was conducted. For the operationalization of the hypotheses established categorizations from journalism studies (e.g. Donsbach & Klett, 1993; Bruns, 2018) to annotate sourcing practices, (multimodal) markers of transparency and authenticity, as well as (lack of) linguistic indicators of journalistic objectivity were applied.

As is visible both in sourcing and from a linguistic perspective, the results highlight the abovementioned practices of blending and the integration of new media practices that result in creating different modes of conveying information through storytelling and thus create journalistic perspectives that are accountable, intimate and authentic.

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ROOM Z.1.09

SESSION 1: Online interactions & communication
Time: 10:30 – 12:00

Session chair: Francisco Yus (University of Alicante)

Trustworthiness in leadership of social responsibility: A linguistic approach
Selman Ecevit & Hatime Çiftçi (MEF University)

As an important component of authentic leadership, trustworthiness is omnipresent in the context of leaders of social responsibility and their social media presence. While essentialist views of trustworthiness and authenticity have dominated early scholarship, emerging perspectives argue that such values are constructed discursively (Clifton et al., 2020). Thus, being informed by such previous research (Mueller et al., 2019), our study aims to examine tweets by Haluk Levent, who has been a remarkably important and extraordinarily influential figure following the earthquakes in Turkey in February 2023. More specifically, we focus on the following research question: What are the discourse-level strategies in Haluk Levent's tweets to construct trustworthiness and authenticity as an extraordinarily trusted leader of social responsibility? We have analyzed tweets by Haluk Levent posted between February 6 and April 6. We have created a corpus of over 400 tweets by Haluk Levent in Turkish using an Excel spreadsheet and taking screenshots of the tweets. Also, relying on discourse analytic approaches (Gee & Handford, 2012) and research on digital discourse (Vásquez, 2022), our preliminary analysis indicates that trustworthiness in his unifying discourse is supported by strategies, such as the frequent use of we language often inclusive of the audience, the sense of modesty constructed through his acknowledgement of others' work and downplay of his own involvement, the notion of accountability both through an emphasis on institutional transparency and frequent calls to government offices for cooperation, and finally self-deprecating humor with his emphasis on commitment and consistency and establishment of himself as an atypical character. These findings are discussed in the context of authentic leadership scholarship and the specific sociocultural context of post-earthquake Turkey.

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"Parece q no te gustó jeje": Laughter in Online Child Sexual Grooming conversations
Andrea García-Montes (Universitat Politècnica de València), Carmen Pérez-Sabater (Universitat Politècnica de València), & Nuria Lorenzo-Dus (Swansea University)

According to Save the Children, 1 out of 5 teenagers in Spain has been a victim of online child sexual grooming (OCSG). OCSG is a practice of communicative manipulation: groomers use language and other semiotic means, such as emojis (McMahon & Kirley, 2019), to lure their victims into sexual behaviour online and at times offline (Lorenzo-Dus et al 2016; 2020). Groomers' linguistic strategies of manipulation include victim complimenting (Lorenzo-Dus & Izura, 2017), using sexually explicit but also vague language (Lorenzo-Dus & Kinzel, 2021; Pérez-Sabater, García-Montes & Lorenzo-Dus, 2022), and coercing /threating (Chiang & Grant 2017, 2019). Crucially, these linguistic strategies entail complex facework that relies on frequent pivoting between 'nice and nasty talk' (Lorenzo-Dus, 2023). The present study focuses on a hitherto unexplored manifestation of such facework, namely use of laughing particles (e.g., haha, hehe).

Previous studies about laughing particles in WhatsApp conversations have found that their primary function is to point out something said or shared as being funny (Petitjean & Morel, 2017; König, 2019). Specifically, this study aims to identify the pragmatic functions of laughing particles used by groomers in a corpus of 70 OCSG chat logs in Spanish (104,000 words and 27,500 messages). We employ two complementary discourse-based methods, namely speech act and pragmatic analysis (Herring & Ge, 2018). A total of 1,103 laughing particles are found (jaja, jeje, jiji and jojo). Our results show that groomers use laughing particles more frequently than children do (59% compared to 41% cases) and that groomers mainly use these particles as reactions to a previous comment, usually followed by compliments to the child. A follow-up analysis of 3 frequent laughing particles (221 instances) in a sub-corpus of 20 chat logs reveals that they are being primarily employed in combination with sexually explicit words. Groomers insert laughing particles to mitigate the face-threatening effect of their illegal, sexually oriented discourse. This combination of laughing particles plus sexually explicit lexis can inform the development of AI tools aiming at the prevention, detection, and prioritization of OCSG cases by Spanish LEAs.

