Discourse ↔ Communication ↔ Conversation

Abstracts. Please note that this book of Abstracts will not be available in print form at the conference; delegates are advised to consult it online or to download it from the conference website.

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**Visual transcriptions as theory (and methodology)**

During the last 30 years transcription methodologies have changed and developed. Due to this technological development, researchers within the field of social studies now use video cameras in the study of situated practices. In line with the question of transcribing, this has generated discussions about what kind of data and knowledge that is created. When transcribing visual material similar concerns Ochs raised 30 years ago in her classic article “Transcription as theory” is work: what and why are made visual in transcripts? What is the theoretical stance for transcript conventions and what is the purpose of visualizing the transcriptions? Thereby, it is also highlighted how video data is created through series of choices for practical purposes. Based on the increased use of digital video recordings and the increased mix of visual and audible material in research articles, we study how and what is gained by using visual data, and the ontological status given to it. The presentation shows examples of visual transcriptions chosen from slightly different research areas and with different transcription solutions. All the transcribed material is based on video recordings, which in one or the other way has been digitalised and transformed into new visual forms. We see two patterns in the way that visual data is used; first as a way to illustrate people in action but with no reference to the visual in the analyses, and second the visual as a possibility to increase the complexity of the research data that are analysed. Importantly is however, that whether visual data are used as part of the analysis, or as illustrations that works as proof of an activity, the visual is more or less repeatedly treated as taken for granted and as an objective reality that the reader just has to accept. The paper concludes that these new ways of transcribing seldom are problematized as part of the research process.

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**The Rhetoric of Revolution: Discourse and Power at 'Tahrir Square'**

The 25th January Egyptian Revolution was an arena of conflict between the discourses of Hosni Mubarak’s ex-regime on the one hand and those who protested against him on the other. These discourses were promoted and shared out to the public via a huge number of mediums of communication. Perhaps, for the first time in the history of mankind, governmental and private TV channels, local and international radio stations, personal and public electronic web sites, as well as printed and electronic newspapers played such significant role in determining the course and returns of a revolution. This, in fact, provided an additional reason for making the forms of conflict more complicated between the rhetoric of the then-existing regime and the rhetoric of those protesting against it. It, further, provided opportunities for its political discourses to integrate with other religious, economic, social and scientific ones, alongside with rich artistic manifestations apparent in revolution songs, signboards, icons, names, poems, paintings, plays, stories and memories.

*Note that Abstracts will not be printed: please consult online or download from conference website*
Politeness formulas in English and Saudi Arabic Requests, Thanks and Apologies

In this paper I investigate the various politeness formulas that are used in three speech acts: requests, thanks, and apologies. The study aims at exploring the different ways that speakers of English and Arabic use to perform the selected speech acts in order to help learners of English to be aware of such differences in communicating with native speakers of English. I draw on materials from English and Arabic making the point that these acts are the most recurrent in everyday situations. The analysis indicates that in each of these acts the primary goal of the speaker is to lessen any threat to his/her face or to the hearer’s face. It deals with politeness principle as a pragmatic phenomenon proposed by Leech 1983. In this paper, the focus will be on linguistic politeness. What linguistic formulas or expressions speakers of both languages, English and Arabic use to perform the speech acts of requesting, apologizing and thanking.

It is hoped that this comparative study of English and Arabic languages will aid in developing FLE learners communicative competence and promoting their listening and speaking skills.

“Out-think the user through collaboration in engineering practice”

This work analyzes how web engineers and designers plan, through collaborative practices, user-friendly technologies. Through an analysis of multimodal interactions in an Italian Internet company, the paper shows how collaborative situations are essential for web designers to be able to 'outthink the user' (Sharrock and Button, 1997), that is, imagine the user’s viewpoint and take account of it in the design. Observation-based studies on technical professions (see in particular those by Orr, 1996 and Suchman, 2007) have already evidenced that through joint accounts and interpretations, within triangular relations which also include the technology itself, technicians construct a stock of distributed knowledge and pragmatic understanding which is one of the most valuable and enduring outcomes of their collaboration. I will analyze how this kind of practice supports process of joint imagination and it is used to create user-friendly technologies. To perform these activities, designers draw on specific interactive resources, such as a repertoire of skills shared by groups of different professionals and their overlapping identities as designers and users. The findings are based on data gathered during an ethnographical study and are supported by the analysis of video recordings, visual and conversational transcripts, representations of interfaces and artefacts used by participants. The theoretical framework will include references to cultural and discursive psychology, distributed cognition and workplace studies; methods used in the data analysis refer to visual and conversational analysis (Goodwin 2000).

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The social and cognitive dimension of grammatical gender: exploring the interplay between the use of grammatical gender, culture and cognition in interaction

Grammatical gender is related with the sex of nouns’ referents in person reference (Pavlidou 2003), contributes to the representation and construction of gender (Hellinger & Bussmann 2001) and gives rise to gendered categorizations of the world (Lakoff 1987). Drawing on research on linguistic relativity in relation with indexicality (Silverstein 1976), grammatical gender is theorized as a compulsory deictic element which presupposes and constructs the sex of referents and marks the indexical effect of referring expressions (Hanks 2007) as gendered. This paper employs CA in order to study empirically the ways through which the relationship between grammatical gender, cognition and culture is manifested in interaction, theorizing CA’s emic perspective as a potential ‘cognitive’ perspective (Schegloff 1991). By analyzing cases of self-repair, where the use of grammatical gender constitutes a source of trouble for speakers, in fully transcribed data of naturally occurring interaction among friends and relatives in Greek, this paper shows that participants orient to linguistic items marked by grammatical gender as gender membership categories which are important for person reference and social action.

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Discourses of Cultural and Religious Identity by British Muslims

According to the 2001 UK Census, Muslims are the second largest community in Britain after Christians (Office of National Statistics, 2004). Britain is considered multicultural but according to a recent Gallup report (2009) Muslims are less happy and less integrated in Britain than elsewhere in Europe and USA. They are facing many private and public threats to their religious and cultural identity. The UK Prime Minister has recently declared that the doctrine of multiculturalism has failed and should be abandoned and that Muslims should embrace British values. Indeed, a senior conservative, Baroness Warsi, had even suggested in a recent speech “Prejudice against Muslims has passed the dinner-table test and become socially acceptable in the UK”. In the face of these changing social and political scenarios Muslims are reconstructing their cultural and religious identities. The present study focuses on one aspect of this: the cultural and religious identities of Muslims living in Britain and the major challenges that are associated with integration in Britain. Data were collected using in-depth semi-structured interviews and focus groups. The study sample included first and second generation Muslims of both genders. Interviews and focus groups were transcribed and analyzed using discourse analysis. The results show that Muslims’ constructions of their religious and cultural identity play an important role in the process of acculturation. Muslims construct their process of integration in Britain through their power of making choices and a constant negotiation among their national, religious and cultural identities. Results also show the discourses of rationalizing the stay of Muslims in UK despite of the discrimination and integration pressures they are facing. They develop justification of their stay in Britain based on constant comparison between their country of origin and UK. Although Muslims are presented as under continuous pressure to integrate and as a helpless minority facing discrimination but in the present study the discourses of Muslims suggested a construction of control over their social situation.

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Watching Nostalgia – Past and its Affective Re-Enactment in Contemporary Television

Our television landscape is characterized by a massive re-performance of the ‘old’ in the context of which nostalgia has grown to a decisive element of television contents and its reception. Television reruns, 

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remakes, and period pictures are among its main categories. It has been stated that nostalgia's attitude towards the past may appear in multiple forms ranging from critical and progressive up to reactionary uses. Here is also where this paper attaches, however it concentrates on the different textual layers that may elicit nostalgia and the emotive aspects of its reception. Starting from the observation that nostalgia today is frequently described as a past-related emotion the paper combines media and cultural studies perspectives on nostalgia with theories on aesthetic emotions and memory. It is shown that such an incorporation is easily possible, that it even facilitates the systematization of textual characteristics and possible readings. A case study reviews one example each of the categories of television reruns, remakes, and period pictures and works out the different layers on which they work as ‘nostalgia-offers’. The results show that each of them depends on different aesthetic structures of media impact with different relation to memory. Those nostalgia-offers which may be located on the level of the narration such as the evocation of an empathetic understanding of a protagonist’s nostalgia as they rather appear in period pictures are less memory dependent and can thus be expected to be similar against different memory-backgrounds. Others, such as those directed towards an artefact, as they are dominant in reruns and remakes but as they likewise appear in period pictures, can be expected to differ from one context to another.

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**Directives, affect, and family life choreographies.**

Directives are recurrent features of adult-child interaction. Traditionally, directives have often been analyzed as phenomena linked to “background variables” in social life, such as power differences between participants, the child’s age, the social distance between the participants or the size of the demand made by a speaker (Brown & Levinson, 1978; Ervin-Tripp, 1976). In contrast, the present paper adopts a social interactional perspective, focusing on ways in which social distance is partly a phenomenon, shaped by the interaction as such, rather than something that is pre-existing or pre-formed. The present analyses concern everyday life negotiations between children and parents in the family life encounters of Swedish families, drawing on video-ethnographies of family life in three sites (Italy, Sweden, and the USA). All data have been recorded as part of routines in family life, such as breakfast or other mealtime activities, cleaning routines, homework, media use, and play activities. The analyses of directive trajectories specifically concern parents’ directives, while trying to get things done, and in what ways parents can be seen to ‘tell’ or ‘ask’ children what to do (cf. Craven & Potter, 2010; Curl & Drew, 2008). The focus is on the role of affects and affective stances as parts of social choreographies (Aronsson, 1998; Aronsson, 2012) of family life, foregrounding children’s time bargaining and other ways in which participants align and disalign within and across generational boundaries. Affective stances are documented in detail, focusing on upgradings and downgradings of parents’ directive, as well as on the children’s accounts for undertaking or not undertaking the target actions. The analyses cover multimodal resources, both verbal interaction and the use of gestures, posture, and other nonverbal resources (cf. M.H. Goodwin, 2006; 2007). Directive trajectories are in turn related to the local moral order of family life.

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**Assessments beyond assessing: various functions of “good” in performance appraisal interviews**

In both everyday and institutional interactions, people frequently evaluate what is being said and how it is being said. One resource for doing the evaluation work is making assessments. By making assessments,
participants in interaction can achieve a number of things. For example, high-grade assessments may be used in closing sequences in telephone conversation (Antaki 2002), and people may manage delicate moments of possible conflict by inserting food assessments at dinner table conversation (Mondada 2009). With the method of conversation analysis, the current paper pursues how a specific verbal assessment ("good") can be used to perform different functions, ranging from topic closing to personalized assessing work. Our specific interest is to investigate how various functions of the specific verbal assessment are subject to ongoing negotiations between the interactants throughout the assessment sequence. We investigate this research question in a specific institutional context, namely performance appraisals. They are conducted between employees and their managers, and their main purpose is to evaluate employee performance and to ensure employee development. Our focus lies in the phase of employee performance evaluation, where assessments are frequently used resources. Accordingly, our collection is based on assessment sequences, in which the employee’s current work performance is presented by the employee, and subsequently evaluated by the manager. In analysing this event, special attention is given to the interview guide, which serves as a resource for mutual orientation for both participants during the assessment sequence. As past studies have shown, assessments are highly interactive and may involve verbal, embodied and/or artefactual resources (e.g., see Goodwin & Goodwin 1987). We thus wish to shed light on how some artefactual resources are used by the participants in negotiating various functions of the specific verbal assessment. The data is based on approx. 20 hours of video-taped performance appraisals from two different organisations.

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**Some observations on the organisation of laughing and teasing in children with severe autism.**

Little research has been conducted on severely autistic children, in part due to the difficulties inherent in examining such children in unfamiliar settings with unfamiliar people and often because such children are non-verbal. Naturalistic studies supplemented by a CA sensibility offer much greater opportunities for understanding the social being of these children. Autism has formally been identified with deficits in communication and social interaction. How such children engage in laughter offers an interesting case for examining how they orient to the social world. We present two cases of children with severe autism which involve the systematic placement of laughter and gaze. In one we show how there is a clear orientation to affiliation with co-participants. In the second we show how a child organises a tease of their teacher. We argue that by focusing on what children with severe autism can do as accomplishments with others, counteracts the ‘standard ‘deficit’ view often associated with psychological theories of autism.

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**‘That’s interesting’: When appearances are deceiving**

Research on racial discourse in both formal and informal interaction has highlighted the ways in which participants orient to the potentially sensitive and delicate nature of talk pertaining to ‘race’. In this paper we examine a single case of mundane family mealtime conversation to highlight how racism and prejudice can be oriented to, without being made explicit. A mother and her 11 year-old daughter discuss some of the daughter’s school friends. We examine how the mother delicately manages the use of racial and ethnic categories in relation to issues of skin colour, nationality and residence. The tools of conversation

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analysis and discursive psychology are used to expose the way both parties manage their epistemic authority with respect to matters of race and ethnicity, and the way they orient to the possibly prejudiced nature of particular constructions. We explore the paradox that this interaction both reproduces and naturalises racial differences, but also underscores human variability and racial diversity. This paper will contribute to the very small literature on race and racism as issues arising in mundane everyday talk.

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Brighter Futures? Culture, identity and grassroots cohesion in twenty-first century Britain

This paper will examine the experiences of asylum seekers and refugees in relation to wider mediated debates around multiculturalism, identity and social cohesion in recent years. In doing so, it begins with an examination of the racialised and exclusionary discourses, marked by and productive of specific ideologies around ‘race’ and nation, which have shaped these debates and whose historical roots can be identified in contemporary policy and rhetoric. It is argued that current debates which focus on the integration of migrants and minorities into ‘British culture’ should be seen in the context of Britain’s longstanding fixation with managing ‘race relations’ as part of its colonial and imperial legacy (Sivanandan 2008). Drawing upon a combination of discourse analysis of media texts, and ethnographic research conducted in the North East of England, the paper will explore the experiences of asylum seekers and refugees themselves in relation to these discourses. It is hoped that the research demonstrates the ways in which some asylum seekers, in the face of media hostility and punitive state coercion, have developed strong social links and bonds within the ‘host society’ – evidence, perhaps, of an organic, grassroots form of social cohesion among migrants and hosts which is a longstanding but largely hidden feature of British history (Fryer 1984; Fekete et al. 2010). The paper takes its inspiration from O’Neill’s call to ‘explore the possibilities for researching the asylum-migration-community nexus using critical theory that engages with meaning making and the relational and community-based aspects of lived experience for people situated in the asylum-migration nexus’ (2010: 96). Given that one of the aims of Cultural Studies is to ‘explore meaning in relation to the construction of social and cultural identity’ (Gray 2003: 17), it is hoped that the paper will demonstrate how Cultural Studies as an interdisciplinary field of enquiry has much potential in terms of its possible contribution to our understanding of the asylum-migration-community nexus, particularly its traditional concern with culture as ‘constitutive of and constituted by the “lived”, that is the material, social and symbolic practices of everyday life’ (2003: 1).

