



Approaches_to_Digital_Discourse_Analysis

VALENCIA, 18, 19 & 20 NOVEMBER 2015

PROGRAMME

ORGANIZING COMMITTEE

Patricia Bou-Franch - University of Valencia; **Pilar Garcés-Conejos Blitvich** - University of North Carolina at Charlotte;

José Santaemilia Ruiz - University of Valencia; **Sergio Maruenda Bataller** - University of Valencia

Wednesday, 18th November 2015

9:00	Registration desk opens		
9:30	CONFERENCE OPENING – SALÓN DE ACTOS		
	SALÓN DE ACTOS	SALÓN DE GRADOS	ROOM 01
	Panel: Interculturality, Identity and Computer-Mediated Discourse in Foreign Language Teaching and Learning Convenor: Isabel Alonso Belmonte	Panel: Constructions of Ethos in Asynchronous Digital Communities Convenor: Kate Pantelides	Panel: Popular discourses and digital platforms: Critical reflections on multidisciplinary forms of public interventions Convenors: Michael Lithgow & Michèle Martin
10:00-10:30	Ana Pano Alamán & Ana Mancera Rueda <i>Spanish as a foreign language in Twitter: A linguistic and intercultural analysis</i>	Kate Pantelides <i>'Hi, I'm new here': Constructing ethos on a disciplinary listserv</i>	Renata Malta <i>The brands as storytellers in digital media: A critical analysis</i>
10:30-11:00	Isabel Alonso & María Fernández <i>Cultural stereotypes in US and Spanish university students' computer mediated discourse</i>	Sarah Beth Hopton <i>Saving the Sea, Socially: A content and behaviour analysis of non-profit content strategy on Facebook</i>	Michael Lithgow <i>Desires: An aesthetic approach to new forms of public engagement in Canadian broadcasting policy</i>
11:00-11:30	Margarita Vinagre <i>Computer-mediated written discourse in the foreign language classroom: Tracing intercultural competence in online exchanges</i>	Jessica Robles <i>Lies and the fine line: Doing authentic inauthenticity</i>	Arnaud Mercier <i>Irony and discourses of denunciation on Twitter during French electoral campaigns</i>
11:30-12:00	COFFEE BREAK		
	Chair: Francisco Yus	Chair: María de la O Hernández López	Chair: Carmen Pérez-Sabater
12:00-12:30	Hannah Ditchfield <i>Interrogating Goffmania in social media research</i>	Loukia Lindholm <i>Doing relational work with stories in an online advice forum for parents and parents-to-be</i>	R. Roeder, E. Miller & P. Blitvich <i>Pedagogy, audience and attitudes: Influencing metalinguistic awareness about text practices</i>
12:30-13:00	Malene Kjaer & Malene Charlotte Larsen <i>Digital methods for mediated discourse analysis</i>	Sara Orthaber & Rosina Márquez-Reiter <i>Manifestations of face in request e-mails</i>	Tereza Spilioti <i>Framing 'new media': Media ideologies and social narratives of digital technologies</i>

13:00-13:30	Carmen Lee <i>The researcher's roles in Digital Discourse Analysis: A reflection on two case studies</i>	Maria Elena Placencia <i>"Amigo ánimoese en los 300": Persuasion strategies and relational work in offers in online commercial service encounters</i>	A.J.P. Verheijen <i>Dissecting Dutch digital discourse: A linguistic study into computer-mediated communication by youths from The Netherlands</i>
13:30-15:00	LUNCH BREAK		
	Panel: Relational and emotional persuasion in the digital world Convenors: Mercedes Díez Prados & Antonio García Gómez	Chair: Begoña Clavel Arroitia	Chair: Barry Pennock Speck
15:00-15:30	Antonio García Gómez <i>Social cognition, aggression and persuasion in social media</i>	Lotta Lehti, Johanna Isosävi, Veronika Laippala, Filip Ginter <i>The development of multi-voiced campaigns in Twitter following the January 2015 shootings in Paris</i>	Özlem Savas <i>'Virtuous me and guilty others' in Facebook: The discourse of undeserved suffering in Turkey and its contemporary online articulation</i>
15:30-16:00	Mercedes Díez Prados & Ana Belén Cabrejas-Peñuelas <i>Persuasion at work: Digital media for self-promotion</i>	Nuria Lorenzo-Dus <i>Influential 'ordinary' discourse: Citizens debating the living / minimum wage on Twitter</i>	Vanessa Isenmann <i>Facebook communication in Iceland</i>
16:00-16:30	M. Dolores Porto Requejo <i>Music for persuasion in digital stories</i>	Agnieszka Lyons <i>Sequentiality and spatialisation: Narrativity in text-messages</i>	Carmen Maíz Arévalo <i>Losing face in Facebook: Linguistic strategies to repair face in a Spanish common interest group</i>
16:30-17:00	Silvia Molina Plaza <i>Multimodal persuasion tactics in personal digital narratives</i>	Isabel Colón de Carvajal <i>"But you are blue you know?": The identification work by players in videogame interactions</i>	Laura Torre <i>Facebook and the press: How the newspapers give their news in a social network</i>
17:00-17:30	COFFEE BREAK		
17:30-18:30	PLENARY TALK SALÓN DE ACTOS SUSAN C. HERRING (Indiana University) <i>The co-evolution of computer-mediated discourse analysis and computer-mediated communication</i>		
18:30	WALKING TOUR		