To Tweet or Not to Tweet: A Genre Analysis of the 'Recounting' Genre as Posted by the Egyptian and American Presidencies
Yara Abdelsamie (Universidad Autonoma de Madrid)

Twitter as a digital mode of communication is used by political leaders to express emotions, give information and report happenings to a huge audience, instantly. Since there are no clear models for analyzing political tweet genres, a genre analysis of political tweets becomes difficult. Having such models, empowers analysts in revealing the purposes and strategies behind the politicians' tweets. Therefore, this study builds upon Abdelsamie (in prep.) who believes that Twitter is a communicative mode which contains genres, and proposes a model for analyzing political tweets based on the examination of the tweets' purposes and structures combined. According to Abdelsamie, there are six political tweet genres, one of which is the Recounting genre which is the focus of this study. The study pinpoints the substantial generic choices employed by the officials who are framed within their social roles (president vs vice-president/prime minister), political affiliations and idiolects. For this reason, Abelsamie's model, inspired by Martin (1985) and Swales (1990) definitions of genre, is the one adopted for this study. Also, by carrying out a transitivity analysis of the Recounting tweets,

the various lexicogrammatical strategies for realizing the generic components of this genre are demonstrated. This study uses the UAM CorpusTool (O'Donnell, 2008) to annotate the purposes, structures and processes within the Recounting tweets posted by the current and former Egyptian and American presidential officials.

The results of this study validate the proposed model (Abdelsamie, in prep.) by showing the American and Egyptian presidential use of Recounting tweets for the purpose of identifying their political identities.

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SESSION 2: …continued (Online interactions & communication)
Time: 13:30 – 15:00

Session chair: Francisco Yus (University of Alicante)

Connecting through divergence: Idiosyncratic relational responses in WhatsApp
Bethany Aull (Universidad de Sevilla)

A large part of smartphone communication, such as WhatsApp messages, involves relational work, or language geared towards interpersonal connection (Locher & Watts, 2008; Yus, 2021). This relational investment can be observed, for example, in responses—i.e., listener responses, like right and that's amazing (Gardner, 2001). However, studies to date have focused on response use in spoken conversation (e.g., Gardner, 2001; McCarthy, 2003; O'Keeffe & Adolphs, 2008). Through conversation analysis and quantitative comparison, this presentation's study explores some patterns and particularities in the responses of 45 WhatsApp users. As shown in the data, responses pervade the WhatsApp corpus and offer insights into self-presentation and social connection in these semi-synchronous written interactions. The findings point to considerable cross-token similarity, especially in terms of general response strategies, such as acknowledgement, agreement, and evaluation. However, particular forms hint at intra-function idiosyncrasies, especially when participants convey high interpersonal involvement. What is more, individuals' idiosyncratic tokens sometimes appear to

encourage other members' original responses and/or form approximation. These findings suggest that individualized language, as with these response tokens, can contribute to interpersonal connection.

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Accounting for mode choice in WhatsApp transmodal interaction

Agnese Sampietro (University Jaume I) & Katharina König (University of Münster)

Despite increasing attention from linguists to mobile communication, voice messages (VMs) remain an area that has not been thoroughly explored (König, 2019). Little is known about the linguistic design of audio postings and users' perspectives on this mode of communication. This paper aims to bridge this gap by focusing on mode choice in several corpora of WhatsApp chats that contain text and voice messages from Spain and Germany, two countries where voice messaging is widespread.

The analysis examines the conditions in which users are expected to give an account for their mode choice and the media ideologies surrounding it (see also Busch & Sindoni, 2022). The methods use digital conversation analysis to triangulate a first coding of the content and number of accounts in the corpus with a sequential analysis of their interactional embedding (Meredith et al., 2021).

The study reveals that senders and recipients of VMs differ in their accounts of mode choice. Senders are more likely to volunteer accounts and apologize for longer messages, while recipients account less and typically justify if they cannot answer quickly or listen to a voice message right away. Moreover, users associate different media ideologies with text messages and VMs, as each mode is considered better suited for different purposes and triggers varied responses depending on the effort required.

Overall, the study opens new approaches to the study of transmodal interaction and media ideologies, shedding light on a little-explored area of mobile communication.

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Defending country living: Opposing legitimation strategies in online discussions
Eveliina Salmela, Merja Koskela, Henna Syrjälä, & Liisa Kääntä (University of Vaasa)

The aim of this presentation is to explore what kind of legitimation strategies are used to defend living in the countryside in Finnish online discussions. By legitimation we refer to the ways of making the countryside and country lifestyle seem like acceptable in the discussions. The data consists of 46 blog posts and their comments from 17 Finnish lifestyle-blogs and a total of 150 discussion threads from two Finnish anonymous online discussion boards, *Ylilauta* ("Overboard"), and *Vauva.fi* ("Baby.fi") from the years 2018-2021. The data were analyzed with discourse analysis (see Fairclough, 2003) combined with legitimation theory (Van Leeuwen, 2007).