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“One man’s terrorist is another man’s freedom fighter”: The concept of terrorism in contemporary presidential rhetoric.

The paper draws on a communicative perspective in presidential studies to argue that American presidents often emerge as the chief definers of concepts. In conjunction with other actors including the media, presidents shape the context in which these concepts are understood and evaluated. Talking about the “act of naming,” Alan Louden observes that the presidential ability to define “invites transformation and transcendence, moving from one interpretation to another way of thinking.” Evidence from Ronald Reagan and G.W. Bush is used to illustrate the way the respective “interpreter-in-chief” (re)defines the concept of terrorism to make it a tool for implementing their particular policy objectives. Reagan’s denial of applying the label of terrorism in reference to the Nicaraguan Contras fighting to remove the Sandinistas from power stands in tension with dehumanizing and divisional ‘evil’ rhetoric overwhelmingly deployed by G.W. Bush to depict the ‘enemies of democracy’ as uniformly pernicious.

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and, thus, worth fighting.

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<th>Myth Today (and Together): Theory under reconstruction</th>
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<td>This paper reviews a research project in progress. 54 contemporary mythologies have been gathered, mirroring the original French version of Barthes (1974). Firstly, a range of 23 published ‘experts’ in the fields of Media, English, Education and Cultural Studies were invited to contribute essays for a new version of ‘Mythologies’ (Barthes, 1974 and Masterman, 1997) for the year 2012, framed in / by the ‘old’ discourses of an edited academic ‘reader’. Secondly, and separately, a group of (Media) students identified 31 contemporary mythologies with discursive significance in the lifeworld. Thirdly, teachers in these sectors are working with their students to provide theoretical scaffolding. The data from students and teachers is constructed in wiki form, harnessing authorless ‘crowd sourcing’ discourses within and in relation to the idioms of ‘Media 2.0’ (Merrin, 2006). In this paper we will discuss emerging findings and our plans for the final analysis in three areas: • What do the different mythologies generated in the authored and authorless discourses tell us about the phenomenology of myth today? • What do these different processes for ‘doing theory’ on culture tell us about epistemology, power, discourse and textual authority? • What is the significance of social media technology in facilitating new ways of ‘doing theory’ in and on culture? Our tentative answers to these questions will lead us to propose some implications for learning and teaching in textual fields – closing in further on a ‘pedagogy of the inexpert’ (Bennett, Kendall and McDougall, 2011).</td>
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<th>“There’s a thing that we use called a spiral”: Police references to psychology in investigative interviews with sex offenders.</th>
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<td>Empirical research in psychology has offered countless explanations for why adults sexually offend against children (e.g. Finkelhor, 1984, Groth, 1979, Howitt, 1995, La Fontaine, 1998). Psychology is increasingly being integrated into the training of police interviewers; in standard interviewing training programmes (National Policing Improvements Agency, 20111), in supplementary courses offered by academic institutions and specialist agencies such as CEOP2, and in the wealth of additional psychology resources made available to police practitioners. Detective Chief Superintendent Caroline Bates, commander of the Rape Intelligence Unit at Scotland Yard, stated that compulsory psychological training was crucial in order for interviewing officers to better understand the nature of sex offending (‘Police rape response unit officers will be trained in psychology’, Guardian, 19/02/20103). However, there have been no empirical studies of references to the ‘psychology of sex offending’ during police-suspect interviews. A corpus of 20 UK police interviews with individuals suspected of sexual offences against children were digitised and transcribed. Discourse analysis and conversation analysis were used to examine the interactional import of ‘psychologising’ during the police-suspect interview. How does ‘psychology’ talk get done? Where is it positioned? How is it managed sequentially? And what are the implications for the progression of the investigative interview? The practical applications of discourse analysis and conversation analysis are also discussed.</td>
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Note that Abstracts will not be printed: please consult online or download from conference website
Some early observations on social television watching as a jointly accomplished activity

Within the field of interaction research, there have been recent calls to consider interactional data in which participants engage in nonfocused gatherings (e.g. Couper-Kuhlen 2010). Nonfocused gatherings can be considered as social encounters in which participants are engaged in other activities additional to talk, and so do not necessarily orient to the conventional constraints of conversational interaction (such as conditional relevance). In such situations, participants do not treat the “incipient states of talk” (ibid: 36) as problematic. How this comes off is an area worthy of investigation. One form of nonfocused activities, which occurs on a daily basis around the world, is television watching. While previous research has examined individuals interacting with their TV as they watch alone (e.g. Wood 2000), there has been little consideration of collaborative TV watching as a jointly accomplished social activity. In this presentation, we present and analyse video data recorded in a Turkish household, where women are viewing a popular reality TV show together. One social practice in which the participants regularly engage is the assessment of the show’s unfolding events. We have analysed these assessment sequences in order to understand how the participants jointly produce their TV watching as a nonfocused activity. Preliminary findings show that assessment sequences do not play out as they might in focused interaction (e.g. Pomerantz 1984), in a number of ways. First of all, a non-response to an assessment, even when the assessment turn appears to project uptake, is not treated as an accountable action. Secondly, an assessment of the unfolding events on the TV can be produced at any time, even taking precedence over the participants’ ongoing talk. This research provides early observations on social TV watching as a jointly accomplished activity, and unpacks how participants manage this. As such, this presentation contributes to the understanding of nonfocused encounters, as well as to social interaction in general.

Naming Faces, Facing Names: How a TV-crew memorizes who is who in the studio

A central problem for television crews during live productions of talk shows involving many invited guests is to know the names of the participants in the studio. Only if the crew is able to link the names and faces of participants can it perform basic actions such as making a quick switch to show someone that is mentioned by the current speaker or put the right ‘name key’ onto a shot of a participant. The study describes how control room personnel and camera operators organise an activity of memorising names and faces during a break in the live broadcast of a French TV-show (Rideau Rouge, TV5 Internationale, 10/6 2003). Based on several video recordings documenting the crew’s interaction, the analysis focuses on how different members of the crew mobilise locally available resources (language; camera shots; documents, etc.) in its collaborative work to learn/confirm who is who in the studio. Whereas the control room personnel can talk – and thus utter names – to camera operators in the studio, the camera operators instead communicate via the shots of the studio that their cameras allow them to produce – and thus show studio participants’ faces – for the control room. The two actions of ‘naming’ and ‘showing-a-face-in-a-shot’, or ‘face-ing’, are shown to be used to build two distinct paired sequences: 1) face-ing + naming, 2) naming + face-ing, where the first action makes the second relevant in the memorising activity. How these sequences are simultaneously and reflexively produced is further shown. The emerging verbal structure of the more or less continuous talk on one hand, and uninterrupted camera action on the other, are observed to mutually configure one another in a very finely tuned way,
thus generating intersubjectivity in the collaborative activity of linking names and faces.

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Christmas in the Advertising created for an Orthodox Market: The Difference Between Santa’s Spirit and Traditional Behaviour

This study outlines two perspectives on the way Christmas is depicted and perceived in commercials created for Orthodox cultures and consumers. The first regards the global approach of this issue, which means the general message of standardized commercials. Celebrating Christmas has been visually and symbolically enriched by advertising over the ages, given the invention of Santa Claus by projecting the human need for goodness and making gifts. Many brands develop special campaigns at the end of the year as a celebration of joy, friendship, and family, but with no other spiritual or religious differentiation. The second perspective refers to the Christian perception of Christmas, which involves specific behaviour and traditional spiritual journeys in preparing for this holiday; this is a local view of brands and consumers. We seek to analyze commercials broadcast for the Romanian market (86% Orthodox) between November 15th and December 24st and dedicated to Christmas, by using content analysis to discover the relationship between product, consumer, and brand in sharing Christian values. We chose this interval because is the Orthodox religious fasting time before Christmas. This research intends to present profiles of Christmas consumers according to several criteria: age, behaviour, main spiritual values, individualism/collectivism, and consumption patterns. The profiles we are closely interested in can closely be associated with heroes of biblical parables, which are metaphorically applied in the profane world of advertising: for example, the repenting, the gift-giver, the magician, the glutton, the peacemaker. To make this research more relevant, we are going to differently follow these items in TV commercials coined for global and local brands and to draw a comparison between both categories. One of the hypotheses of this study is that these profiles are available not only for local brands, but for global ones as well. Another purpose is to classify the TV ads dedicated to this holy time according to past and present perspectives on welcoming Christmas and the narrative ‘recipe’ of such ads; classifying them as ‘Santa’ ads, hybridized ads, ritual ads, and Christmas stories.

Acknowledgements:
This work was supported by the strategic grant POSDRU/89/1.5/S/62259, Project “Applied social, human and political sciences. Postdoctoral training and postdoctoral fellowships in social, human and political sciences” co-financed by the European Social Fund within the Sectorial Operational Program Human Resources Development 2007-2013.

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Sexing the Lie: The Role of the Erotic in the History of Deception Testing

If psychological knowledge is essentially a discursive product, then it follows that psychology cannot make ‘discoveries’ like biology, chemistry and physics can. But what is the status of psychological technologies or ‘inventions’? In this paper I examine the claim that the lie detector was invented in 1921. I argue that not only is the concept of invention meaningless here but also that the instrument’s conditions of possibility depended on nineteenth century conceptions of the minds of female criminals. February 14th 1929 was a decidedly unromantic day for seven members of “Bugsy” Moran’s North Side gang who were lined up against a Chicago garage wall and executed by men acting on the orders of South Side boss Al Capone. One of the consequences of the public outcry over the St Valentine’s Day massacre was the
establishment, the following year, of Northwestern University’s Scientific Crime Detection Laboratory. The charismatic “Lie Detector Man”, Leonarde Keeler, quickly became the Laboratory’s poster boy and his instrument the jewel in its crown. Keeler was often photographed with a female suspect attached to the “sweat box”; a galvanometer electrode in her hand, a sphygmomanometer cuff on her arm and a rubber pneumograph tube strapped around her breasts. Keeler’s fascination with the deceptive charms of the female body was one he shared with all his fellow lie detector pioneers. The Harvard-trained psychologist William Marston for example used his “Marston Deception Test” to prove that “brunettes react far more violently to amatory stimuli than blondes”. Although the hardware from which the lie detector was constructed had first been used to assay the pathologies of Homo criminalis – ‘Criminal Man’ – in the late 19th century, the project to chart the erotic correlates of lies had emerged with criminology’s prurient interest in the female offender. As I shall argue, what particularly arouses our interest is not so much the persistent presence of the erotic in lie detector discourse (as evidenced by the many love detectors, Kiss-o-meters and other gadgets the instrument has spawned), but rather the more fundamental role the erotic played in the lie detector’s origins.

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Whinging and whining: Stance and membership in the production and recognition of action.

This paper examines children whinging and whining in interactions with adults. Data is drawn from video recordings of everyday family life, including meal-times, celebrations, play and family conversation. In whinging children produce a complaint or request in a way that invokes and emphasises affective states and potentially makes relevant relational positions. The affective component of the requests and complaints are displayed through embodied action, paralinguistic features, sequential positioning, and turn design. The analysis describes how these practical methods are produced and recognised for the accomplishment of social action, and considers the relationship between membership and practical action. I discuss how the affective component of the action is managed in the treatment of the action as a whinge, whine, or as an otherwise straightforward request or complaint, and consider some of the problems associated with the ascription of social actions into categories such as ‘complaint’ or ‘request’. The paper contributes to theoretical, methodological and empirical understandings about children’s practical methods for producing action, the role of affect in producing and recognising social action, and the moment-by-moment organisation of everyday family life and relationships.

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Attributions are for the making: A cross-cultural, multi-lingual discursive psychological reexamination of the Heider and Simmel attribution paradigm

In the classic study by Heider and Simmel (1944) participants provided written descriptions of an animated movie featuring several moving geometrical shapes. These descriptions featured the attribution of the origin of movements to the shapes and to their motives. A vast number of subsequent studies have
examined how participants attribute intentions, actions, interactions, mental states and emotions to geometric shapes in similar animations, and variations of the Heider and Simmel animation have been used to inform the construction of a range of cognitive and neuropsychological models of human social perception. However, such contemporary approaches completely ignore how any attributions or accounts are actually produced by participants. Instead, participants’ responses are coded and rated, and any actual detailed record of how they produce their responses is discarded as being irrelevant. In this study we examine how participants from a range of linguistic and cultural backgrounds (UK English, Australian English, Japanese, Chinese and Korean) actually produce their descriptions of the Heider and Simmel movie by way of a detailed discursive psychological examination of participants’ talk-in-interaction.

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The Twelfth Fan in the Cyber Stands: The Role of Online Forums in Constructing Football Fan Identities

A large amount of research concerning football as a cultural phenomenon has found that the representation of fans typically involves ‘extreme’ instances, such as hooliganism (Crawford, 2004) and ignores the more ‘everyday’ forms of fandom. However in this chapter I argue that even literature which involves itself with ‘mundane’ football fandom is itself overly simplistic in its concentration on media representations as opposed to fan discourses, and fails to identify the complexities involved throughout football fan groups and communities. When football fandom is discussed, it is often limited to the ‘passive versus active’ spectatorship debate as a prevailing perspective. Drawing upon previous literature concerning the position of new technologies in fan discourses, this chapter explores the role of internet forums in constructing football fan identities; presenting the football fan as an articulate, active participant in fan dialogue. Through studying Not606.com and one team in particular, Swansea City FC, a series of online interviews and observation work was conducted which enabled the work to identify emerging wider issues throughout football fan discourse. From the prevalence of national identity to the discussion of recurrent socio-political issues, the chapter explores the role of power and identity among football fans, which goes far beyond the active/passive debate so apparent in past theory. It further identifies the significance of online fan spaces in allowing the development of discussion and debate, all the while acknowledging the role of not only new technology, but also the significance of studying football fan discussion and behaviour among fans themselves, as opposed to just representation/s. I argue that the implications of studying football fans through their representation alone is as simplistic and short hand as the oft criticised accounts themselves, and that the role of online technology in facilitating such discourse is a crucial component in contemporary football fan studies.

