

Media Linguistics Perspectives

Lecture 6

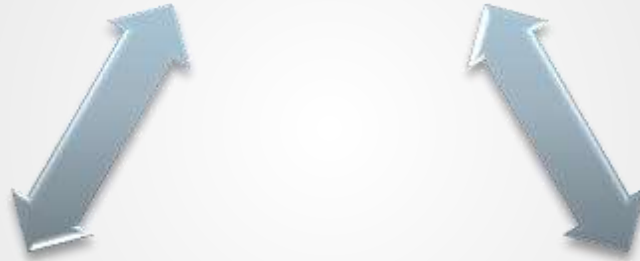
The diagram consists of two dark teal arrows pointing in opposite directions, one to the left and one to the right. The left arrow is labeled 'Internal structure' and the right arrow is labeled 'External structure'. The two arrows are connected at their inner ends by a curved, overlapping shape that resembles a ribbon or a piece of paper being folded, suggesting a bidirectional relationship or interaction between the two concepts.

Internal
structure

External
structure

Media Linguistics Research

Language
Users

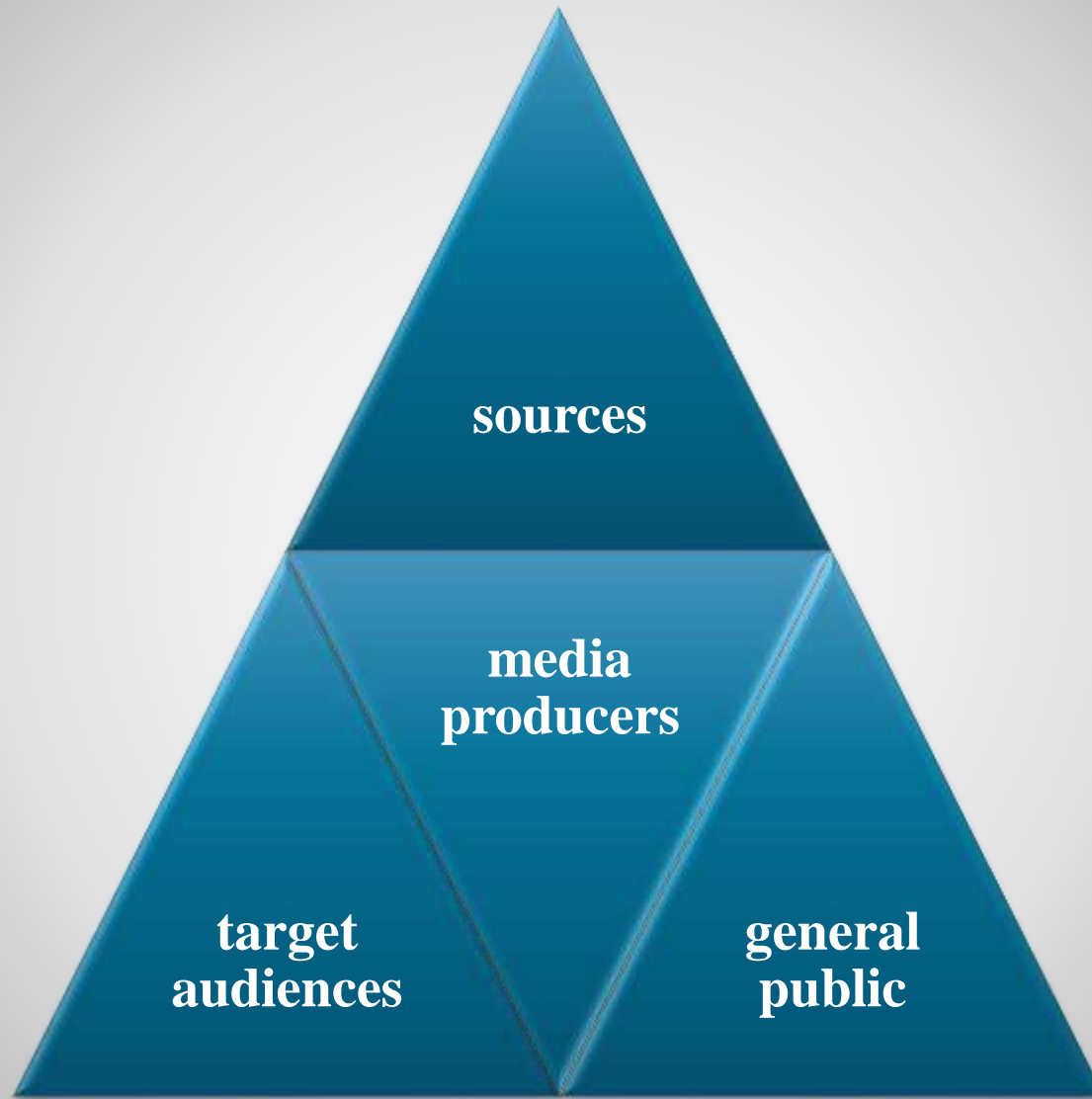


Language
Description



Language
Activity

Key Issues of Medial Linguistic Analysis



Language Users



producer
role



receiver
role



Language Activity (Messner&DiStaso 2008)



synchronically



diachronically

Language Description

Research questions concerning		Language users			
		Sources	Media	Audiences	Public
Language activity	Production	...	scope 2	scope 1	
	Reception	scope 3	...
Language description	Synchronic	...	scope 4	...	
	Diachronic	scope 5	

Categorization of medialinguistic research questions

multidisciplinary research

- scientific disciplines cooperate by addressing shared research questions

interdisciplinary research

- scientific disciplines collaborate by developing methods or theories together

transdisciplinary research

- scientific disciplines collaborate with non-scientific fields in order to create shared knowledge and solve real-world problems

External Structure (Rampton 2008)

Metadiscourse Analysis (MDA)

- MD is the method of collecting and analyzing data in order to reconstruct the socially and individually anchored (language) awareness in a discourse community.
- MD is the basis for analyzing the metadiscourse of text production is conversation and discourse analysis.
- MD investigate spoken and written communication about language and language use.

Metadiscourse Analysis

metaphors used when talking about writing (e.g., Gravengaard 2012; Levin and Wagner 2006)

explicit planning or criticism of communication measures (e.g., Peterson 2001)

the clarification of misunderstandings and conversational repair (e.g., Häusermann 2007)

follow-up communication by audiences (e.g., Klemm 2000)

Metadiscourse Analysis

1980

digital textuality

hyperlinks

multimodality

real-time updating

synchronous talk

databases

user profiles

social networking

mobility



Digital Textuality

Blog

- “a frequently updated webpage with [timestamped and] dated entries, new ones placed at the top” (Blood 2000).

first used as “online journals” for individuals



soon recognized as a general purpose medium or “socio-technical format” (Herring et al. 2005)

known as “filter-style” blogging (Blood 2000): substantial reports and essays on news topics; a way to update outside of print news cycles

“j-blogs” as a way to write in a less institutional voice: reporters give rein to forbidden features such as “superlatives, first person, contractions, questions with no answers, answers with no questions” (Robinson 2006: 78)

Blogs

increased speed and interactivity



point out news stories in other media via
hyperlinks



comment on and respond to stories



broadcast news directly in the form of
headlines or episodically as “live
tweets”

Microblogs

news is becoming conversationalized



coverage is posted a chunk at a time
online as the news event evolves
(Chovanec 2009)



may be posted as a secondary news
channel on the main website, on a
separate “live blog” platform (Thurman
and Walters 2013) or through social
media such as Twitter

Live-text commentary (LTC)