We identified passages of the discussions where rhetorical legitimation strategies were used, and coded who were represented as in-group and who as the out-group and how they were named. A typical polarization strategy is talking about "us" and "them" (Oddo, 2011; van Dijk, 1998); in this way legitimation of one's own lifestyle can be carried out by projecting oneself as good and innocent and the others as bad and evil. We coded utterances where positive or negative attributes were given to the "in-group", the countryside and the people living there, and respectively where different attributes were given to the "out-group", the city. According to our preliminary results, the discussions may be seen as reactions against different threats; climate change discussion being one of them. Also, actions against climate change are often described as a threat to the existence and well-being of country people and their families, which necessitates the use of legitimation strategies in the discussions.

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SESSION 3: …continued (Online interactions & communication)
Time: 16:30 – 18:00

Session chair: Riki Thompson (University of Washington Tacoma)

What if we don't actually match? The construction of genuineness in metadiscourse about online dating
Eva Triebl (University of Vienna, University of Klagenfurt)

Users of dating apps are caught in an epistemic conflict when designing their linguistic self-presentation online (Tagg, Seargeant & Brown 2017) to create a favourable impression without appearing inauthentic and, thus, insincere. Deception is, indeed, very common in online dating(Markowitz & Hancock 2018); conversely, credible app profiles are decisive for drawing potential matches' interest (Wotipka & High 2016).

This study explores conceptualizations of this epistemic conflict in metadiscourse on online dating, analyzing focus group interviews with Vienna-based university students of English and an open question survey among 30 British students. Applying tools from microlinguistically-oriented discourse pragmatics (Simon-Vandenbergen 2015) and conversation analysis (Heritage & Clayman 2010), the

texts and transcripts are analyzed qualitatively and quantitatively to identify patterns of epistemic modification of functionally distinguishable co-texts. This provides empirical insights into notions of trust in reflexive representations of dating platforms (Byron, Albury & Pym 2021) and young people's understanding of the relationships created online (Locher & Bolander 2017).

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Disciplining online dating talk, disrupting gender norms: Digital turn-taking & making the first move on Bumble

Riki Thompson (University of Washington Tacoma)

In 2014 the self-proclaimed feminist app dating Bumble emerged with a mission to disrupt traditional gender dating practices and empower women through a turn taking protocol in which only women may initiate conversations with men after matching. However, in-depth interviews with forty-five Bumble users suggest that connecting and conversing is complicated by gendered online dating practices and app design and rather than cooperative principles of conversation. In this presentation, I apply and Microanalysis Of Online Data (MOOD) (Giles et al., 2015) to Bumble's "first move" architecture and messaging protocols to map out the digital conversation floor and Multimodal Critical Discourse Analysis (Jewitt et al., 2016) to analyze how gender, power, and online dating are constructed through Bumble's discourses. Findings demonstrate that Bumble's in-app disciplinary communication directives and unreciprocated invitations to take the floor have the potential to negatively reduce women's sense of agency and power in online dating interactions. As of 2023, the digital intimacy platform is one of the most popular dating apps, with over 50 million active users globally, giving Bumble power to influence digital dating discourses and norms.

This research contributes to methods in digital discourse studies and the growing body of literature dedicated to understanding digital intimacies through online talk (Chan, 2021; Licoppe, 2021; Mortensen, 2015; Thompson, 2022).

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Shifting the landscape of language work? Social media influencers as new-generation copywriters
Olivia Droz-dit-Busset (University of Bern)

In this presentation, I will report the findings of a larger discourse-ethnographic study of social media influencers (SMIs) as new-generation copywriters. Located at the intersection of critical sociolinguistics and digital discourse studies, my study considers the extent to which SMIs disrupt conventional practices of advertising (cf. Thurlow, 2020, 2018). The empirical basis of my presentation will be seven semi-structured interviews with SMIs combined with insights drawn from industry publications and practitioner commentary in videos posted by SMIs on YouTube. My analysis focuses on stancetaking in SMIs' metadiscursive commentary: the ways they frame their work and position themselves vis-à-vis other kinds of work and workers. As such, I am interested in the types of symbolic meanings – and value – that they attach to their work and professional selves. It is through this discursive work that they create 'distinction' from other (language) workers and construct what Bourdieu (1993) might call a 'professional field'.

In fact, this paper considers their attempts to claim symbolic capital (Bourdieu & Wacquant, 2013) in an industry where the processes in place to create legitimacy or prestige are sparse in comparison to other cultural industries. In doing so, I pinpoint how SMIs have shifted core advertising practices, yet fall short of radically changing the wider political and symbolic economies of digital media or language work.

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ROOM Z.1.08

SESSION 1: Spoken discourses in social media videos
Time: 10:30 – 12:00

Session chair: Riki Thompson (University of Washington Tacoma)

Defining digital oratory – from Zelensky's "war" videos to content produced by influencers
Fiona Rosette (Université Paris Nanterre, France), rossette.fiona@orange.fr

While social media discourse is the object of a growing number of studies, relatively little attention has been given to discursive formats that showcase spoken communication via videos posted to social media platforms. In this paper, I focus on examples of "digital oratory", and notably "social media oratory" (Rossette-Crake, 2022). These qualify as new types of public speaking in that they deploy language that constitutes the main (if not the unique) social process, and enact "language as reflection" (Eggins 2004: 91). Within the "hyperdiscursive space" (Maddox & Creech 2020: 2) of social networks, many different types of social actors are taking to the digital interface and are making their voices heard. Examples range from President Zelensky's iconic "war" speeches, to content produced by influencers. However, a set of shared communicational conventions have emerged, which can be understood in light of the new formats of public speaking that have developed since the advent of digital technology.