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Discourse of hysteria as the logic of consumption

Lacan does not use the word “discourse” in a conventional way, but in the sense of social link. Thus, his theory of discourses, which dates from the late sixties, represents his most serious attempt to reflect about social matters. He proposes a matrix with the discourse of the master, the discourse of university, the discourse of hysteria, and the discourse of the analyst, later adding to those the discourse of capitalism. Each one is represented by an algorithm with four elements distributed in four places. The aim of this work is to understand the process of motivation of consumers on the light of the Lacanian concept of discourse of hysteria. Speaking broadly, in the discursive framework of consumption, the consumer, as split subject, occupies the position of agent, driven by lack in the position of truth. By questionning the advertising, in the position of other of the discourse, about his own desire, the consumer enthrones it as
master signifier. The same role is played by models used to seduce the consumer and by targets that he, in turn, is encouraged to seduce. It results from this process, in the position of production, a knowledge that attempts to explain the consumer desire and that, as battery of signifiers, or fantasy, projects itself on the universe of merchandises. The disjunction of impotence, in the bottom line, indicates the occurrence of partial enjoyment and at the same time of dissatisfaction, causing the process to repeat itself indefinitely. Exploring the intercession between the psychic and the social, this scheme helps to explain how the subject becomes a consumer. It is specially useful to analyse the period of construction of consumer society, which covers the second half of the nineteenth century and the first half of the twentieth century, when consumption grows dramatically in importance, acquiring mass character and starting to vie with production as paradigm of social reproduction.

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"I don't want chips, I want rice chips and gravy": Formulating 'wants' in interaction.

I provide a conversation analytic description of a two-part structure ‘I don't want X, I want Y’ which speakers may use to deliver a rejection. The data are taken from two settings which are recordings of family mealtimes and a corpus of fly-on-the-wall television programmes which each document the lives of a particular family for an extended period of time. I show how speakers may use the structure to reject a proposal regarding their actions made by an interlocutor. These proposals may be realized via directives or why-formatted account solicitations. Across both cases the structure decreases the likelihood of challenge in third-turn position. When responding to multi-unit turns speakers routinely deal with the last item first. The value of ‘I want Y’ is to formulate an alternative sense of agency which undermines the preceding turn and shifts the trajectory of the ongoing sequence. The paper contributes to work in discursive psychology as I show how speakers may formulate their ‘wants’ to attend to considerations which are live in an interactional sequence. I consider the implications of these findings for continuing questions concerning possible relations between mental state terms and cognitive entities. Specifically, I challenge the notion that intentions, defined as the product of beliefs and desires, are a priori entities that are expressed through communication.

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**Myth in Romanian Presidential Discourse**

The paper proposed concerns the way myths and mythical elements are used in Romanian political presidential discourses as underlying elements of identity construction, may this identity be that of the social actor himself or that of the community. This will constitute the fundamental direction for research, which I shall approach from the perspective of (Critical) Discourse Analysis. The main questions I aim to answer are: To what degree was the presidential discourse in post-communist Romania impregnated with mythical elements? How did this discourse evolve during the two decades after the fall of the communist regime, in regard to the myths used to legitimate and construct national and political identity? Are there common elements of discourse for the three post-communist Romanian presidents, common themes that forged the political space, that constructed the realities, or rather shifts from one presidency to another? Which are the contexts in which political actors use certain elements characteristic for mythical discourse? Which are the discursive strategies used in ideological construction of national identity? The paper also investigates how myths and mythical elements are reflected in electorate’s political preference and electorate’s psycho-sociological profile, by studying these through quantitative
means - secondary analysis on public opinion surveys. This will be achieved by building measurable indicators for each of the dimensions theoretically defining a certain myth. The indicators would, basically, be given by questions in the surveys. Data for my research is constituted by the two main directions of approach, meaning the discourses analysis, and the view on social, electoral structuring. Therefore, I define and analyse several several significant contexts, such as inaugurative and commemorative events discourses of major political figures (presidents) in Romania since 1990 to present date. At the same time, I run secondary statistical analysis on data bases such as national Public barometers, as well as Eurobarometers, Life Quality surveys and other similar national surveys and polls. This would help in constructing an image of the context, while allowing for identification of discourse strategies and fallacies in promoting a mythological discourse, that, presumably, cover institutional and administrative malfunctions.

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"Exploring teachers’ discourse about multimodal literacies as pedagogical tools in online graduate courses"

An increasing number of literacy studies have paid attention to multiple ways through which learners construct meaning (Alvermann, 2002; Jewitt & Kress, 2003; Kress & Leeuwen, 2001). This trend reflects that students’ lives are intricately related to media, images, and computer screens through the advancement and prevalence of technology than just words in print. These studies are collectively interested in multiple modes through which students construct meaning, which has been termed as “multimodal literacies” (Jewitt & Kress, 2003; Kress & Leeuwen, 2001). Being able to learn through multimodal means and to express learning multimodally is powerful particularly for ELLs (English Language Learners) who have limited English proficiency. Despite the increasing attention to multimodal literacies and multiple benefits of employing them in the curriculum, embedding multimodal activities into the existing curriculum is challenging to some classroom teachers due partly to lack of specific guidelines and strict standards to be met in the school district. In addition, a sizable discrepancy with regard to the technology proficiency between the ELLs whose lives are inseparable from the multimedia in the global era and the ESOL teachers who are not digital natives points to the need that the teachers should be trained to comfortably utilize and embed multimodality in their instruction, which ultimately benefits ELLs. The presentation reports on ESOL teachers’ discourse about multimodal literacies as pedagogical tools. The data were drawn from initial survey about multimodal literacies, discussion postings, their multimodal projects from two online graduate courses (Applied Linguistics; Methods and Approaches) in the U.S. The ESOL teachers engaged in asynchronous discussion posts about the topic based on the pertinent readings and multimodal projects that they designed and implemented as learners and as teachers. Bakhtin’s (1981) dialogic understanding of language or utterance that one’s utterance (language) is affected by other’s utterances and transcends space and time was employed to analyze the data. The findings suggest that the teachers’ discourse about multimodal literacies were appropriated based on other teachers’ utterances, current instructional settings, and their own historical use and knowledge of this approach. In addition, their discourse about this approach seemed to have grown more favorable.

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Home Position Revisited – Some Interactional Functions of Gesture

When we talk about gesture, the home position (or rest position) is of crucial importance. McNeill (1992)

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defines this as a place where the hands rest when the speaker is not gesticulating, typically the speaker’s lap or the armrest of the chair. Sacks and Schegloff (2002) point out that after the completion of a gesture unit the limbs are usually retracted to the same position from which they departed. In gesture studies the focus has primarily been on the main speaker, dismissing interactional elements. Recent research, however, revealed that there is a clear correlation between the sequential organisation of talk and the gestures produced (Cibulka 2011; Hosoma 2009, 2011). I argue that this holds true for the choice of the home position as well. In the course of analysing Japanese mundane face-to-face interaction, it becomes apparent that the position of resting hands is dynamic and changes frequently. Also, after the production of a gesture the hands are often retracted to a position different from where they departed. Speakers make frequent use of “temporary home positions”, i.e. positions projecting instability such as holding the hand in front of the chin.

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| How Should We Remember Communism? The Construction of a Public Problem in Romanian Media |
| Andrei Ujică’s film “The autobiography of Nicolae Ceauşescu” (2010) has triggered a vivid discussion in the Romanian press, which, most of the times, has taken the form of an ongoing debate on the memory of communism. Treating this debate as a particular practice of memory (Sturken, 2008), we focus on the frequent temptation in various opinion articles to adopt a normative position in this regard, i.e. to ask and answer the question “how should communism be remembered”? In our view, this secondary level of discussion can be seen as a starting point in the construction of the memory of communism as a public problem (in a post-Habermasian perspective), since the normative emphasis of the question does not target those who actually lived during the communist regime, but the younger generations, generations who, symptomatically, are not given the floor in this debate. The problem triggers discussions over issues like: symbolic resources for remembering communism, the ambivalent role of consumerist culture in creating the memory of communism for younger generations, the hegemonic positions in instrumentalizing the memory of communism and the possible risks of turning empathy into nostalgic positioning towards an ambiguous object (in Landsberg’s terms, 2004). In our paper we aim at tracking, in the media debates generated by the film release in Romania, how this public problem is constructed as a secondary, legitimizing level of discussion, framing both the ethics of remembrance, and the objects of remembrance. Appealing to an analysis of the media debate along the lines of the pragma-dialectical approach to argumentation, we aim to show that this second level of discussion is, on the one hand, necessary in order to provide criteria for adjudicating the meaning of the film by the journalists (the main topic of discussion), and, on the other hand, creates power positions regarding the uses of memories. Coming to terms with communism is largely a matter of labeling an epoch and acknowledging its paramount influence over identities; it is this embedded high stake that involves the Romanian media in a dominant-hegemonic versus negotiated reading of Ujică’s film (Hall, 1980), which results in them raising this issue and constructing the public problem. |

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| Speaking thorough the voice of another: A dialogue between art and translation |
| My research uses art practice to explore translation, focusing on the process and the transformations that happen in translation. I see translation as intercultural communication and inherently dialogic. I use art practice to investigate translation in action and use translation as method to illuminate cultural differences and the decision making process that is inferred whenever we communicate linguistically. In |
In this paper, I will present examples of my art practice and discuss the different roles that dialogue plays within my research outlining my interactive and interdisciplinary praxis; how different methodologies, approaches, theories and concepts work together as a constellation or a cluster, infecting and informing each other. I will demonstrate how art practice has the ability to ‘crystallize other divergent or emergent narratives, or new and different forms of sense’ (Jean Luc Nancy 2006). My research is informed by my own subjective position, as an artist/researcher and a monolingual speaker, which provides a particular context for translation and challenges normative translation protocols, processes and behaviour. I do this by manipulating, appropriating and deconstructing the translation processes to amplify, isolate or bring together different theoretical models: to see how they interact and to explore what happens when this hidden activity is exposed. My research and practice is dialogic, I often collaborate and rely upon working with others to gather material/information to work with and consider facilitation as a key part of my practice. I use dialogue in its broadest sense, as I believe that it implies openness, a willingness to listen, interaction and recognises potential and emergence, creating an opportunity for multiple voices to be heard and acted upon. I am currently setting up a round table discussion about translation with a number of academics, translators and artists who approach the subject from different positions and envisage that this event will be the focal point of my paper. I firmly believe that it is through this process of communication and ongoing dialogue that new knowledge is created and that art practice can offer new perspectives on different subjects and can operate as a catalyst for discussion, change and new ways of thinking.

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<th>Lori Coughlin</th>
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**Advice-giving in police interviews: is this ‘police work’?**

This paper presents the analysis of ‘advice-giving’ as done by interviewing police officers to suspects who have been arrested on suspicion of harassment of an ex-partner (‘stalking’), and is based upon a corpus of nine hours of audio-recorded police interviews with suspects arrested for this crime category (harassment/stalking). Although the police interview is a highly regulated form of discourse that is structured around legislative requirements and police regulations (for example at the beginning and the end of the interview) the way in which each police interview is constructed is negotiated by its participants throughout the interaction (Heydon, 2005; McElhinny, 1995). In my corpus of data I have uncovered that towards the end of each police interview, just before the structured ‘closing’ and when the first order business of obtaining suspect testimony has been achieved, police officers often ‘step out’ of their first order role of gathering evidence for the tape for its potential use in court, and shift into an alternate frame and role. This alternate frame is associated with giving suspects advice and offering them support, guidance and warnings regarding the consequences of their actions if they were to continue in future. These ‘advice-giving’ sequences are very different interactionally from the earlier more rigid and structured sequences as typical within police interviews. The analysis examines the practices by which police officers move into these advice-giving sequences, such as how they are initiated by the police officer, how they are taken up by the suspects, and finally how these advice-giving sequences come to a close. Is this advice-giving ‘police work’? If so, what kind of police work is it? How is it packaged? How is it achieved? In conclusion I discuss that to be a ‘good’ police officer one has to encompass qualities that transcend those that are typically associated with the role of a ‘police officer’, and in cases whereby the crime is particularly subjective and domestic in nature, police officers often draw upon the kind of interaction work as typically exhibited by counsellors, advisors, friends, parents, amongst others. I also discuss that for crimes of a subjective and domestic nature, such as harassment of an ex-partner ('stalking'), the primary business of the police is prevention of further incidents occurring rather than punishment, thus I argue that these advice-giving sequences fit within this framework of prevention.
The article takes issue with this viewpoint and argues that this is clearly not the case since popular culture past and present has laughed at the antics of those perceived to be ‘mad’. Drawing on past and present examples of the othering of insanity in jokes and humour the article incorporates a historical perspective on continuity and change in humour about madness/mental distress, which enables us to recognise that psychiatry is a funny-peculiar enterprise and its therapeutic practices in past times are deserving of funny ha-ha mockery and mirth in the present. By doing so, the article also argues that humour and mental distress illuminate how psychiatric definitions and popular representations conflict and that some psychiatric service users employ comic ambiguity to reflexively puncture their public image as ‘nuts’.

The paper explores the experience of routine car journeys, looking specifically at family car travel and how the driver’s attention is divided between handling the vehicle, interactions with the artefacts and controls in the cabin, and with mobile phone conversations that occur while navigating through busy city roads. Based on an analysis of short video vignettes involving ordinary car journeys of mothers driving their children to and from places, the article highlights how space, interaction and behaviour of passengers are shaped within the unique confines of the car environment. We see how family members go about doing ‘being’ responsible parents, drivers and passengers, how drivers and passengers form their conversations and requests so as to be meaningful and paced to the demands, knowledge and abilities of their co-occupants, and how the conditions of the road and emergent traffic are oriented to and are negotiated in the context of the social interaction that they exist alongside. The analysis throws light on the front and back seat spaces as lived spaces, examining how they are occupied and used, taking specific interest in the front passenger’s role in providing assistance to the driver. Our interests in this respect are less on the nature of driving than their position as spaces for social interaction, with all of the nuance and complexity that these unique locales offer their constituent members alongside the attentional demands that are thrown on them. The paper draws on the principles of conversation and interaction analysis with the intention of directing implications for research on the dynamics of how families use and occupy vehicular spaces.