Thursday, 19th November 2015

	SALÓN DE ACTOS		SALÓN DE GRADOS	ROOM 01
	Chair: Will Gibson		Panel: Mitigation strategies in Spanish digital discourses Convenors: Virginia González García & Ana Pano Alamán	Panel: Constructing identities in social networks: From offline multimodal practices to digital eternities Convenors: Heike Baldauf-Qilliatre, Isabel Colón de Carvajal, Christine Develotte & Magali Ollagnier-Beldame
9:00-9:30	Marie-Ange Bugnot <i>Building up a semiology of uniqueness in institutional websites</i>	9:00-9:20	Marie Rasson <i>Indefinite uno as a mitigation strategy on the Spanish Yahoo QA forum</i>	Samira Ibnelkaïd & Isabel Colón de Carvajal <i>Revisiting Grice's maxims in the digital discourse and their role in identity construction</i>
9:30-10:00	Maïke Klüber <i>Structures through discursive practices: How users of online forums cope with technological features</i>	9:20-9:40	Ana Pano Alamán <i>Argumentation, opinion and mitigation strategies in Spanish digital press comments</i>	Heike Baldauf-Qilliatre, Christine Develotte & Magali Ollagnier-Beldame <i>The effect of social media on identity construction: A re-examination of identity concepts in the digital era</i>
10:00-10:30	Victoria Faris <i>Participatory spaces as a framework for analysing YouTube comments on the Marriage Amendment Bill</i>	9:40-10:00	Uta Helfrich <i>Jejejeje as a mitigation strategy in social media discourse?</i>	Melinda Dooly <i>Discourse and identities in the digital world: Multimodality and digital discourse (Microanalysis of digital discourse)</i>
10:30-11:00	Rosa Giménez Moreno & Juan José Martínez Sierra <i>Identity and register in online interaction</i>	10:00-10:20	Laura Mariottini & Isabel Hernández Toribio <i>Mitigation strategies in Spanish digital discourses</i>	Christelle Combe-Celik <i>V-logging: identity construction and intercultural exchanges in a language self learning context</i>
		10:20-10:40	Virginia González García <i>Mitigation strategies in the social network site Facebook</i>	Brad Demarest & Susan C. Herring <i>I'm the first video Voicethread – it's pretty sweet, I'm pumped": Gender and self-expression on a massively multimodal website</i>
		10:40	Questions & discussion	Questions & discussion

11:00-11:30	COFFEE BREAK		
	Chair: Carmen Gregori Signes	Chair: Lucía Fernández Amaya	Chair: Antonio García Gómez
11:30-12:00	Carmen Cortes Zaborras <i>Travelblogs and evidentiality</i>	Joy Kwon <i>A survey of politeness strategies of Korean EFL learners in computer-mediated discourse</i>	Alfonso Sánchez-Moya <i>'I keep remembering things he did from the past :(' Men perpetrators as social actors in women's digital reported experiences with intimate partner violence</i>
12:00-12:30	Nieves Hernández-Flores <i>Blogs and the construction of a new political candidate's identity: The Spanish politician Pablo Iglesias's blog</i>	Shima Salameh Jiménez & Elena Pascual Aliaga <i>Talking to the net to vent one's spleen: A linguistic analysis of positive and negative feedback</i>	Camilla Vasquez <i>'My manly husband...': The construction of gender in Amazon Reviews</i>
12:30-13:00	Yukiko K. Nishimura <i>Gender and the digital media: Emoticons used by female bloggers of everyday topics compared with those by moral harassment victims in Japan</i>	Maite Taboada & Maria Aloy Mayo <i>Conflict in digital discourse: Cosmopolitan and the US 2014 midterm elections</i>	Gora Zaragoza Ninet <i>Linguistic strategies and usefulness of online feminism: The Everyday Sexism Project</i>
13:00-13:30		Eva Ogiermann <i>Verbal defence strategies against negative online feedback</i>	
13:30-15:00	LUNCH BREAK		
	Chair: Carmen Pérez Sabater	Chair: Manuel Padilla Cruz	Chair: Miriam Locher
15:00-15:30	Beyza Björkman, Miguel García Yeste & Ezra Alexander CANCELLED <i>Within the university and beyond: The use of Facebook for information dissemination by two major Higher Education institutes in Sweden</i>	Maria Sifianou & S. Bella <i>Twitter, politeness and self-presentation Anne</i>	Nadine Chariatte <i>Dialect features indexing hipster identity on social media: The case of the city of Malaga</i>
15:30-16:00	María José Luzón <i>Features of ELF interactions in academic social networks: A Study of ELF strategies in Researchgate</i>	Charlotte Husson <i>Hashtags as slogans, watchwords and "mots-arguments": The controversy around gender theory in France (2011-2014)</i>	Sandra Petroni <i>Profiling and self-branding: Discursive strategies for identity construction in multimodal digital settings</i>

