

## WORKSHOP

### Digital literacies in Digital Communication

University of Lausanne (Géopolis, room 2129 & 2137),  
15-16 December 2016.

The workshop assembles researchers in the field of digital communication and discourse analysis who have in common to focus on the links between discourse (language) and practices (communication) in the digital era (specific medium, networks, affordances). The workshop is aimed at discussing the interplay of these dimensions. How do the affordances of a medium lead to create behavioral rules? What is at stake with the networks, groups and communities configuring the digital identity of members? What creativity or limitations are familiar and just supplement a practice? What are emergent and reconfigure a practice or lead to a new practice? Such issues will be addressed by researchers as well as by the students of a new MA program in digital communication.

#### **Participants.**

Korina Giaxoglou (The Open University London), Tereza Spilioti (Cardiff University), Piia Varis (Tillburg University).

#### **Organizers.**

Marcel Burger & Laura Delaloye, University of Lausanne.

#### **Program.**

##### ***Thursday (Géopolis room 2129)***

- |               |   |
|---------------|---|
| 14 :00        | <i>Welcoming and introduction.</i>  |
| 14 :15-15 :15 | <b>Transcripting in social media: Multilingual writing and vernacular creativities</b><br>Tereza Spilioti, <i>Cardiff University, Wales.</i>        |
| 15 :15-15 :45 | <i>Discussion</i>   |
| 15 :45-16 :15 | Students' presentation I: F. Cottier, A. Gosende & M. Gravier   |
| 16 :15-16 :45 | COFFEE BREAK  |
| 16 :45-17 :45 | <b>#JeSuisCharlie? Hashtags as narrative resources in contexts of ecstatic sharing</b><br>Korina Giaxoglou, <i>The Open University, London, UK.</i> |

- 17 :45-18 :15            *Discussion*
- 18 :15-19 :00            Students' presentations II: A. Bottani & V. Van Praekelt San Martin  
Students' presentation III: A. Boiro & K. Reymond

***Friday*** (*Géopolis room 2137*)

- 09 :30                    *Welcoming coffee*
- 10 :00-11 :00            **Digital media as *context*: Platforms and affordances**  
Piia Varis, *University of Tillburg, The Netherlands.*
- 11 :00-11 :30            *Discussion*
- 11 :30-11 :50            Students' presentation IV: L. Estade & J. LeMaire

*End of the workshop*

**Abstracts.**

**Tereza Spilioti, Cardiff University, Wales.**

**Transcribing in social media: Multilingual writing and vernacular creativities**

This paper focuses on multilingual writing as ideological social practice and looks into phenomena of vernacular creativity where perceived boundaries between languages and codes are playfully crossed and transgressed. With regards to spelling and writing, vernacular creativities can be manifest in instances of transcribing or 'script-focused translanguaging' (Androutsopoulos 2015) where language forms associated with a particular code are represented in the writing system of another (e.g. English language forms represented with Greek, Arabic or Chinese characters, and vice versa). Drawing on a three-year 'guerilla ethnography' (Yang 2003) on social media practices, I will discuss vernacular creativities in digital literacies, with a focus on Greek-Alphabet English (or Engreek, popularly described as 'English written with Greek characters'). The paper investigates the processes through which such writing practices also inscribe semiotic and indexical values onto the language forms produced and circulated. Such processes are highly reflexive, performative and dialogical, responding to, as well as generating, other texts and writing practices in an increasingly globalized world.

**Korina Giaxoglou, Open University, London, UK.**

**#JeSuisCharlie? Hashtags as narrative resources in contexts of ecstatic sharing**

Hashtags - a particular form of social metadata that helps create groups around searchable topics - have been described in the literature as an aid to the formation of ad

hoc publics (Bruns & Burgess 2011), as metadiscursive markers (Zappavigna 2015) and as storytelling devices used to frame events and their interpretations (Papacharissi 2015). However, there has been little research so far on the narrative potential of hashtags from a (mediated) discourse analysis angle. This paper seeks to fill this gap by providing a discourse-narrative perspective on hashtags as resources for sharing and story making. The aim of the paper is to provide an insight into the production, circulation, and emblemization of identity positionings to global events and crises in mediated (and mediatized) contexts.

The data for analysis are drawn from Twitter and the Guardian's breaking news live blog in the wake of the attacks at the satirical magazine Charlie Hebdo offices on the 7<sup>th</sup> January 2015. The analysis points to the emergence of hashtags #Charlie Hebdo and #JeSuisCharlie as micro-story and meta-story resources, respectively, which facilitate their sharing with global publics as acts of narrative stance-taking in the space-time of instantaneous proximity. It is argued that such forms of hashtag circulation attest to a shift from modes of ecstatic global news reporting and spectatorships of suffering and identification (Chouliaraki 2006) to modes of ecstatic sharing on social media that promote the mediatized witnessing of global events and crises by networked publics.

To conclude, the situated analysis of hashtags as narrative resources presented in this paper contributes to the study of hashtagging as social and discourse practice in relation to modes of public participation.

**Piia Varis, University of Tillburg, The Netherlands.**

### **Digital media as 'context': Platforms and affordances**

Digital media, as any other context of human interaction, comes with its own affordances for interaction and self-presentation – that is, aspects which frame and mediate, while not determine, what we can interactionally achieve with each medium. However, except for branches of research which specifically study the shape of our media (platform studies; software studies), scholars surprisingly often ignore or give scant attention to the specific affordances each medium offers, and the ways in which these shape digital interactions. Consequently, it seems that one 'context' of digital communication remains largely unexamined. My talk focuses on the role of digital affordances, the ideologies behind them, and the ways in which digital ethnographic research can address these aspects of communication.

### **References**

- Androutsopoulos, J. (2015) Networked multilingualism: Some language practices on Facebook and their implications. *International Journal of Bilingualism* 19 (2): 185-205.
- Bruns, A. and J. Burgess, 2011. #ausvotes: How *Twitter* covered the 2010 Australian Federal Election. *Communication, Politics & Culture* 44 (2), 37-56.
- Chouliaraki, L., 2006. *The Spectatorship of Suffering*, London, Sage.
- Deumert, A. (2014) *Sociolinguistics and Mobile Communication*. Edinburgh: Edinburgh University Press. (please see Chapter 5 'Textpl@y as poetic language').
- Gershon, Ilana 2010. *The breakup 2.0. Disconnecting over new media*. Ithaca: Cornell University Press. Introduction, pp. 1-15.

Papacharissi, Z., 2015. *Affective Publics. Sentiment, Technology, and Politics*, USA, Oxford University Press.

van Dijck, José 2013. *The culture of connectivity. A critical history of social media*. Oxford: Oxford University Press. Chapter 1 ('Engineering sociality in a culture of connectivity'), pp. 3-23).

Zappavigna, M., 2015. Searchable talk: the linguistic functions of hashtags, *Social Semiotics*, 25(3), 274-291.

### **Contact**

#### **Laura Delaloye**

office: Anthropole 3139

email: [laura.delaloyesailen@unil.ch](mailto:laura.delaloyesailen@unil.ch)

phone: +41 21-692 48 76

#### **Marcel Burger**

office: Anthropole 3147

email: [marcel.burger@unil.ch](mailto:marcel.burger@unil.ch)

phone: +41 21-692 47 42