In the mediated interactions between media and politics, complex struggles over meaning making and power are involved. This paper aims to study how power relationships are routinely and jointly negotiated within the institutional frames of political broadcast talk. Central are televised political debates as strongly genre-specific, asymmetric and role structured analytic contexts, in which journalists and politicians are engaged in a mutual and permanent struggle over power and signification. The study takes an inclusive approach to power in the sense that power is situated at both a structural and interactional level, i.e. as being partly embedded within social context and as a dynamic feature of interactions that needs contestation, negotiation and resistance. Building on a Foucauldian understanding of power as circulating...
and productive phenomenon and the methodological and theoretical insights of conversation analysis, the paper reflects on and analyses how power operates within the local orientations of journalists and politicians in the immediate context of their interactions (e.g. Hutchby, 1996, 1999; Silverman, 1997; Thornborrow 2002). The illustrative analysis draws on transcripts of the political television debates broadcast on Flemish public service television (VRT) in the three weeks prior to the regional and European elections of 2009. By means of a turn-by-turn analysis of the interactions between journalists and politicians, it is shown how power relationships can be connected to the techniques used by these social actors to organise their interactions and make utterances meaningful. It is argued that, generally, political television journalists have access to four structural power domains: (1) Power over territory; (2) Power over the agenda and framing; (3) Adversarial power; and (4) Power of the TV programme as a media product. Within each of these domains, it is shown how the structurally privileged positions of the journalists as media professionals are dynamically dealt with – i.e. maintained, negotiated or resisted – at an interactional level.

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Charting the Landscape of Interaction. Rhetorics, Stylistics and Positioning Theory

In the opening essay to Positioning Theory, Harré and van Langenhove define it as “the study of local moral orders as ever-shifting patterns of mutual and contestable rights and obligations to speaking and acting”. Because it replaces the more static concept of role with an intrinsically interactive and relational construct, position, positioning theory has quickly gained currency in the discourse of the social sciences. The paper will demonstrate that some key tools of literary analysis, rhetorics and stylistics, because of their unique ability to describe and account for communicative phenomena at a very small scale, can greatly improve the quality and interest of the results of positional analyses as they have so far been conducted and presented in the social sciences literature. The aim of the paper is to enrich and deepen the dialogue among several disciplines dealing with the study of verbal communication; despite being kept apart by the labels “humanities” vs. “social sciences”, they share a common core of interests and concerns which could make knowledge of, and engagement with, one another’s theories and practices very useful to all.

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Multi-communicating across modalities: Managing the affordances of mobile phones during co-present interaction

Although scholarly interest in new forms of mediated interaction (i.e. e-mail, web chat, etc.) has been steady, only recently have scholars begun to consider the ways participants’ use of communication technologies are interwoven into the accomplishment of social actions in the context of face-to-face interaction (Banjo, 2006; Campbell & Kwak, 2011; Gergen, 2002; Humphreys, 2005; Ling, 2002, 2004; 2008). It is the intersection of these two domains, specifically face-to-face interaction and mobile phone usage, that will be the focus of this chapter. A new and steadily growing area of mobile research has focused directly on the practice of “multi-communicating”, or participating in a number of conversations simultaneously, in workplace settings. Building on this work in the area of organizational studies, I argue that the affordances of the mobile phone also allow for a more nuanced look at the role of new communication technologies and the emergence of “multi-communicating” practices in the context of everyday talk. First, I describe the technological affordances of the mobile phone and how the use of specific features of the mobile parallel canonical features of face-to-face interaction. Second, I show how
participants perform interactional “work” to manage their multiple concurrent engagements between their physically co-present interlocutors and mediated non-present interlocutors. This paper summarizes a study of approximately 4 instances of conversation taken from a larger collection of video taped naturally occurring interactions involving mobile phones. I draw from the inductive methods of conversation analysis (cf., e.g., Clayman & Gill, 2001), where video or audio recordings of episodes of naturally occurring interaction are reviewed closely in order to generate rich, detailed descriptions of the interactional practices through which participants co-construct and interpret social actions. In the end, results from the data will be reported and implications for future research regarding mobiles in the mundane conduct of day-to-day life will be suggested.

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Talking about troubles in meeting interaction
This paper investigates the structure of work-related troubles-telling in meeting interaction, based on Jefferson’s model of troubles-telling in ordinary conversation (1988). In work meetings, institutionally relevant problems are predominantly introduced in order to be discussed and solved. This is why the examples where work related problems get treated as troubles and occasion emphatic moments are worth exploring. The paper applies the method of conversation analysis to provide an account of three focused cases. The analysis concentrates on three main questions: who and how presents the trouble, how are these presentations taken up by the co-participants, and whether participation framework has something to say for the management of the sequence. The examples were taken from a video-recorded meeting data incorporating in total fifteen hours of material from two sets of weekly meetings: one of a Serbian intranet editorial group and the other of a Norwegian higher management group. First, one example from each group will be presented to account for the common features of troubles-telling found across the material. The last example is a contrastive one; it introduces an unsuccessful troubles-telling that ends in conflict. The findings point at two key factors that may support the production of a successful troubles-telling in meetings: 1) trouble recipients’ initially demonstrate familiarity with the trouble, and 2) the teller displays trouble-resistance. Further, the analysis will demonstrate the predominant resource for displaying affiliation in troubles-telling in meetings—a shared humorous stance towards the trouble.

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Resilient and vulnerable psychosocial subjects in emergency planning documentation: Individuals, crowds and communities
Following 9-11 and the Civil Contingencies Act (2004), ‘resilience’ has increased in public prominence both as a policy objective and a feature of institutional discourse. To explore the ways that the psychological subject of this discourse is currently constructed, a Foucauldian discourse analysis was carried out on emergency planning documentation from the following sources: the emergency services, civil contingencies departments, and the health and safety executive. Broadly, four types of psychosocial subjects were identified, each with different implications for practice: (i) resilient individuals (who can process, and act rationally on, ‘public information’); (ii) vulnerable individuals (who are ill or injured and hence in need of specialist medical care); (iii) resilient collectives (‘communities’, which have some agency and capacity to provide support for their members); and (iv) vulnerable collectives (‘crowds’, which are subject to psychologically debilitating ‘mass panic’). It is argued that the restriction of collective rationality and agency to ‘communities’ may reflect institutional interests as well as the cultural availability of ‘disaster myths’ about crowds.

Note that Abstracts will not be printed: please consult online or download from conference website
### Rares Dumitras

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**Myths, political unity and the Romanian diaspora**

This study addresses the question of how myths and lack of unity at political level are constructed in the online media to appeal for the mobilization of nation members and policy makers for the pursuit of a higher amount of cultural rights and autonomy. It analyzes the nationalist messages aimed at Romanian speaking minorities in Serbia (Vlachs and Romanians), Ukraine (Moldovans and Romanians), and on their compatriots living in Romania, designed to create a feeling of emotion and solidarity among members of the same ethnie. I aim to show how opinion leaders in and outside these communities use myths of a “glorious past” – when speaking a Romanian dialect automatically implied being part of one single nation – to appeal for the unification of the Romanian minorities within the current states boundaries. The paper draws on the theoretical concepts of collective action framing (Levinger & Lytle 2001) and nationalist myths (Schöpflin 1997, Smith 1999). The empirical data of this research is based on articles that where published between 2009 and 2011 on two on-line platforms, Timoc Press and Romanian Global News, that target and report about Romanians living abroad.

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**Therapists’ practices for controlling discussion in early sessions of online psychotherapy**

Our presentation will explore the contributions that a conversation analytic approach can make to the study of client-therapist collaboration in online Cognitive Behavioural Therapy (CBT) for depression. Our focus is on one-to-one therapy conducted online, via a private instant messaging platform where participants send to one another, in chunks, text-based messages. We have studied 22 therapist-client pairs, whom engage in up to 10 sessions of CBT originally collected as part of a UK randomised controlled trial. We will present a systematic analysis of early sessions of CBT (sessions 1-3), in which clients and therapists focus on developing a shared understanding of clients’ depression. Our focus will be on how therapists deal with situations where retaining a task focus is incompatible with being patient-focused. We will argue that this problem arises for therapists in contexts where patients’ responses have contained content that is remarkable, or noticeable, and therefore warrants further discussion. In these instances, not attending to the material would result in moving away from the patient’s current focus. However, making remarkable content the topic for discussion would evidently involve a move away from a task-focused direction in the therapy. Therapists’ solution to this problem is to use post-expansion to address the content made in a client’s prior turn, before self-selecting to continue in order to shift to a different topic. The post-expansion component of the turn is an other-attentive move that prefaces a move to focusing on a matter that is of ostensible interest to the therapist. Our analytic observations will allow us to argue that therapists use interactional practices to address the challenge of being both patient-focused and task-focused. We consider how the interactional modality – quasi-synchronous turns that are made available to co-participants in chunks with varying time lags – might enable post-expansion-prefaced turns that would be less easily accomplished in co-present interaction. Finally we give broader consideration to our experience of applying conversation analytic findings from the study of fully synchronous talk-in-interaction to a radically different data source - online interaction.

### Hatem El Zein

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**Is The Media Free in Reporting Terrorism?**

Media responsibility in reporting terrorism is one of the new fields of media studies, despite the debate about media responsibility in reporting terrorism goes back to the end of 1970s in the United States and the United Kingdom. After September Attacks in 2001, televising terrorism has become the event in itself, and Al-Jazeera channel gained a global fame after airing Al-Qaeda messages and Osama Bin Laden tapes. This issue leads to a question: Is media free in reporting terrorism? Based on historical approach, media represents a platform for terrorists to transmit their messages and propaganda. Some politicians argue that terrorists should be deprived from media because it’s their “oxygen.” Despite there is no nexus between raising terrorism and reporting, terrorists are likely to spread fear through their messages, gain legitimacy, or send hidden codes. Some governments have tried to control terrorists’ messages through media regulations. In this case, media may adopt the policy of the state in reporting terrorism. But this policy is no longer effective with the progress of new communication technologies and spawning of private media outlets.

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**Geopolitical Discourse Inputs and the Obscure Construction of Foreign Policy Behaviours in Everyday Lives: Symbolism of the Good, the Bad and the Ugly Geographies**

The main theoretic aim of the paper is to unravel the relations between visual culture, geopolitical discourse, misrepresentation and the banal identity formation. Thus, this research sets out to explore and discuss the role of visual culture as a mean of geopolitical discourse inputs in international politics through the examination of the Turkish flag representations in American mass and social media under the guidance of Discourse and Montage Theories, Critical Geopolitics Theory and the Politics of Recognition. The main purpose is to examine how unrelated visual cultural images which are officially belong to a country can be misused that leads to the misrecognition of a nation’s identity and a political geography. Although Turkey and Turkishness has nothing to do with Al-Qaeda and September 11 attacks, recently American mass media started to use the Turkish flag adjacent to the Islamist terrorism images so as to symbolize the Islam via the crescent and star on the Turkish flag, in several occasions. While Turkey is aiming to be recognized as a developed Western democracy, those media images associate Turkey’s geopolitical imagery, political geography to Jihadist terrorism, rather than to a civilized democracy. Firstly, the importance of visual culture as a mean of geopolitical discourse in shaping the contemporary geopolitical space will be set forth. Secondly, the iconography and misconceptual misrepresentations of the Turkish flag will be introduced. Lastly, the question of how misrecognition through visual discourse plays a dysfunctional role in crafting the Turkish and American politics in the Middle East will be analyzed.

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**Rethinking arts education in late modernity – discourses on educational practices in Sweden**

This paper explores discourses of arts and knowledge within two different educational practices in Sweden. By analysing interviews, group talks and video recordings from both Swedish school and Swedish teacher training settings, we have revealed dominant knowledge discourses and discuss how they serve to legitimize an educational field in late modernity. The point of departure of our studies is discourse analysis, including micro- as well as macro level. It embraces perspectives such as discursive psychology, discourse theory and Foucault inspired analysis. In one of the practices studied, the empirical material

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consists of focus group conversations, in the other, classroom interaction. In a meta-perspective, both studies enclosed, two kinds of approaches are shown: Word-level analysis, identified as rhetorical actions in group-conversations, and practice-oriented analysis, identified as rhetorical actions in classroom praxis. Both approaches aim to identify hegemony and antagonistic discourses, and also to problematize the subject agency and what possible subject positions they open up for. The relation discourse-subject also contributes to the analysis of the over-determined subject and ideological dilemmas. According to the results, the area of arts education in Swedish schools seems to be a battlefield of different discoursers. This is shown by different ideological dilemmas related to activities in the music classroom and in the questions of democracy and pupil influence that rises in the studies. A relativization of the concept of quality as well as an articulation of lack of subject knowledge as a marker of teacher quality were features of two prominent discourses among teacher educators in arts education.

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A discursive reception study of fiction

The aim of the proposed paper is to increase the knowledge on fiction in use. A combination of reader reception studies (cf. Fish, 1980) and discursive psychology (Edwards & Potter, 1992), which I would like to call discursive reception studies (Eriksson & Aronsson, 2009): that is, a discursive-psychological analysis of reader-reception data is used in the paper. Such approach provides possibilities to analyse the role of social interaction in the co-construction of the experience of a film or a play (or the reading of a book). Drawing on detailed analyses of video-recorded pair or group conversations before, during and after the viewing of a stage play or a film, empirically-driven research questions will be addressed: f ex How is fiction used to create ourselves and position each other, to be seen as smart or well-informed, as being part of the cultural elite or as not high-brow? How is talk about fiction used to quarrel, flirt, tie bonds of friendship et cetera? To analyse talk about fiction as interaction makes it possible to understand the potential of action in interpretation of fiction contains, the participants in a conversation around a play or a film do not only report their reading of the piece, they also use their interpretation in social interaction. Hereby, it becomes possible to analyse how readings of fictive stories are created in social interaction and how they are used for different purposes. Hence, the knowledge on fictive characters becomes more dynamic. Data from conversations after seeing Shakespeare’s play Romeo & Juliette and films as One Day, Jane Eyre, Real Steel and Arrietti the Borrower is analysed in the paper.

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Learners’ Activities in Jigsaw Tasks and Content and Language Integrated Learning (CLIL) What do they do? How do they do it?