Drawing on discourse analysis within the perspective of systemic functional linguistics, I will define the multimodal and linguistic characteristics of these performances, and link them to the current socio-cultural context. Aspects that are examined include linguistic form (e.g. conversationalisation - Fairclough 1993), speaker ethos, the collapse of the public and private divide ("backstaging"), movement, filming, and use of captions.

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Managing customer comments – a study of webcare on TikTok
Stefan Diemer (Trier University of Applied Sciences)

It has become standard practice for companies to interact with their customers and followers via video-based social media, in particular Instagram (e.g. Liebrecht et al. 2021), and to perform webcare, "online damage control" (van Noort et al. 2012). Recently, the video-based social medium TikTok has gained

in popularity as a interaction platform, with a focus on spontaneous, fast-paced, often humorous, and occasionally controversial content.

This paper investigates how critical customer comments are managed on TikTok business accounts, based on a corpus of TikTok posts by internationally active companies. Of particular interest for the investigation are the general practices as influenced by the affordances of the medium. The study finds that companies use several strategies when addressing critical customer comments and complaints on Instagram. The degree of interaction ranges from very high to non-existent. Successful resolutions employ personal, brief multimodal messages that specifically and individually address issues, similar to findings by Zhang & Vásquez (2014) for Instagram. Visual and verbal humor is more pronounced in Webcare on TikTok. Instead of traditional complaint–resolution sequences, companies on TikTok pre-empt complaints by positioning marketing messages in a personal, ironic setting. Content creators are frequently employed to frame criticism humorously, As in previous studies of text-based customer communication, Conversational Human Voice (Decock et al. 2020, Liebrecht et al. 2021) is seen as best practice.

The study provides an overview of how customer comments on TikTok are successfully managed. In addition to describing best practices, there are also direct applied implications, as successful interaction is an effective tool for customer retention.

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Questions for Atheists: Constructing Atheism Through Response Videos
Robin Isomaa (Åbo Akademi University), lisomaa@abo.fi

The internet and social media have played a key role in the development of 21st Century atheism (Smith & Cimino 2012; Taira 2021). Atheism has had a strong presence on YouTube since its founding in the mid-2000s, which coincided with the rise of the new atheism movement, and the video platform remains a significant space for atheist discourse to this day.

This paper looks at how atheist identities are constructed, and how creators negotiate their role as a representative of atheism, in videos where atheist YouTubers respond to "questions for atheists" from religious believers. Through critical discourse analysis of 39 videos, including close analysis of 10, and over 24,000 comments, it reveals a tension between two atheist discourses, which has been noted in other research on atheist discourse (Laughlin 2016; Isomaa 2022); on the one hand, atheists are consistently associated with particular virtues (intellectual honesty and curiosity, empathy), and on the other, atheism is said to merely be a lack of belief in God(s). Through the question-answer format, this apparent contradiction is masked, allowing both discourses to exist in the same video. Furthermore, it discusses how response videos reverse the power dynamics of the question-answer interactional structure (Fairclough 1992: 140), and serves as an example of how to do close discourse analysis on YouTube.

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SESSION 2: Special session (How to get published)
Time: 16:30 – 18:00

Caroline Tagg, Editor in Chief of *Discourse, Context & Media*
Pilar Blitvich, Editor in Chief of the *Journal of Language Agression & Conflict*

-----END OF DAY 2 SESSIONS----

DAY 3 | PARALLEL SESSIONS

ROOM HS9

SESSION 1: Interacting with technologies
Time: 10:30 – 12:00

Session chair: Bethany Aull (Universidad de Sevilla)

VR as a postdigital metalepsis of global citizenship embodiment: A cognitive linguistics approach
Rania Fawzy (Arab Academy for Science, Technology & Maritime Transport)

Virtual reality (VR) is a peculiar, participatory-oriented narrative medium. Bringing together narrative elements, virtual affordances, and participants' embodied interactions, VR movies instantiate new narrative techniques by offering an postdigital immersive experience. What is unique about this narrative medium is the ways in which participants take part in the narration event itself by using hardware devices such as a 'head-mounted device' (henceforth HMD), rifts and/or haptic feedback controllers. These devices then give participants access to the narrative world through an avatarian embodiment. This study examines virtual narrative beyond mere interactional engagement and extends the phenomenon to include worlding, metaleptic embodiment and instantiated possible selves. It aims at exploring VR narrative as idiosyncratic cognitive processes, with a special focus on the notions of empathy and emotional involvement as significant elements contributing to this peculiar interactional and cognitive experience. A cognitive stylistic approach is adopted to explain the functional ability of VR technology in transporting participants to alternate worlds and in making them experience a kind of self-transformation.