16:00-16:30	María Noelia Ruiz Madrid <i>How multimodal discourse analysis and digital competence merge into a pedagogical proposal</i>	Kate Scott <i>Pragmatic contribution of hashtags on the social networking site Twitter</i>	Francisco Yus <i>The discursive management of the phatic Internet (and how to explain it pragmatically)</i>
16:30-17:00	M. José Valero-Porrás & Daniel Cassany <i>Researching informal language learning online: Methodological issues</i>	Zuzana Komrsková <i>An investigation of emoticon use on Twitter</i>	Christiana Themistocleous <i>Digital code-switching: Using conversation analysis to investigate the performance of imaginary identities on IRC</i>
17:00-17:30	COFFEE BREAK		
17:30-18:30	PLENARY TALK SALÓN DE ACTOS CRISPIN THURLOW (University of Bern) <i>Addressing the ideologies of digital discourse: The sordid story of sexting</i>		
21:00	CONFERENCE DINNER AYRE HOTEL ASTORIA – Plaza Rodrigo Botet 5.		

Friday, 20th November 2015

	ROOM 0.1	SALÓN DE GRADOS	ROOM 1.1	ROOM 1.4
	Chair: Ana Belén Cabrejas Peñuelas	Chair: Rosana Dolón Herrero	Panel: [1/2] Interpersonality in digital communication types: Academic, professional and disciplinary variation Convenors: Francisca Suau Jiménez & Rosa Lorés Sanz	Chair: Sergio Maruenda Bataller
9:00-9:30	Michael Cribb & Shivani Rochford <i>Representing spoken political discourse in the digital era: Can accurate and faithful semantic representations be obtained from Hansard transcriptions of Prime Minister's question time in the House of Commons?</i>	Rudolf von Rohr, M. Therese, Franziska Thurnherr & Miriam Locher <i>Linguistic expert creation in online health practices</i>	Ruth Breeze <i>Interpersonality in online dispute resolution</i>	Dorottya Csenge Cserzo <i>'It was a place where we were connected': Affordances in personal video-conferencing</i>
9:30-10:00	Korina Giaxoglou <i>Viral stories and stance taking: Staging vernacular spectacles of political engagement in digital public spaces</i>	Raffaella Negretti, Beyza Björkman, Spela Mezek & Miguel García-Yeste <i>Something old, something new, and something borrowed: How have digital technologies impacted academic professional knowledge construction practices?</i>	Francisca Suau Jiménez <i>The role of customer online reviews in the discourse-dialogic construction of hotel websites</i>	Edgar Bernad Mechó <i>Approaching multimodal discourse analysis of videos in opencourseware websites as part of the new academic discourse in the digital world</i>
10:00-10:30	Ailin Nacucchio <i>Political discourse on social media: The user influence on a political group identity</i>	Carmen Sancho Guinda <i>Redefining genre boundaries: The case of NTSB's air-catastrophe reporting online</i>	Rosa Lorés Sanz <i>Engaging with the reader: Disciplinary interaction in international online conference calls</i>	Olga Kunitcyna <i>The multimodal perspective of catastrophe discourse represented in the news online</i>
10:30-11:00	Wolf J. Schuenemann, Stefan Steiger & Sebastian Stier <i>Is there a transnationalisation of public spheres? A comparison of two global political issues</i>	Agnese Sampietro <i>Are emoji the new punctuation marks? Insights from Whatsapp chats</i>	Pilar Mur Dueñas <i>Virtual special issue introductions: Interpersonal features in an emerging academic digital genre</i>	Mariza Georgalou <i>Multimodal articulations of identity in social media: Empirical evidence from Facebook [SKYPE PRESENTATION]</i>