The goal of this paper is to report on the findings of a qualitative study on ‘jigsaw tasks’ (Aronson, 1971) implemented in Content and Language Integrated Learning ‘CLIL’ settings (i.e. learning science in English in a non-English speaking environment). The study aimed at gaining understanding of the role that peer-to-peer conversations in academic contexts play as a tool for the integrated learning of both content and a foreign language. Practitioners and university researchers working within a School-University Partnership Project (Edwards, Tsui & Stimpson, 2009) designed a number of Science CLIL teaching units, which included, among other tasks, the exchange of information already packed following an adapted version of the jigsaw technique. Conversational data were collected by the same team in inclusive state-funded schools located in central and metropolitan Barcelona (Spain) during the implementation of the units in lower secondary education (13 to 16). By means of Sociocultural Discourse Analysis (Mercer,
2004) and Conversation Analysis (Seedhouse, 2004) the study (a) tracks the ‘activities’ (Lave & Wenger, 1991) developed by seven teams of students collaborating in the comprehension and memorization of new material in the Experts phase of the jigsaw task, and those developed in their roles of tutor and learner in the Info-swap one; and (b) explores the ‘space for learning’ created, maintained and sustained (Walsh, 2010) during the conversations. The analysis showed significant differences between the ‘activities’ and conversational moves predicted during the design phase, and the ones that actually took place. It also evidenced the versatility of apparently closed tasks, as learners with different profiles attempted and solved them in varied and unexpected ways. Paradoxically, the analysis also revealed a number of regularities among teams, in spite of dissimilar levels of language competence in the target language (English), age-group, content topic or sociocultural background of the students. The outcomes of the study provide support for the use of jigsaw tasks in inclusive CLIL environments which incorporate students with limited language competence levels, as well as more proficient ones. It also confirms the fruitfulness of Partnership as an approach to classroom-based research.

### Switching frames and contesting rules: The interactive dynamics of preadolescent boys’ participation in table tennis.

In this study we examine how preadolescent boys organize and reorganize their play participation in the midst of a multimodal situated game activity such as table tennis. The analysis draws on recordings of the boys’ game activity in a Swedish primary school and methodologies for studying interaction developed within CA. The study of games as situated activities implies a focus on the framing of activities and the interactive actions of multiple participants into joint social projects (Goffman 1961; cf. Evaldsson 2009; Goodwin 2006). For example by reframing the game in a make-believe realm, the boys transcend the game format and give new meanings to game positions and rules, which maximize the fun of the game and enhance social relations. The players themselves attend to rules and positions in the game of table tennis not as static categories that are justly followed, but as available semiotic resources that render various practical actions possible. For example through the integrated use of embodied action, talk, artifacts and spatial orientation, the boys test and contest the rules of the game, for reorganizing, making sense of and projecting future play moves. Differentiated forms of participation are organized through the shifting framings of the unfolding game activity. Not only do the players’ game moves and skill define their status and power in the game activity. The ways in which players respond to, evaluate and align with each other’s actions create different forms of participation frameworks that places those present in different positions to probe what count as acceptable game moves.

### Knowledge as a situated accomplishment: Searching for observable absences of knowledge in basketball practice activities.

Work in the ethnomethodological tradition has developed an approach to investigating such perennial topics in philosophy and social sciences as meaning, order, rationality and knowledge “not as ontological entities, social structures, cultural systems or cognitive faculties” (Lynch, 2001), but as the situated accomplishments of participants relentlessly engaged in practical tasks. Following this praxiological orientation, an ethnomethodological ‘respecification’ of the problem of knowledge involves investigating how a collection of people encounter problems of knowledge as part of their daily work and how they achieve practically adequate (for them) solutions to these problems. Drawing on examples and findings

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from my PhD research on correction activities in basketball practice sessions, this paper explores some ways in which knowledge is produced as an embodied, situated and practical phenomenon for and by participants in the context of sports team training. Specifically, the paper details participants’ orientations to local organisational and situational considerations in locating visibly observable, embodied absences of relevant basketball knowledge. This paper also demonstrates that once found, observable and accountable absences of knowledge may be consequential for the shaping of trajectories of action. In demonstrating some situated members’ methods for locating a relevant absence of knowledge, this analysis contributes to a respecification of knowledge as a sequentially, categorically, and spatially organised practical phenomenon. It also provides some insight into the topic of embodiment, illustrating how the body may be oriented to as a locus for the discovery of (absent) knowledge and competency.

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Claiming non-understanding as an interactional resource for participating in classroom interaction

Cognition constitutes a central object of interest in conversation analysis: looking at the systematic procedures participants draw on to jointly organize talk-in-interaction allows observing how they establish a shared understanding of the courses of actions they are involved in, i.e. a socially shared cognition (Schegloff, 1991). In recent years, some studies held in CA or using CA as a methodology have attempted to document cognition in a somewhat different although not incompatible way. A first group of studies have analyzed how cognitive concepts such as knowledge are used and dealt with as topics in social interaction (e.g. Edwards & Potter, 2005, Lynch & Bogen, 2005). A second group of studies have documented how cognitive processes such as knowing, understanding or learning can be observed as publicly displayed and recognizably oriented to by participants in their organization of talk-in-interaction (see e.g. Heritage, 2005; Kasper, 2008, 2009; Koole, 2010; Markee & Seo, 2009; Mori & Hasegawa, 2009).

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Questions without answers: On one feature of nurse-patient interactions

We present analyses of interactions between nurses and patients in a self-management training programme for type 1 diabetics offered in a primary care service in the south of England. The data we work with are two complete runs of the self-management programme, each of which consists of six three-hour sessions. In the training programme, nurses aim to involve the patients in finding solutions for problems of diabetes management, rather than providing information. This is done on the background of the educational belief that chronically ill people are themselves – or should become through the training - relevant experts on their illness, as they will need to come up with independent solutions when problems or doubts will arise. One consequence of this is that patient questions often are not responded to with an answer, but instead initiate a sequence that leads to a reformulation of the question, which is then addressed to the group. In our analyses, we are interested, on the one hand, in how nurses manage “not answering”, and, on the other, in how practices of reformulating questions, and reversing the order of constraint, are received by patients and affect the format of their questions throughout the sessions. Our analyses suggest that, unsurprisingly, nurses often find it difficult to not answer a question, and patients often resist being placed in the role of expert by nurses. More generally, we highlight how an institution can shape the way their representatives act in conversation according to the institution’s own goals and to implicit models of communication, and how this can sometimes inadvertently create difficult conversational environments for participants on both sides.
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The researcher as ‘concrete other’: managing neutrality and epistemic responsibilities during interviews.

In this paper, within the theoretical and methodological framework of Conversation Analysis, we discuss the interactional management of the interviewer’s neutrality in the course of group interviews in which interviewers and interviewees partially share background knowledge and life experience. The paper draws upon 5 focus-group interviews involving 15 working fathers, who discuss about how time and family labour are managed in their daily domestic life. The data were collected by three researchers, one man and two women, of about the same age of the interviewees, and one of which was also a parent. In our analysis common access to knowledge and experience between participants and researchers, while being a resource for collaboration and mutual understanding in conversation, also provides the ground for questioning the interviewer’s neutral stance, in that such knowledge may potentially influence his/her ability to understand the interviewee’s experiences. Given this background we will analyze how the interviewer’s neutrality is made relevant during group interviews with working fathers by both the interviewees and the interviewers and how it is interactionally managed. In particular, we will show 1) how the interviewees question the interviewer as a neutral listener, by positioning her/him as an embodied subject who unavoidably sees things from her/his partial (i.e. gendered) standpoint and 2) how the interviewers resist these challenges accounting for their neutral positioning by either resisting identity attributions and thus, acting “impersonally” their institutional role, or explicitly disclosing their interests and identities and invoking them as resources for mutual understanding. Methodological implications regarding the interview process and the interpretation of the meaning of neutrality will be discussed, and reflections on power issues in the researched-researchers will be outlined.

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Discourses about Cuba in the Czech and Spanish Press

The purpose of this paper is to establish the theoretical bases for a future ideological study comparing the ways in which the Czech and Spanish press inform about Cuba. This study will consider both dimensions, nationality and political orientation, and the Cuban issue will be used to show the ideological differences between four Czech and Spanish newspapers from 2009 to 2011. Our working hypothesis is that, because of historical reasons, left and right wing orientations do not share the same features in both countries, and therefore have a different look on the Cuban issue. The ideological manifestations of the media will be analyzed and compared using the tools of the Critical Discourse Analysis (CDA) in a new direction. The traditional negative concept of ideology of this school will be left behind in favor of the cognitivist conception developed by Teun van Dijk. Following this author, we will set the structure of the analysis in three levels: linguistic features of the texts, mental models and ideology. The result will be, respectively, i) a list of the ideologically marked terms and strategies used in the sample texts, ii) a description of the concrete ideological position of each newspaper over the different informative events and, iii) a description of the target media’s respective ideologies with regards to the Cuban issue. The latter will be based in three categories: values, structure and attitudes. Having the full extent of the research in mind, in this paper we will analyze and compare four articles of the different orientations mentioned above.

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understood with reference to the underlying ‘chronic’ anxiety presupposed by the pervasive orientation to the fractal orderliness of human interaction.

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Student Teachers’ Cultural, Linguistic, and Political Categorizations in Online Forum Interactions
This study investigated graduate students’ discursive strategies in asynchronous online forums as an element of face-to-face courses. Using conversation analysis and membership categorization analysis, the research examined how intercultural discursive practices are realized through asynchronous interaction (Gibson, 2009). The study adds to the limited research on intercultural communication through talk-in-interaction (Brandt and Jenks, 2011).

Participants were 39 Egyptian and American TEFL (Teaching English as a Foreign Language) students from six graduate courses. The data, which included 51 threads (8-9 per group), were collected over a two-year period. Weekly postings required students to reflect on course content and apply their knowledge to various situations. During the initial year, the TEFL students oriented to categories based on knowledge of their cultures and languages. These categories reflected membership in particular speech communities: Egyptian Arabic speakers and American English speakers. When orienting to the categories, participants elicited explicit information and clarification about the languages and cultures of each group. In doing so, they frequently posed language-related questions to those categorized as native speakers. Members inquired about culturally-influenced behavior and norms such as how gender is performed in both cultures and how native speakers can judge speakers’ social classes through their speech. Two participants, who were Egyptian and American, acted as cultural mediators whose posts would bridge discussions across both speech communities and cultural groups. After the revolution, students, like those from the previous year, frequently discussed cultural and linguistic issues. A pressing new element emerged in the discussions, however, in light of political changes that occurred during the spring 2011 term. In these forums, American students directly requested insights from their Egyptian peers on how the revolution affected their roles as language teachers in Egypt. The threads in which cultural and political topics were addressed showed a strong tendency to express agreement, especially amongst members of the same self-identified groups. Expert views were rarely challenged and members often sought explicit agreement from specific peers. Interactants requested confirmation and invited debate, positioning themselves as resources for one another to further cultural and social understanding.

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On the use of multiple ethnic identities as an interactional resource
Previous work on identity negotiation and identity ascription has found that identities (‘personal’, ‘social’, ‘ethnic’, etc.) are regularly used by conversational participants in the service of interactional goals, e.g., ‘making revolution’ (Sacks 1979), putting up a defense against an accusation (Edwards 1998; Stokoe 2010), upgrading a criticism of a third party (Antaki 1998), or challenging an interlocutor’s understanding of a situation (Schegloff 2007). Of interest in this body of work is not just the identity categories themselves but “what people do with categorical descriptions” (Edwards 1998: 31). In this paper, we offer some examples of how ethnic identities are invoked in the enactment of friendship in Singapore, a city-state known for its multiethnic and multicultural makeup. Our aim is to add another dimension to the extensive literature on the use of ethnic identities as a resource for interactional work (Day 1998; Hansen 2005; Nishizaka 1995; Stokoe and Edwards 2007). Our data is taken from video recordings made recently...
in Singapore of naturally occurring conversations between family and friends. In examining this data, we noticed moments in the chats and banters between good friends where one of the main concerns appears to be ‘what kind of a person one is’, relative to numerous ‘ethnic reference points’, where such categories as “ang mo pai” (an overly westernized person), “Korean siao” (Korean-pop fans), “Ah Beng” (an unsophisticated Chinese dialect speaker), “(people who) speaks rapid Chinese” (a ‘very Chinese’ sort of person) are used in abundance. Close examination of the data reveals that these categories are used by members to confirm, extend, revise, and fine-tune previously held identity ascriptions about each other. In this way, we hope to contribute also to the literature on members’ methods of enacting relationships (Goodwin 1987, Mandelbaum 2003, Pomerantz and Mandelbaum 2005).

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Speech styles in Japanese conversation
This paper will focus on of the ways in which different speech styles are used in Japanese conversation for performing social actions, including styles relating to politeness, gender, and regional dialects, as well as shifts in such styles. For example, there are cases where one starts to speak in a plain style but then changes to a polite style in the middle of a conversation, and vice versa. In textbooks on the Japanese language, it is often explained that a polite style is used to construct a polite sentence and in which situations polite forms are used as opposed to plain forms (Donahue 1998; Ide 1986, Makino 1996, Shibatani 1990). However it does not seem that such a straightforward explanation is enough to capture the full range of interactional activities implemented by speech style shifts. In fact in naturally occurring conversations, speech style shifts in a single interaction is a frequent occurrence in Japanese when there are no co-related shifts in the social context. This suggests that, for instance, a polite style can be employed not only for indexing politeness but also for something else. It will be argued here, that among other things, speech style shifts can be employed as a device for marking changes of footings, not limited to the level of formality or other relationality displays. How this is accomplished will be shown to be quite complex. Thus, for instance, a shift from a plain informal style to a formal style does not necessarily imply a shift from an informal to a formal footing, but is heavily dependent on the contextual particulars. Therefore, this paper aims at exploring the ways in which participants use different styles, especially when there is an apparent discrepancy of the language style and participants’ social relationality display, while focusing on the interactional environment and the engagement of speakers’ interactional activities.

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The issue of post production in visual ethnography
This contribution focuses on post-production as a tool to generate a thicker and more articulated representation for visual ethnography. Within the present context, post-production is assessed as the aesthetic-led practice that, following Eco, reinforces intended over aberrant meanings, thus positively impacting the visual communication process. By re-assessing a role for aesthetics as experienced in over ten years as a photojournalist, I aim to evaluate new alternatives to the dichotomy description/representation, and support experimental possibilities for visually-centred multimedia ethnography. Even though anthropology has traditionally dismissed the aesthetic value as an ambiguous element altering its fidelity relationship with the real, contemporary studies encourage more nuanced approaches through suggestions from visual culture related fields of research. If aesthetics is understood in Kantian terms as “a kind of representation that is purposive in itself and, though without an end, nevertheless promotes the cultivation of the mental powers for sociable communication” [Kant, Critique
of the Power of Judgment], any ethnographic process of representation appears to be challenged in both epistemological and ontological terms. I am aware of how post-production carries in itself those ambivalences since, by consciously altering the recorded “real,” it might actually use aesthetics as a signifying dimension per se, capable of eventually even disconnecting the signified from the signifier. Through a practical assessment of my recent ethnographies on the Shi’a religious colleges of Syria and Bahrain, I will contextualize limits and possibilities relevant to a communicative-led usage of post-production in digital ethnography. By problematizing the post-production generative dimension, this contribution aims to evaluate issues of authenticity and authorship, and question specificities belonging to the Islamic studies field of research. To my knowledge this has been a neglected subject, so the paper wishes to suggest a personally designed framework to further carry visually-centred multimedia activities, and, through the terms of a practice-derived expertise, eventually assess post-production as a fully generative tool for ethnography.