To this end, the study approaches VR avatars as belonging to the poetics of experiential transformation. Participants tell a story of their modified self-schema through their avatar self. That is, the self in the peculiar context of the study functions as both a participant and an avatar. The immersively metaleptic discourse of Baba Yaga is examined as engaging participants in a quest of how to act as morally and socially empathetic and responsible citizen – a global citizen. Findings are in the connection between virtual affordances,postdigitality and participants' interaction and global citizenship.

"The dialect is provocative, how can they not put it in Egyptian?": Metalinguistic comments about the voice assistant Alexa on YouTube
Didem Leblebici (European University Viadrina) &
May Rostom (CNRS Aix-Marseille Université & European University Viadrina)

Commercial voice assistants are programmed using standardized, normed, and mostly European languages, reflecting a monolingual bias. The heterogeneity of communicative Arabic practices is viewed as an "issue" for computational processing (Fuad and Al-Yahya 2022:23855). Therefore, major commercial companies opt for the use of Modern Standard Arabic (MSA), a predominantly written language, resulting in less natural/human-like interactions, as Arabic speakers use non-standardized vernaculars in daily communication.

In early 2022, Amazon launched Alexa with the "Khaleeji (Gulf) dialect" in Saudi Arabia and the United Arab Emirates, leading numerous Arabic-speaking YouTubers to produce videos testing and engaging with the device. Our project analyzes one of these videos, created by an Egyptian YouTuber,

and focuses on the comment section to investigate contested language ideologies related to Arabic in the context of voice assistant technologies.

Using the analytical lens of stance (Du Bois 2007) and drawing on computer-mediated discourse analysis literature (e.g., Hachimi 2013; Herring 2004), we will examine how Arabic speakers from different Asian and African countries position themselves regarding companies' strategies concerning Arabic and engage in meta-linguistic discussions on the hierarchies of language varieties related to national, regional, pan-Arabic, or religious beliefs in a process of "context collapse" comprising people from different regions and linguistic repertoires (Androutsopoulos 2014). Our aim is to provide insights into user perspectives and develop a critical perspective on simplistic and typically Western monolingual language ideologies that permeate technology design.

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Negotiating Identity Orders of Health Professionals and Patients in Discourse on the Transformation of (E-)Health System

Liv Ohlsen, Isabel Eiser, & Gertraud Koch (D-WISE (BMBF founded project) at the University of Hamburg)

In order to raise the healthcare system to a digital standard, the German government established 2021 a national health-app, the „electronic patient file" (ePA). In this app patients as record keepers are given an active role in the production and feeding information into the newly established digital infrastructure. This new role of the patient opens up a large field of discussion, conflict and negotiations around usability of health data, which will be the topic of the suggested paper.

It emerges from research in the D-WISE project (BMBF funded), which combines manual and digital methods of discourse analysis to work out how and when structural analytics can be integrated into qualitative discourse-analytical knowledge production. The interdisciplinary project co-creates a prototypical working environment for digital discourse analysis (D-WISE Tool Suite). Following the Sociology of Knowledge Approach of Discourse (Keller 2011) the present study is a manual discourse analysis and investigates discursive negotiations strategies, actor-positionings and knowledge bases in context of the social construction of data protection issues within the digitization of healthcare.

A multimodal corpus is iteratively sampled of 60 online materials (social media, news, press releases) and elaborated by the grounded theory as a hermeneutic methodology and different visualization strategies (mapping, timeline).

New practices and role expectations for healthcare actors are demanded by the ePA – old structures and treatment identities are thus in the negotiation process of a new order. The analysis shows narrations and patterns of interpretation in context of role-identities from patients and health

professionals. Discursive patterns of interpretation from health data as a "data treasure" (Datenschatz) in contrast to "highly sensitive personal data" can be identified, giving an insight into the ambivalences of interpretation patterns, which discursively create conflicts of patients identity: Between personal health and public health issues and between patient protection and the economic value of health data. For medical staff, the ePA requires a translation of their working practices into digital data. The narrative of the "transparent doctor" (Gläserner Arzt), appears in the discourse as a critique of role transformation and forms a manifestation of the identity conflict.