11:00-11:30	COFFEE BREAK			
	<p>Panel: Analysing multimodal digital discourse. Methodological foundations, methodological approaches, and research practices for studying discourse in convergent media Convenors: Christian Pentzold & Vivien Sommer</p>	<p>Chair: Rosa Giménez Moreno</p>	<p>Panel: (2/2 - continued) Interpersonality in digital communication types Convenors: Francisca Suau Jiménez & Rosa Lorés Sanz</p>	<p>Chair: Gora Zaragoza Ninet</p>
11:30-12:00	<p>Janina Wildfeuer <i>Intersemiosis in digital discourse - CANCELLED</i></p>	<p>María Sabaté Dalmau <i>A critical sociolinguistic analysis of transnational SMSes: Vernacular literacy practices among unschooled migrants in Barcelona</i></p>	<p>Isabel Corona <i>Multimodality and interpersonality: The comments of online obituaries</i></p>	<p>Aranzazu Santos Muñoz <i>Transcribing relevant electronic actions in videoconferencing</i></p>
12:00-12:30	<p>Elisabetta Adami <i>What's in a click? A social semiotic framework for the multimodal analysis of website interactivity</i></p>	<p>Michelle Lawson <i>'Lost sheep in a huge field': Migrant identity construction in an online community of practice</i></p>	<p>Isabel Herrando <i>Approaching interpersonality in digital dissemination genres: The medical electronic popularization - [END OF PANEL]</i></p>	<p>Stephen Pihlaja <i>Investigating inter-religious dialogue on social media: Keyword-led discourse analysis in action</i></p>
12:30-13:00	<p>Maria Grazia Sindoni <i>Multimodal corpus analysis of digital video data: Issues, challenges and potentialities</i></p>	<p>Erika Darics <i>Deconstruction-analysis-explanation: An immersive analysis of contextualisation in digital discourse</i></p>	<p>Nuria Hernández <i>Bilingual encounters in a digital mode: Constructing common linguistic codes in German-English WhatsApp</i></p>	<p>Antônio A. Braighi <i>The digital discourse of Ninja media</i></p>
13:00-13:30	<p>Yannik Porsché <i>Multimodal discourse in the exhibition space and the digital mass media: Human-Non-Human interactions in museums</i></p>	<p>David Barton <i>What annoys you about technology at work? Affect and academics' discursive construction of digital writing practices</i></p>		<p>Julio Hardisson-Guimera <i>Recontextualization strategies and mechanisms in digital discourse and in public image management on the Internet</i></p>
13:30-15:00	LUNCH BREAK			

	Chair: José Santaemilia Ruíz	Chair: Sergio Maruenda Bataller	Chair: Erika Darics	Chair: Miguel Fuster Márquez
15:00-15:30	Veronika Laippala <i>Is chatting about Obama different from chatting about Saturday night? A quantitative study on the characteristics of different modes of CMC in French</i>	Marjut Johansson <i>Latest news and exclusive stories: Multimodal texts in digital news sites</i>	Susanne Kopf <i>In varietate Concordia – the European Union’s online self-representation</i>	Gigel Preoteasa <i>Live-comments of football matches: Different channels, different discourses?</i>
15:30-16:00	Andreas Musolff <i>‘When I go out in the street...’: Development of figurative language in online discussion fora</i>	Carmen Piqué Noguera <i>Interactive devices in newspaper digital readers’ comments</i>	Hanwool Choe <i>Listenership in digital discourse</i>	Caroline Weinzinger <i>Topic progression in e-coaching</i>
16:00-16:30	Elena Nichele & Susanne Kopf <i>‘Do you mean what I mean?’ The case of Je suis Charlie on Wikipedia</i>	Simone Sörensen <i>Discourses on crisis in the digital age – Argentina, crisis and resilience</i>	Trena Paulus, Jessica Lester & Amber Warren <i>Applying conversation analysis methods to digital discourse: A review of the literature</i>	Aisulu Raspayeva <i>Variation in indirectness in computer mediated discourse among Russian and Kazakh females</i>
16:30-17:00	Will Gibson <i>Conversation analysis and online communication: A literature review and thematic overview</i>	Dominik Baumgarten <i>21st century e-books – A multimodal advertising genre?</i>	Carmen Pérez Sabater <i>Online communities of practice and their stylistic norms in salutations and closing remarks</i>	Maria Luisa Carrió Pastor & Hanna Skorczynska <i>Interactive metadiscourse in digital communication: A comparative study of identities in Business English</i>
17:00-17:30	COFFEE BREAK			
17:30-18:30	PLENARY TALK SALÓN DE ACTOS JANNIS ANDROUTSOPOULOS (Universität Hamburg) <i>Towards a ‘third wave’ of digital discourse studies: Audience practices on Twitter</i>			
18:30	CONFERENCE CLOSING			

ADDA I PARTICIPANTS

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