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**The Discursive Construction of Intelligence in Introductory Educational Psychology Textbooks**

Historically, the field of educational psychology has argued for a relatively fixed, biologically-oriented view of intelligence that has been defined by a small province of “experts.” With its connection to the eugenics movement and the claims of mental inferiority of minority groups, the very construct of intelligence has been situated within many unexplored, yet consequential assumptions (Kincheloe, 1999). While there is some variability in how the construct of intelligence is technically defined, ranging from fixed to malleable, the cultural presupposition is that “intelligence describes something real” (Hernstein & Murray, 1994, p. 1), and is, therefore, measurable. After identifying the eleven most commonly adopted textbooks within introductory educational psychology courses at universities within the United States, we drew upon discursive psychology (Edwards & Potter, 1993) and critical understandings of human learning and development (Sternberg, Kincheloe, & Hinchey, 1999) as we conducted a discourse analysis of the ways in which textbook authors made (un)real the construct of intelligence. In this paper, we present the findings generated from our textual analysis, pointing to the various argumentation structures used to construct varied definitions of intelligence. We point to the implications of such constructions in the preparation of teachers and other educational personnel.

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**Applying the insights of discourse analysis and rhetorical psychology to Milgram’s obedience experiments.**

This paper outlines some findings from a project designed to apply the insights of discourse analytic and rhetorical psychological approaches to data from Stanley Milgram’s landmark experiments on obedience to authority, conducted at Yale University in the early 1960s. Through a secondary analysis of audio materials and transcripts from two of Milgram’s experimental conditions, it is suggested that the encounters between participant and experimenter within the studies were fundamentally rhetorical. The experimenter sought to provide a series of arguments designed to keep the participant in the laboratory, and the participants frequently sought to deploy arguments in order to extricate themselves from the experimental situation. This perspective provides an alternative to standard treatments of the phenomena captured by Milgram, which typically involve attempts to reconstruct an internal psychological tussle on the part of the participant. Taking the experiments seriously as rhetorical encounters also leads to the observation that the received view of the experimenter’s script as heavily

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standardised is unsustainable. Instead, the experimenter’s role in the experiments is better understood in terms of the flexible and occasioned use of rhetoric. These observations are discussed in terms of developments in the sociology of scientific knowledge, and in relation to our social psychological understandings of ‘obedience’. It is concluded that if engagement with the rhetorical nature of one of social psychology’s most influential – and notorious – studies has the potential to change its meaning so fundamentally, then the discipline would be well advised to take seriously the long-standing injunction to pay close attention to discourse and rhetoric in the laboratory.

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The online discussion thread as a discrete object of discourse analytic study
Wherever you look on the Internet, you find discussion. Vast regions of cyberspace are devoted to the exchange of comments on extreme topics such as suicide and alien abduction, more mundane hobbies and interests, responses to requests for information or shared experiences, or critical commentaries in response to blogs, videos or news stories. Most of these exchanges are tightly organised into a network of threads, topics or themes, subthemes and overarching themes grouped within a discrete section of a website – typically referred to as the discussion forum. In this paper I want to make a case for considering the discussion forum, and its smallest reducible unit, the discussion thread, as a discrete object for discourse analytic research. I begin by reviewing the small but growing literature on the use of conversation analytic approaches to analysing message threads in online discussion forums, and consider the usefulness and limitations of conversation analysis when applied to an online environment. Then I discuss the cultural features of the online environment more specifically, and which structural aspects of this environment (forums, threads, etc.) can be regarded as discrete texts for analytic purposes. Finally I draw upon a selection of case studies to illustrate different types of threads (and forums), and to explore some of the challenges and benefits of taking a more systematic approach to the discursive analysis of online data.

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Houston we had a problem
This paper examines the post-mission press conference from the Apollo 13 space flight. It will focus on the ‘problem’ that prevented the Astronauts (Jim Lovell, Jack Swigert and Fred Haise) from landing on the moon and will consider how retrospective talk about the event mobilises a number of membership categories – such as ‘highly trained technicians’, ‘personal friends’ and ‘direct witnesses of the event’. It is noted that these categories are typically not overtly named or claimed in the talk (e.g. ‘we are highly trained’, ‘we are friends’ or ‘we alone directly experienced this event’) but instead are imputed as shared properties of the three crew members in the act of their constructing ‘what happened’ and ‘what we did’. These imputed membership categories in turn provide a means of reading the events, the crew members’ responses to them and the telling rights that the crew have regarding the mission. The analysis will explore how the discussion of the events is constructed in terms of a shared commonality that provides a way of achieving a number of social accomplishments (e.g. reducing the ambiguity of the event and minimising the potential for blame). Furthermore, this production of a shared stake in the experience shows a particular intricacy of membership categorization in which there is a collective production of a category of ‘Astronaut’. In the classic understanding of membership categorisation there is an emphasis on the singular relationship between the category and the activity (e.g. in Sack’s (1972) example of the ‘mommy’ and ‘baby’). This paper aims to explore the way that the category of ‘astronaut’ is performed

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across a range of narratives and accounts. In so doing, there is a set of subsequent actions that stem from this co-construction of the event which take on a particularly interesting set of discursive features, ranging from the subtle difference in expressing the ‘bang’ compared to the overt description of Jack’s relationships with the air hostesses of Continental Airlines.

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**The Expression of Self –identity and the Internet: A Promise?**

This article examines and analyzes how gypsies express their identity on the internet, as opposed to real life. Throughout history, Gypsies, who were seen as “the different” have established tight connections with the countries and became component of the country they lived. By the help of internet, they are not “the different” or “the other” anymore and they became the citizens of McLuhan’s global village. Gypsy identity and advocacy use and focus on internet as a community platform. They express themselves comfortably and more people understand, share their problems. One of their web address is cingeneyiz.org (We are Gypsies.org), in which they say their first aim is to solve the problem of incomprehension between Gypsies and people living together with them. First part of this study analyses communication and self-expression of Gypsies through new technologies by giving cingeneyiz.org example, how they get in touch and organize, the importance of hypertext, the links and e-mails are analyzed. In the second part of the article, the analysis of in-depth interview made with ten gypsies (five male, five female) on their self identity is made.

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<th>Nilyufer Hamid-Turksoy</th>
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**Discourses about Turkey in the British press**

Media research on Turkey’s political image has shown that historically negative and mainstream rhetoric in continental European countries has often been evolving into much constructive political and populist narratives in the British quality press. For instance, British media scholar Negrine (2008) describes that there is an absence of critical political dissent toward Turkey. He claims that the press coverage positions Britain outside the EU by overemphasizing “‘they’ have a problem with Turkey, ‘we’ do not” (2008). Several studies also prove that British press positions the country as a strategic bridge and vital player in yet volatile and unsettled greater region – the Middle East and vehemently deny some of the EU member states efforts to block Turkey’s EU membership (Wimmel, 2009; Aksoy, 2009; Negrine et al., 2008; Negrine, 2008; Koenig et al., 2006). Departing from this line of thinking, in this research, I question why the British press frames Turkey differently than the continental European press does and why there is such a consistency of opinions among quality newspapers toward Turkey. My particular aim is to find out what arguments/issues the newspapers cover and debate about Turkey, and what kind of politically rooted and recently reframed discourses British newspapers articulate to construct a broader political representation of contemporary Turkey. I apply a critical discourse analysis of Teun van Dijk to 48 leading articles (editorials) from three influential British quality newspapers, with different political leaning in British political spectrum: the Guardian, Financial Times and the Daily Telegraph, between 2005 and 2010. The results indicates that although editorial staff of Conservative, Labor and Liberal press had a great deal to talk about apparently different subjects that constitute comments on Turkey’s turbulent relation with the European Union, its human rights record, its never ending debate on secularism versus Islamist politics or the lack of ethnic minority rights domestically; these three papers had created a rather constructive and consistent political image of Turkey, by depicting the country as an emerging international power in international affairs and a democratic, secular, Muslim state that can create a
bridge between the West and the Middle East.

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Physiology and Conversation Analysis
The field of applied linguistics has benefited from collaborative interdisciplinary work, drawing from research methodologies such as surveys and scales from psychology, ethnography from anthropology, conversation analysis from sociology, and more recently neuroimaging techniques from neuroscience. Contributing to this repertoire, we make use of a traditional psychiatric research methodology and apply physiological data to better describe the role of the body during naturalistic use of language in small group interactions. Working under the assumption that language use is highly influenced by autonomic responsivity to the ongoing interaction and the assumption that our bodies are constantly adapting to their surrounding environments, we are interested in investigating this adaptive autonomic regulation to offer a new dimension to the notion of embodiment of talk (Damasio, 1994; Goodwin, 2007; Porges, 2001). More specifically, in this paper we show how heart rate and skin conductance, the most reliable indicators of autonomic responsivity to external stimuli (Porges, 2009; Shapiro, Jammer, & Goldstein, 2001), can be synchronized with regular CA transcripts to bring light to key conversational behaviors, such as interjections, overlaps, onsets and ends of turn construction units, taking the floor, silences and pauses, etc. The data set used in this research project includes over 30 participants. We describe this innovative and interdisciplinary method of scientific investigation, in order to extend the study of conversational analysis beyond behaviors shown in transcripts and frame grabs to internal bodily responses of the autonomic nervous system. This methodology is being developed by collaborative efforts between the Department of Applied Linguistics and the Department of Psychiatry and Biobehavioral Studies at UCLA.

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Quoting the unspoken : a multimodal analysis of the quotative marker *bare* followed by bodily quotations in Norwegian teenage language.

The paper presents a study of quotative constructions in informal spoken Norwegian, involving the new quotative marker 'bare' ('just') followed by a non-verbal quotation. The data are drawn from a videotaped recording of a 30-minutes informal face-to-face interaction between two 15-year-old girls from Kristiansand, Norway. The study builds on previous research by the author on quotatives in Norwegian teenage language. This research has drawn on data from audiorecordings only, and the focus of analysis has been the purely verbal aspects of the quotatives. The present study attempts to expand the focus of analysis from 'verbal only' to a more multimodal approach, made possible by the use of video recorded data. The analysis draws on Sigrid Norris’ methodological framework for analyzing multimodal interaction. This framework has its foundation in discourse analysis, interactional sociolinguistics, mediated discourse analysis, and multimodality, crossing the boundaries between linguistics, nonverbal behaviour, and the material world.

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"I made the decision to have the amputation because in my mind the leg that I had wasn’t doing its job."

So they weren’t cutting my leg off, they were taking away a useless piece of flesh that wasn’t fulfilling its function and replacing it with something made of plastic and metal that did. " (‘Adam’ – participant).

While there is extensive research on identities constructed in talk, including identities connected to the body, there is none on how individuals discursively construct their bodies. Rather, the body tends to be seen as incidental to the process of discursive identity construction. Research relating to narrative medicine shows us that experiences of illness are not simply dictated by an individual’s physical state, but are discursive and narrative phenomena, and that the narrative experience of illness can have an effect on identity construction. In this paper, I will explore the idea that people can use language specifically to construct their own bodies in a variety of meaningful ways, a process that is thoroughly integrated with the individual’s identity construction. Using my own interview data from two participants, one of whom has undergone an amputation and one a mastectomy, I will qualitatively examine some of the ways in which the speakers use language in interaction with the interviewer to (re)construct their surgically altered bodies alongside their identities, and how such constructions align with or challenge dominant Discourses about bodies like theirs (e.g. ‘amputees are disabled’). In particular I will use narrative analysis and membership categorisation analysis to explain how the speakers claim meanings and negotiate categories for their own bodies. The paper will demonstrate how discourse can function to incorporate a ‘new’ (post-surgical) body or body part (e.g. a prosthetic limb) into one’s discourse of the self, or it can function to separate the speaker’s ‘new’ body from his or her discursive identity.

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Making bad-looking things look good? The diaper change as a finely coordinated event

Most researchers working with video- or audio-recorded naturally occurring interaction will have captured situations on tape, in which the participants could be heard to behave in a problematic manner by breaching the largely unwritten norms of acceptable social behavior. In particular when working on institutional interaction, one may find examples of professionals (for instance doctors, teachers or social workers) seemingly employ strange, inappropriate, morally problematic or even unethical practices in order to get their job done and to meet the institutional restrictions, regulations and relevancies that they operate under. The occurrence of such potentially problematic practices can be a challenge to the researcher, who can either choose to exclude the problematic situations from her research, or risk portraying a professional who has placed her trust in the researcher in a less than positive light. Whilst the latter option is obviously unethical, the exclusion of certain parts of one’s research material is just as problematic because such exclusion means that the researcher fails to provide a realistic and true picture of what goes on in the interactional context under investigation. In this paper, I will discuss whether Conversation Analysis, as a method that can serve to demonstrate that practices are typically interactionally co-accomplished actions rather than being unilaterally performed by one participant, goes at least some way towards providing a solution to the above dilemma. Focusing on 8 instances from the Danish home help system, in which caregivers are changing the diaper on an elderly woman, I will thus illustrate that though the diaper change may at first glance come across as an illustrious example of the caregivers exercising unnecessary physical and psychological restraint of the care recipient, such situations, when seen through the lens of CA, can be shown to be finely coordinated by the participants’ orienting and responding to each others’ ongoing actions.

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Laura Kilby          Ava Horowitz

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What more can we do to stop the terrorists? Membership Categories and Moral Accounting in a talk-radio debate.