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SESSION 2: Digital tools in education
Time: 13:30 – 15:00

Session chair: Bethany Aull (Universidad de Sevilla)

The quick and the dead: Learning to search and learning to slow down
Renee Morrison (University of Sunshine Coast)

Search technology is increasingly ubiquitous in contemporary society. Our reliance upon search engines, coupled with their governance by a few secretive, profit-driven companies, has attracted much attention. Several researchers have problematised the power search engines wield to privilege certain discourses. Little research, however, investigates the day-to-day discursive practices affording Google and others this power, including in education. This research critiques the way online search, and searchers, are discursively constructed in Australian home-schools. It responds to evidence that online search is one of the most prolific internet activities conducted (in schools and in home-schools), to repeated reports of search-skill deficits among students, and to preliminary reports of a relationship between discursive practice and search success. The work situates online search as a discursive and social practice shaped-and limited-by sociocultural factors and technological affordances. It problematises how discourses of 'fast' search have been particularly privileged, who this privileging serves, as well as the likely consequences. Theoretically grounded in a post-structuralist paradigm, the research applies Fairclough's Critical Discourse Analysis with language taken as a "social practice determined by social structures" (2015, p. 51). Materials were collected during observations, proficiency-tests, and interviews with five home-schooling families. Analysis revealed a discursive - and disadvantageous- privileging of 'fast' search processes. Not surprisingly, hasty search processes were predominantly observed, but were found alongside infrequent search success. Participants continued, nonetheless, to discursively represent search as fast and easy, even whilst watching footage of their own unsuccessful searches.

This dissonance is identified as being unremarkable in contemporary society and as illustrative of ideologies privileging efficiency, particularly in the digital realm. The paper problematises how these ideologies are negotiated through discourse (both locally and algorithmically-created discourse), and the educational implications when efficiency is valued over accuracy. COVID-19 highlighted the importance of investigating such alternate systems of education, but search's ubiquity means the present study has broad transdisciplinary relevance. Findings can contribute to a greater understanding of the temporal dynamics underlying search practices. While undoubtedly, the technologies promising speedy solutions will change (e.g. ChatGPT), this paper instead draws attention to the social and discursive changes required if we are to reclaim control over dominant global discourses.

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The discourse of educational uses of digital technology: A critical analysis of the EU educational policy documents
Lucija Zala Bezlaj & Janja Žmavc (Educational Research Institute, Ljubljana, Slovenia)

Digitalization has become a central concern in education policy across Europe, with the EU and national policymakers vigorously promoting using digital technologies to enhance learning outcomes. Consequently, policy discourses about the edtech usually lack critical reflection with one-dimensional and enthusiastic representations of technology as pivotal for educational aims and goals, such as inclusive education, democratic citizenship, sustainable development, transformative education etc. Policy discourses about the edtech are far from being neutral and objective but are full of ideological and implicit meanings, conveying interests and agendas of certain social groups that often leave no alternate outcomes, which can hinder a meaningful use of digital technologies in education.

In the presentation, we will address this issue by presenting the results of research carried out as part of the project Education at the Frontiers of the Human: The Challenge of New Technologies, where we examined the discourses of edtech, with a particular focus on the discursive construction of its purposes, legitimation and evaluation in education. The first part will focus on the macro analysis with a presentation of results of a corpus-based analysis of selected European Commission documents about edtech, focusing on the general discursive representation of the digital technologies and social actors, using a hybrid method of corpus linguistics (Baker 2010) combined with van Leeuwen's model of Critical Discourse Analysis (van Leeuwen 2008). In the second part, we will present a case study involving a microanalysis of the language use in the European framework for the digital competence of educators (DigCompEdu), focusing on the relationship between the notion of digital competence and the role(s) of the teacher, using Verschueren's model of linguistic pragmatics (Verscheueren 2011).

With a combination of macro and micro approaches, we will provide a comprehensive critical analysis of the discourse about edtech. We will offer insights into the discursive constructions of social practices and actors and highlight the importance of considering the ideological nature of language use. In this way, the presentation will intervene in the ubiquitous uncritical and self-evident ideological discourse that shapes actual policies of digitalization in education.

Crafting the interface: The cultural politics of UX writing
Lara Portmann (University of Bern)

Based on a larger discourse ethnography of UX writing, this paper makes an empirically-based, conceptual intervention into digital discourse studies. Typically working behind the scenes and often invisibilized, UX writers are the people responsible for crafting the verbal content of websites, apps, or other software interfaces. Drawing on fieldwork and interview data from my project, I demonstrate how UX writers consistently emphasize transmodality and embodiment through their work. As such, they are particularly attuned to the way interfaces operate not just through what is said, but above all through the affective and embodied action(s) they incite (cf. Jones, 2022). It is in this way that my research points to a productive connection between digital discourse studies and the recent turn to posthumanism in sociocultural linguistics (e.g. Pennycook, 2018). Ultimately, I argue that this helps us better understand the cultural politics at work in/though interfaces.

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ROOM Z.1.08

SESSION 1: (Post)pandemic and health discourses
Time: 10:30 – 12:00

Session chair: Eva-Maria Graf (University of Klagenfurt)

'Travel Back Better': Digital Discourses of Sustainable Tourism
Maria Cristina Paganoni (University of Milan)

The concept of 'travelling back better' that imbues the post-pandemic global tourism industry emphasises the urgency of sustainable tourism practices. As a matter of fact, today sustainable travel is invoked by multiple stakeholders, including tourism national boards, airlines, young climate activists and travel influencers, down to consumers that increasingly rate environmentally-friendly behaviour positively (Torkington et al. 2020; Mariani & Borghi 2022; Paganoni 2022; Kilipiri et al. 2023; Piispa 2023). However, the fragmentation of approaches, industry-oriented greenwashing and a lack of a culture of sustainability hamper more responsible forms of tourism and travel. Considering this complex landscape, this paper concentrates on instances of virtual communities that strive to gather around a collective vision of sustainable tourism (Al Zidjaly 2019).