This presentation examines ways in which membership categories are worked up, accepted and resisted in terrorism talk within the context of a talk-radio broadcast. In line with Hutchby (2006), talk radio is conceptualised as offering a rare opportunity within media discourse for ‘lay’ and ‘elite’ voices to be heard side by side in what can be understood as a site of “semi-institutional discourse” (Ilie, 2001, p. 218). The analysis presented involves a BBC Radio 5 phone-in programme, which aired shortly after the failed terrorist attacks in London and Glasgow in June 2007. Inspired by early work by Sacks (1995), the spotlight that Jayyusi (1984) places upon examining membership categories as sites of relentlessly moral operation provides a crucial focus for the analysis of complex and layered membership categories involved in the broadcast. This includes the institutionally defined categories of ‘host’, ‘lay’ and ‘elite’ callers, and the ethnic/religious identity categories of ‘Muslim’ and ‘white Catholic’. Of particular interest is how the sequential convention of host-controlled introductions empowers the host to define the call-relevant identity (Fitzgerald & Housley, 2002) of each guest and to position callers via the membership affiliations made explicit in such introductions. Also highlighted are examples of the host’s reformulation of caller contributions so as to recast them in controversy-augmenting ways. Alongside the analysis of this discursive work by the host is an exploration of the membership category work of the callers who are so identified, positioned and paraphrased. This presentation highlights how particular challenges and affordances connected to the membership category ‘Muslim’ come to the fore within the context of this terrorism talk, both as host- and caller-initiated examples of locally enacted topic-relevance. In this way, the presentation offers a Critical Membership Categorisation Analysis, which demonstrates how conventional and structural features of this semi-institutional discourse operate in the local accomplishment of moral accountability and identity management.

A Discursive Approach to Impression Formation

Experimental studies on impression formation have been initiated more than 60 years ago, with Asch (1946) and Anderson (1968) disputing over the paths towards the integration of traits into unified impressions. Henceforth, the cognitive approach has received almost undivided attention. Researchers have focused on modelling individual psychic processes that take part in person perception and trait attribution. More recently, the ecological approach to person perception, initiated by McArthur and Baron (1983), has redirected the focus from inner mechanisms to outer stimuli characteristics, while nonverbal communication studies have focused on people’s capacity of forming accurate impressions using a ‘thin slices’ methodology. So far, research on impression formation has largely overlooked the social interactions in and for which impressions are formed, and also the ones in which impressions are expressed. Researchers have considered talk as a transparent container of (otherwise) invisible cognitive processes and mental representations, rather than as situated action, oriented towards personal and interactional goals. We approach impression formation from an interactional perspective, engaging in interviews with colleagues and friends who work in Human Resource departments and other professions that require impression formation work, such as polygraph testing. We analyze accounts of first impressions as reports on professional activities oriented towards specific constraints, and expressed in situated conversations with personal and interactional goals that shape and, in turn, are shaped in interaction. As we are both participants in and analysts of interviews, we reflexively inquire into the
interactional work taking place in these discursive events, and into the possibilities they open for understanding impression formation and ‘impression talk’. Participants employ multiple resources in describing and accounting for their impressions, including psychological concepts, clues from physical appearance and behaviour, personal theories, experiences and heuristics, and specific discursive devices used for sketching first impressions and dealing with their accuracy. We focus on categorization (Edwards, 1991) and the work involved in factuality achievement and accountability management (Edwards and Potter, 1993). In accordance with Bruner’s observations (1991), participants aim for plausibility in their descriptions of persons, with accuracy being a key discursive artefact.

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**Accusatory and defense work in child custody disputes**
The study examines accusatory and defense work by the examining counsel and the fathers they examine in child custody disputes. The data consist of audio-recorded testimonies from a number of such disputes heard in Swedish courts in the late 2000. In focus are the kind of contrastive versions that have been found to constitute an important part of cross-examination sequences. The contrastive versions arise from the examining counsel’s attempts to set up accusations by identifying contradictions in a witness’ testimony, thus putting the witness’ credibility in doubt. In this particular setting, one such contrast has been between a father’s knowledge about a mother’s mental state and his consequential actions towards her in the past and in the future. In general, counsels put fathers’ disparaging views of mothers in contrast to the possibilities of future co-operation between the two, thus putting the possibility of joint custody in doubt. Attention has been given to the participants’ management of epistemic claims within the contrastive structures of examination, an analytical theme that has been acknowledged in a few previous studies but that has not been thoroughly developed, at least not within this particular setting. It was found that the contrasts very much rely on the epistemic stances involved. If counsels are able to prove that a mother, as far as the father knows, has some kind of mental problems, subsequent actions like leaving the family or harassing the mother will be viewed as condemnable. In other cases, the contrast allows the counsel to imply that the very same actions imply that the father does not really believe that the mother is mentally ill and that this description of the mother is made up for strengthening his claims in court. Contrasting devices are regularly used by examining counsels in child custody dispute, as they allow examining counsels to point out inconsistencies in what could be morally expected of separated parents. The present study thus extends prior work on contrasting devices (Drew, 1992; Matoesian, 2001), showing that such devices are recurrent feature of child custody disputes.

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**Accounting for a Perpetrator’s Regret: Discursive Resources for Child Interviewees within Social Welfare Interviews**
Interviewing is becoming a regular practice within child social welfare, aiming at detecting service-users’ problems, assessing their needs, and evaluating the quality of support interventions within social work. This development has lead to a renewed sociological interest in conditions for children as participants in interviews. The present paper analyzes talk-in-interaction in 31 evaluation interviews from a national Swedish evaluation of support interventions for children exposed to domestic violence. In the interviews, children are asked about their views on how the man who has abused their mothers thinks about what he has done. The present paper uses conversation analysis on episodes where children claim that the perpetrator is regretful, to study how the interviewees and interviewers negotiate their rights within the

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interviews. This analysis provides insights into the sequential and epistemic resources that the children employ when asked to prove subjective statements with objective facts. However, the analysis also shows that the categorization of regretful perpetrators as sad, as changed, or as verbally expressing regret, interplay with the interviewees’ sequential and epistemic work. Therefore, the paper discusses the relation between three forms of analytically distinguishable, but in practice interconnected, social orders: the sequential order, the epistemic order, and the categorization order. Doing this, the paper aims to contribute to a theoretical discussion on the relation between the construction of a credible self and the construction of objects in talk-in-interaction, as well as to empirical knowledge on the specific case of child interviewees’ work to be believed, in relation to constructions of vulnerability, responsibility, and regret.

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Media representations of climate change
Social scientists must consider public understandings of science if environmental change is to be encouraged. This requires attention to how complex scientific phenomena such as climate change are discursively constructed. In Britain, climate change first made its transition from scientific discourse to the political and public domain in the summer of 1988. This study examines media representations of climate change in 1988. This provides the ideological backdrop against which the complex socio-psychological issue of climate change has unfolded over the last three decades. 63 articles were analysed using thematic analysis. The analysis was informed by social representations theory. The themes include: (i) ‘climate change: a multi-faceted threat’; (ii) ‘climate change aggression’; and (iii) ‘imminent extinction. The first theme represents the core of the social representation concerning climate change. The second and third themes refer to its peripheral elements, which give meaning to the over-arching representation of climate change as a ‘multi-faceted threat to life’. The paper elucidates how public understandings of climate change may be shaped in light of such media representations. Methodologically, the paper highlights the need for a broad multi-epistemological framework, within which public understandings of science can be addressed from the diverse though complementary perspectives of communication studies and discourse analysis.

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Special educational needs student learning Science in English: a challenge at three levels. A case study.
The paper presents a study of quotative constructions in informal spoken Norwegian, involving the new quotative marker ‘bare’ (‘just’) followed by a non-verbal quotation. The data are drawn from a videotaped recording of a 30-minutes informal face-to-face-interaction between two 15-year-old girls from Kristiansand, Norway. The study builds on previous research by the author on quotatives in Norwegian teenage language. This research has drawn on data from audiorecordings only, and the focus of analysis has been the purely verbal aspects of the quotatives. The present study attempts to expand the focus of analysis from ‘verbal only’ to a more multimodal approach, made possible by the use of videorecorded data. The analysis draws on Sigrid Norris’ methodological framework for analyzing multimodal interaction. This framework has its foundation in discourse analysis, interactional sociolinguistics, mediated discourse analysis, and multimodality, crossing the boundaries between linguistics, nonverbal behaviour, and the material world. This study has been funded by the MICINN (R+D+i EDU2010-15783 project).

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### Identity talk through photo elicitation: Examining issues of entitlement and accountability in participants’ talk of photographic representations of Irishness

The current study applies a discursive approach to the examination of how two set of participants (Irish Travellers and Irish Students), orienting to their subgroup position, display an understanding of a photo elicitation task, where they are asked to generate photographs of Irishness and later discuss the photographs in group interviews. In engaging with the photo elicitation task, each set of participants orient to the task in different ways and in doing so engage with pervasive dilemmas that they must manage and negotiate in talk. Irish Travellers, on the one hand, orient to the photo elicitation task as one affording an entitled position to comment on the content of Irishness and on the other, orient to issues of stake that could undermine the fragility of this entitlement. Irish students, interpret the photo elicitation task as a challenge to, on the one hand, account for the photographs of Irishness while simultaneously managing issues of accountability that could undermine their banal, taken for granted, 'unnoticed' sense of national identity. The analysis shows how encouraging participants' talk of the task, provides an opportunity to examine how individuals swing between two sides of the dilemma to manage respectively, issues of entitlement and accountability in their talk of representations of Irishness. The results will be discussed in relation to possible mechanisms whereby the division and inequality between subgroups is evidenced and reproduced.

### About Ambiguous Actions in Asynchronous Goal-oriented Web Discussions

In asynchronous goal-oriented web discussions in institutional settings participants perform different kinds of actions with their turns, such as confirming or adding information or arguing, to which co-participants react in their responsive turns. This basic organization occurs in all kind of conversations and it has been studied especially in works of Conversation Analysis (CA) and institutional talk (e.g. Drew & Heritage 1992) but also in studies of Computer-mediated Communication (CMC) and its internet-based forms like chats and discussion forums (e.g. Simpson 2005). The data used for this paper has features from both of these disciplines and consists of response threads from goal-oriented web discussions using asynchronous technique. The data is collected from the university course Academic Writing in Finnish and the discussion topics are linked to this theme. However, the lack of simultaneous feedback and disrupted turn adjacency in web discussions (cf. Herring 1999) have an impact on the actions and their sequential organization in that both are quite ambiguous and multi-functional. For example, in my data a participant can in one turn both provide an answer for the question made in the task instruction and take a stance towards something in the previous turn. In this paper I aim to show how this ambiguity is an appropriate as well as a pervasive feature of web discussions in temporary discourses and specific institutional structures and how in spite of this ambiguity the conversation remains understandable and coherent. The analysis relies on CA concepts of sequence organization, adjacency pair and action formatting and the linguistic resources used for these. The paper is related to my ongoing PhD study on interactional features and actions in goal-oriented web discussions.

### Note

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Discourses about the armed conflict in Gaza in the British press

The paper presented will be part of a wider research project analyzing the discourse of the armed conflict in Gaza between December 2008 and January 2009 in the British broadsheets. In particular, it investigates the data with an eye to two contemporary perspectives on the Israel-Palestine conflict and European antisemitism. One such perspective claims to identify the phenomenon of “new antisemitism” in European treatises of the conflicts: some/many/most critical reflections on Israeli positions are either merely cover-ups for antisemitic intentions or in effect promote an atmosphere of political-societal antisemitism. Diametrically opposed to this take on the affairs, proponents of another perspective claim that it is exactly some/any/all of these judgments that constitute the problem: they represent attempts to use antisemitism as a rhetorical tool to stifle debate and immunize the State of Israel from public criticism. This paper will present an analysis of the way some of the most talked about agents in this debate occasion and orient towards criticism of the various actors of the armed conflict. It will compare the relevant coverage of 4 British broadsheets (Daily Telegraph, Times, The Guardian, The Independent, Financial Times) and their Sunday editions. Locating “discursive nodes” (that is, sites of consensual importance), it will look at the ways they differ in their construction by different newspapers as well as how these constructions possibly perpetuate a different kind of consensus. Finally, the paper will look at the practical and ideological implications of the mixture of convergences and divergences, consensus and debate.

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Cultural Change, Modernity and Modernization in A. H. Tanpinar’s Novel The Time Regulation Institute

Ahmet Hamdi Tanpinar is regarded as one of the most successful 20th-century novelists in Turkey. In his novel, The Time Regulation Institute (1962), Tanpinar employs a style which is realistic and critical to social issues. He problematizes the notion of “progress” and the linear understanding of time within the context of his literary narrative. The aim of this paper is to explore Tanpinar’s reflections on the issues of cultural changes and the modernization process in Turkey. In the light of two theorists of the Frankfurt School, Adorno and Horkheimer’s critique of the notion of “progress” and “irrational reason”, this paper will foreground that Tanpinar peoples The Time Regulation Institute with technology addicts and/or commodity fetishists in order to make people conscious of the perils of “progress”. In this sense, Adorno and Horkheimer’s critique of “progress” in Dialectic of Enlightenment will constitute the theoretical framework of the paper. Tanpinar wrote about the social impact of the modernization process his country had been going through particularly since the end of the 19th century. In The Time Regulation Institute, Tanpinar criticizes the logic of abandoning “Eastern” values and ways of living and replacing them with a direct duplication of “Western” values and ways of living in order to create a country devoted to the notion of “progress”. Tanpinar presents a cure for this social disease by directing the reader’s attention to the spiritual and social development of his protagonist, Halit Ayarci. In handling the notion of “progress”, Tanpinar approaches the “West” and the “East” with a critical attitude. This paper will conclude that Tanpinar’s devotion to the idea of bettering the societies he lived in must have led him to write such a satirical novel and offer a solution, which is negotiating “the new” or the modern with “traditional” and “the spiritual”.

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The timing and construction of preference: A quantitative study

Building on previous research on preference organization, this paper examines the timing and
construction of responses to offers, requests, proposals, and invitations in order to verify and refine previous observations through a combination of conversation analytic and quantitative methods. The analysis focuses on two well-established claims in the literature (Sacks 1987; Atkinson and Drew 1979; Pomerantz 1984; Heritage 1984; Schegloff 1988, 2007): (1) dispreferred responses are delayed relative to their preferred alternatives and (2) the construction of preferred and dispreferred responses differ systematically. To investigate these claims, 221 responses were identified in English telephone calls, precise measurements were made using acoustic phonetic analysis, and all responses were coded for six features of turn-construction (“well”-prefaces, self-repairs, clicks, hesitations, in-breaths, intra-turn pauses). Following Schegloff’s (1996) analysis of turn organization, the gap between turns was measured with three endpoints: the onset of the pre-beginning phase (e.g., in-breaths), the beginning phase (e.g., prefatory particles like “well”), and the TCU proper (i.e., excluding all in-breaths and prefatory particles). The results of the analysis reveal no statistically significant difference in the onset of the pre-beginning phases of preferred and dispreferred responses. This suggests that, counter to claims in the literature, the absolute onset of dispreferred responses does not appear to be systematically delayed. However, the onsets of the beginning phase and the TCU proper do differ significantly, occurring on average 145 ms and 355 ms later for dispreferred responses, respectively. Thus although the preparatory phases of preferred and dispreferred responses do not differ, the onset and duration of the beginning phases differs significantly. The analysis of turn construction reveals a clear asymmetry in the design of the two alternatives, with turn-initial in-breaths and “well”-prefaces, among other features, strongly associated with dispreferred responses. This study demonstrates that a combination of conversation analytic and quantitative methods does in fact have a “distinctive payoff” (Schegloff 1993) in that it allows one to test claims put forward in the literature systematically and further refine previous observations.