To this purpose, the focus will be placed on the Future of Tourism Coalition, a partnership of six non-governmental, non-profit organisations that have joined forces to educate in sustainable tourism, supported by an impressive number of signatories. By examining the Coalition's website and those of its partners with the tools of Critical Discourse Studies, the paper explores how sustainable tourism is discursively constructed in terms of values, priorities and objectives in the post-pandemic context.

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Evaluative images of the Covid-19 pandemic in Finnish news headlines
Jenna Saarni (University of Turku)

Even during crises, news headlines not only communicate objective information but they also express attitudes and emotions through different linguistic markers of evaluation. When readers mainly browse news feeds instead of a thorough reading of articles, digital news headlines have a significant role in creating certain types of images on newsworthy subjects (see e.g., Mustafa-Awad & Kirner-Ludwig, 2017). This presentation unravels how attitudes, emotions and themes construct different evaluative images of the Covid-19 pandemic at the beginning of the state of emergency in Finnish news headlines. Altogether, the data consists of 687 headlines from three Finnish online news sources, a leading newspaper (*Helsingin Sanomat*), a tabloid newspaper (*Ilta-Sanomat*) and a broadcasting company (*Yleisradio*) on March 16–17, 2020. The analysis adopts a data-driven perspective on the themes and evaluative parameters (Bednarek, 2010) used in the headlines.

The results show how the themes attached to the pandemic relate, for instance, to daily life and emotions events and culture, restrictive measures in general and instances that are affected by the health crisis such as business and working life. Additionally, the results indicate how themes are typically evaluated through the parameters of evidentiality, importance and negative emotivity. Based on the analysis, three evaluative images emerge in the headlines examined: the pandemic as i) a challenging health crisis with authorities as responsible decision-makers; ii) a factor that evokes concern and collective solidarity in citizen's everyday lives; and iii) a crisis that has negative impacts on the uncertain economic situation. These evaluative images demonstrate how the practicalities of the pandemic coexist with the private and emotional side of people's lives.

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Trade? - Discourses of Peer-on-Peer Online Sexual Harassment
Keighley Perkins, Nuria Lorenzo-Dus, & Leonie Themelidis (Swansea University)

A 2021 report by Estyn revealed that around half of children and young people (CYP) across 35 schools in Wales have experienced some form of peer-on-peer sexual harassment. While this phenomenon can occur in face-to-face settings, it increasingly occurs online and after school (Estyn, 2021). Despite the prevalence of this behaviour, CYP tend not to disclose any instances of it. This is in part due to the fact that peer-on-peer sexual harassment has become a normalised part of their lives. This presentation reports and discusses some of the results of Project C2CHAT (Child-2-CH Abuse Talk), which addresses this growing social challenge by investigating the discourse of and about online peer-on-peer sexual harassment. The focus is on CYP's discursive negotiation of particularly severe manifestations of the challenge: the trading of child sexual abuse material (CSAM). The data comprises 18 chatlogs (27,941 words) between CYP, either one-to-one or group conversations, shared by UK law enforcement for research analysis purposes. The data was examined using Herring's (2004; 2013) digital discourse analysis framework, with a focus on its meaning (speech acts), interaction (co-constructed topic development) and social behaviour (negotiation, face management) domains. Speech act and facework analyses respectively drew upon request (Blum-Kulka et al., 1989) and im/politeness (Brown and Levinson, 1989; Culpeper, 2014) taxonomies. This analysis revealed a delicate negotiation taking place

around requests for CSAM, whereby impoliteness (e.g., commands) and positive politeness (e.g., common ground assertions) were respectively deployed in the request head acts and their surrounding co-text. The use of explicit, unmitigated request head acts points towards the discursive normalisation of illegal behaviour. For its part, the predominance of in-group building positive politeness in the requests' surrounding co-text suggests that CYP seek to further normalise the illegality of the behaviours being negotiated through fostering a sense of camaraderie between them.

The findings from this study will be synergised with those from the project's analysis of discourses about online, peer-on-peer sexual harassment (derived from consultation workshops with CYP and child safeguarding adults) to inform the development of prevention-oriented interventions.

SESSION 2: …continued ((Post)pandemic and health discourses)
Time: 13:30 – 15:00

Session chair: Eva-Maria Graf (University of Klagenfurt)

Polarizing strategies in political statements on Twitter: anti-lockdown rhetoric in the UK
Ana Albalat-Mascarell (Universitat Politècnica de València)

Amid the COVID-19 pandemic, many political parties and leaders adopted an anti-lockdown rhetoric that was aimed at gaining traction over the popular classes affected by public health restrictions. That was the case of Reform UK, the right-wing populist party formerly known as the Brexit Party in the United Kingdom whose leaders adopted a hardline stance against the coronavirus-related measures previously introduced by incumbent Prime Minister Boris Johnson. Reform Party founder Nigel Farage and deputy leaders Richard Tice and David Bull were among the main Reform UK representatives who expressed their concerns about the state of the economy and the loss of civil liberties following the introduction of COVID-centered measures. With this in mind, the present paper seeks to examine and compare the emotion-driven polarizing discourse patterns and strategies adopted by these leaders when discussing the implementation of such punitive regulations during the COVID-19 pandemic. To this end, Benítez-Castro and Hidalgo-Tenorio's (2019) refined model of the Martin and White's (2005) AFFECT taxonomy was taken as the main theoretical framework for the comparative analysis of the emotion-driven strategies contained in these politicians' tweets. As regards the methodology set for the analysis, the emotion-centered discourse patterns and strategies used by Farage, Tice and Bull were tagged and compared with UAM Corpus Tool, a Systemic Functional Linguistics-based electronic tool specifically designed for the identification, tagging, and analysis of text corpora. The results of this paper indicate that an emotionally charged rhetoric assisted Reform Party representatives in fueling the increasing popular discontent towards public health measures limiting the spread of COVID-19.

The polarizing statements made by these political leaders on Twitter voiced criticism of the incumbent forces' handling of the health crisis while trying to elicit an emotional response from an increasingly disappointed British audience.

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Spurious digital discourse pathologisation: A Twitter-based exploration

Manuel Padilla Cruz (Universidad de Sevilla)

Human beings, and certain social institutions too, act as epistemic agents in a variety of practices involving the impartation of information. Depending on its quantity, reliability, trustworthiness, relevance, timeliness, convenience, helpfulness and usefulness, informers are granted epistemic trust or deprived of it, i.e. they are regarded as reliable and trustworthy informers. If informers are deemed unreliable and untrustworthy, they may even be pathologised. Pathologisation is the discourse process whereby a person is presented or portrayed as sick, irrational, insane or inhuman. In the realm of practices involving dispensing information, pathologisation purports to (i) reduce the credibility of an informer, (ii) gaslight them, and/or (iii) silence them (Cull 2019; Hagen 2020). Ultimately, pathologisation seeks to present the informer as a threat, so it aims to reshape their identity or enact a new one for them. Although pathologisation may be legitimate, it often is illegitimate and is prompted, among others, by misinformation and conspiracy theories.

This presentation will focus on spurious pathologisation. It will explore how it is attempted on a social medium which has become, among others, a venue for giving information: the microblogging platform Twitter. It will rely on a dataset of tweets reacting to messages posted by an allegedly reliable and trustworthy information source: the World Health Organisation (WHO). The messages triggering the responses under scrutiny concern vaccination, the use of facemasks, social distancing and other sanitary measures during the Covid-19 pandemic. The exploration will dissect the actions that the platform users perform in order to illegitimately pathologise the WHO. It will show that, along with imprecations or the expression of dismissive incomprehension (Cull 2019), insults and the expression of disagreement are prevalent actions in order to illegitimately attempt to enact a new identity for the WHO.

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'Taming toxins'. Exploring the Intersection between Science and Pseudo-Science in the Online Discourse about 'Detox'

Cecilia Lazzeretti (Free University of Bozen-Bolzano)

In conventional medicine, the term 'detox' refers to a medical procedure addressed to people with life-threatening drug addictions; however, the term has been hijacked by alternative medicine to sell treatments that allegedly rid our bodies of all sorts of toxins (Harvard Health, 2008). This paper looks at the intersection between scientific and pseudo-scientific narratives in the online discourse about 'detox', examining how and to what extent these coexist on the Web. Specifically, it explores the discursive strategies used to either validate or refute alternative detox treatments, drawing on previous studies on Internet health scams (Garrett et al., 2019a; 2019b). To do so, corpus assisted discourse analysis is applied to a corpus of texts on detox randomly collected on the Web via Sketch Engine. Preliminary findings show that corrective messages, aimed at debunking the myth of detox, account for less than 10% of the texts collected in the corpus. Furthermore, the meaning of many keywords identified in the corpus is subject to constant renegotiation and redefinition on the part of writers: for instance, the term 'toxin/s' is used by proponents of alternative medicine to justify the need for detox treatments, while is criticised by scientists as 'non-existent' and 'classic pseudo-science terminology' (Carroll, 2014).

The study suggests that terminological ambiguity allows communicators advocating alternative detox treatments to manipulate the message and intentionally mix scientific and pseudo-scientific

content, with the effect of disorienting readers and making it difficult for them to understand the real purpose of communication.

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-----END OF DAY 3 SESSIONS----

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