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“Stop talking and eat your dinner!”: When multitasking stops during family mealtimes.

Feise et al (2006) gloss a family meal as an event where “much has to happen in approximately twenty minutes: food needs to be served and consumed, roles assigned, past events reviewed, and plans made” (2006: 77). Both conversational activities (e.g., catching up on the day’s events, discussing current affairs, storytelling) and eating-related activities (e.g., serving food, eating, drinking, clearing the table) are important aspects of ‘having a meal’. All participants can be held accountable for failing to progress either or both interactional activities (Kent, 2011). Conversational and eating-related activities operate in parallel, with each family member constantly coordinating and balancing their respective engagement in both activities. In this paper I examine the nature of the co-ordination between embodied eating activities and unrelated verbal conversation by focusing on occasions when eating-related activities are explicitly drawn into the verbal conversation for the purposes of change / correction. In terms of the management of multiple mealt ime activities, these types of sequences are particularly significant because they represent instances where the multi-layered, coordinated nature of eating and unrelated conversation breaks down and the whole interactive encounter becomes temporarily centred on correcting an individual’s eating-related behaviour. The data come from videos of family mealtimes recorded by seven families in their own homes. This generated around 40 hours of video data to be analysed using conversation analysis. I will consider a) the sequential circumstances that prompt directive actions to change/correct embodied eating-related activities, b) typical features of the corrective sequence and its typical progression, and c) how normal conversation resumes following completion of the corrective sequence. Earlier work suggests that once the correction has taken place the eating activity slips back beneath the surface and the non-eating related conversation restarts as though the intrusion had not taken place (Kent, 2011). Thus both activities resume their separate modalities and continue to function concurrently.

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The New Straits Times. Malaysia maintains a dual justice system in which secular laws (i.e., criminal and civil) are enforced. This study looks at how the issues of custody and conversion are represented in a Malaysian English daily, The New Straits Times. Malaysia maintains a dual justice system in which secular laws (i.e., criminal and civil) are enforced.

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civil) co-exists with Islamic sharia law. However, sharia law applies only to Muslims and solely in the domain of family law. The unique legal system that allows the co-existence of shariah and civil law appears in its utmost complexity in the issues of the conversion of the non-Muslims to Islam and consequently in the custody-related issues. The current study looks at multiple genres in the news media, i.e., news reports, opinion editorials and letters to the editor in order to see how they represent custody and conversion related issues that plague the lives of many in a multi-ethnic and multi-religious country like Malaysia. The data comprises 78512 words collected through the newspaper database, while the timeframe is 2004 to 2010 that roughly covers the eras of two prime ministers (2003-2008 and 2008-till date). The analysis shows that the newspaper, albeit its connection with the ruling coalition in power, allows multiple voices to run a debate that manifests several ‘orders of discourse’, and thus discursively constructs certain hegemonic and counter-hegemonic claims on the issues of custody and conversion in a parallel judicial system. An intertextual analysis of the data shows that references have been made to local authorities, Islamic norms, shariah and civil legal discourses and Constitutional rights, often taking it for granted that the readers have enough knowledge to interpret the references made. On the other hand, an interdiscursivity analysis reveals certain duality of discourse that has been constructed along the lines of discourses of ethnicity and nationhood; religion and law; and secular and Islamic values. Such a construction shows a structured discursive totality that signals ‘impossibility of society’ a la Laclau by manifesting two clearly defined interest groups who may have different desires or ways of life.

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The Semiotics and Discourse of the Financial Crisis: Korea perspectives

How do we understand what a financial crisis is and how do we experience one? Discourse of financial crises does not simply represent problems of mathematical tools (MacKenzie 2009). It makes people recognise how actors are represented and constructed in the media as a conveyance of representational meanings. The meanings are made in and through the social meaning-making practices (Barthes 1993). Various meanings are socially structured by actors for proper social actions within proper social structures (du Gay 1997). For example, money is a set of representation of economic activity which represents specific contexts regarding consumers, producers and markets. It provides the understanding for the fluctuating economic situation in financial crises. Discourse of financial crises explores and interprets the processes of social structure and social implications in economic activities (Hall 1997). It leads to a further understanding of cultural phenomenon, specifically if as complex as financial crises and impacts, allow us to understand its meanings and implications. Signs and pictures in specific contexts from public journals such as ‘Economy 21’ and ‘The Economist’ show how they produce meanings and they are used to represent markets, traders and investors. These create cultural values upon objects in line with discourse as a conveyance of meanings and processes of both symbolic and institutional power (Hall 1997). The financial news seems to announce a huge impact on the economic condition with influential and impressive pictures of anxious traders and investors that have experienced the unwelcome situation in financial crises. These contexts - players, trade rooms, electronic screen monitors, etc - captured in signs and pictures are the most approachable way to transfer particular facts or events to people, rather than any hard description of economy. The interplay of semiotics and discourse lies in conveyance of representational meanings and representation of cultural values. Finally it leads people to further understanding of financial crises. The study investigates elements of semiotics and discourse of financial crises: through examination of codes which specifies signifiers - markets, players and economic activities – whose meanings are changeable; scrutiny of discourse which lies between decoding data and shared understanding of codes.

Caitriona Kinsella

Note that Abstracts will not be printed: please consult online or download from conference website.
Discourses about racism among minority groups

Discursive research on racism has tended to focus on elite or majority group discourses and on discourses that work to legitimise inequality. Some of the research that has analysed the discourse of minority group members has found that they may deny the existence of discrimination. However these studies have not focused on participants’ talk about their own experiences of violence at the hands of majority group members. The present study therefore investigates the ‘hard case’ of whether and how minority group members might deny the existence of racism in accounts where they were victims of seemingly racially motivated violence. This study addresses this question through the application of discourse analysis to extracts from 15 interviews with refugees and asylum seekers about their experiences of living in Glasgow, Scotland. The analysis suggests that the speakers may deny the role of racism or play down the culpability of the attackers in their accounts; e.g., by suggesting the attack was the result of ‘boredom’ or ignorance. Moreover, when racism is alleged, it is presented as a tentative, reluctant and / or ‘last resort’ explanation. However, some of the accounts allowed the speakers to put the explanation of racism ‘in play’ while avoiding the potential difficulties of making direct accusations of racist behaviour. In this way, the speakers are orientating to the sensitivity of making accusations of racism. These results suggest that ‘new racism’ – in which speakers legitimise inequality while denying racism – has a parallel among apparent victims of racism, in the sense that they deny the role of racism as a motivating factor in the attack. This involves orienting to an apparent taboo on making accusations of racism, something which may be particularly difficult for refugees and asylum seekers who are reliant on the host society for protection. This also has practical implications, as the definition of racial ‘hate crimes’ requires the victim to perceive the act as being motivated by racism. Overall then, the results suggest that accounts of victims

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<th>Empathy and responsibility as discursive resources in accounts of charitable giving.</th>
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| The study of helping behaviour at individual, group and intergroup level has typically focused on perceived similarity between donor and recipient as the main predictor of empathy and helping behaviour. This assumption ignores the role of similarity in posing an ‘identity threat’ to the helper, thereby precluding assistance. Furthermore the focus on similarity and empathy ignores the role of the attribution of blame to recipients of help as well as the assumption or denial of responsibility for those in need. 17 members of the Irish general public were selected on the basis of quota sampling to span the diversity of the population and interviewed in small groups about their views and behaviours in relation to a variety of charities. In addition, 7 charity workers from a range of charities in Ireland were interviewed about their role and experiences in the third sector as well as their views of charitable giving more generally. The data was analysed using a combination of discursive psychological and membership categorisation approaches which afforded an examination of how the participants managed their identities as moral actors in talk as well as how the categories of donor and recipient were deployed in order to account for the prioritisation and donation to different organisations. Results highlight that for both members of the public and charity workers empathy and responsibility are discrete discursive resources to be used to preserve an identity as a moral actor in these interactions, while accounting for helping behaviour. Notably while similarity could be used to warrant the experience of empathy and hence recommend giving, it could also be used to accentuate the blameworthiness of the target and deny personal or group responsibility for their plight. Furthermore, the concept of responsibility evidently entails the management of both the moral identity of the giver and the receiver of help and as such constitutes a more complex pathway to donation. The results are discussed in relation to current charitable organisations which use empathy and responsibility in their appeals.

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Peder Kjøs
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Rhetoric in Child Custody Mediation
In Norway, divorcing couples with children must attend at least one mandatory mediation session. Since 2008, 154 divorcing couples in mediation at 5 locations have participated in the FORM-project, aimed at studying mediation. 540 hour-long sessions have been audio-recorded. The material provides us with the opportunity to investigate conversations reflecting a current conflict bearing high stakes. Both the best interest of the child and the parent’s own interests are heavily affected by the outcome. The present study is an investigation into the rhetoric used in negotiations where the participants need each other’s cooperation for years to come. What discursive resources are being employed, with what results, in such an ongoing conflict? Hopefully, the results may be of use to mediators by clarifying possible steps towards solutions to the relational difficulties hampering continued cooperative parenthood. Our analysis is primarily based on the framework for Discourse Analysis described by James Paul Gee (2011), and the Conversation Analysis procedures outlined by Hutchby & Wooffitt (2008). This combination of methods allows us to focus on the discursive resources and devices that are being employed on a micro-analytic level, while at the same time studying the systematic shifts between the three parties in the mediation situation, and between the different themes and levels of the discussion. Combining DA and CA techniques provides powerful tools for analyzing the breadth of the rhetoric situation. Our preliminary analysis has focused on the construction of the continuing relationship between the parents, and the regulation of affect by the mediators. Interestingly, and running counter to the dominant discourse advocating “the best of the child” as opposed to “the parents’ needs”, the parents’ attachment needs in respect to each other, and their requests for, withholding, and granting recognition of each other as parents, often appear as significant themes, demanding attention by mediators, as well as by parents, in solving the current conflict. An example of our analysis, performed on transcript, will be presented for discussion. Any feedback on our methodological approach would be much appreciated.

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The discursive activities of a whistleblower and a social movement in the domain of education in the Netherlands
With the help of discourse analysis, I have examined the interactional achievements of the founders of a social movement and a whistleblower in exposing a latent crisis in the domain of education in the Netherlands. I wanted to learn to understand the discursive practices that are playing an active role when certain entrepreneurs signal a crisis in the public debate on education innovation in the Netherlands. I examined the ways in which a latent crisis can be exposed from a communication point of view. In which way can we create general awareness of a latent crisis and try to understand the dynamic nature of interactions? Until now, this issue has been partially or insufficiently addressed and, consequently, leads to the following definition of a problem: What are the interactional problems experienced by a crisis entrepreneur who intends to put forward a crisis and how does he solve these problems? The analytical principles adopted in discursive psychology leave room for the fact that any crisis is not something that is ‘out-there’ but brought to relevance in an interactional way. In this research I have found that crisis entrepreneurs have three interactional problems: 1.Showing the validity and urgency of the problem. 2. Presenting the credibility of the messenger. 3. Creating the belief in a solution. The analysis demonstrates

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that when you are a crisis entrepreneur; - you run a risk that you will be seen as too theoretical, so you have to make the problem realistic, this needs attention right now and for us all. Also, you have to make the problem you observe valid, ‘it’s true, it is out there’ it is a problem in reality; You run the risk that you are discredited, you have to present yourself as a reliable source, you have to legitimize your signal. Crisis entrepreneurs have to make clear that it is not for their own interest. - You have to present that the crisis can be made and so can be solved. It doesn’t work when you present it as a hopeless problem. Then you run the risk that the problem backfires.

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**Corpus-assisted analysis of ‘user-generated content’ on climate change**

The issues of global warming and climate change have recently generated large volumes of posts on social media platforms and reader comments on online newspaper sites. These discussions are arguably one of the best sources to study such dimensions of the climate change issue as ethics, morality and uncertainty, as online debates can show how different actors attempt to redefine existing solutions to the problem or point out that the solutions do not work (Koteyko, 2010). However, the vast volume of social media data often presents methodological challenges in terms of data collection and analysis. In this talk, I would like to 1) demonstrate how web-based data can be collected and used for linguistic and socio-cultural research 2) discuss how a corpus-assisted analysis of such data can contribute to the growing body of research on the discourses around climate change. I will first present results of our study exploring how corpora compiled from RSS feeds can be employed to analyse online discourses on climate change mitigation. I will then turn to the analysis of reader comments published on the website of The Daily Mail, the UK’s second biggest-selling daily newspaper after The Sun. We strategically sampled comments to articles published in 2010, the year following the release of digitally stored email correspondence relating to climate science (that came to be known as ‘climatgate’), and which according to Holliman (2011) may have profound implications for how climate science is represented and debated in the digitally mediated public sphere. The analysis combines a quantitative study of word frequencies with a qualitative examination of context (concordances), and is complemented by statistics provided by the newspaper website.

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**Young people from Bosnia and Herzegovina in Norway: Migration, identity and inter-ethnic relations**

This paper focuses on young people originating from Bosnia and Herzegovina, permanently residing in Norway, who first came to Norway as children and conflict refugees in the 1990s. The paper investigates how they relate to their identity and origin, and how they discursively represent nationalism(s) and wars in the sending society. The author discusses their integration into Norwegian society and poses a question how ethnicity is contextualized in a receiving society in which it is generally socially desirable to express values of tolerance and respect for multiculturalism. Material from the interviews with ten young Bosnians and the participant observation of relevant events makes it possible to reflect on such phenomena as transnational belongings and the so-called long-distance nationalism, leading to the discussion about the contested claims of victimhood in the post-Yugoslav immigration context.

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**Passive voice and cohesion in written technical discourse**

The paper discusses cohesion, types of cohesion and cohesive devices used in the written technical discourse. It suggests that a possible approach to analysing cohesion might be associated with considering it as a general perceptual phenomenon, i.e. considering repetitions of both structural and semantic textual elements analogous to repetitions of visual patterns in that both provide a uniform background against which distinctions are foregrounded and therefore more easily perceived. The paper focuses on some aspects of the use of the passive voice in technical texts, and particularly when employed as a means of ensuring cohesion. The corpus used for the purpose of the present discussion is based on books and magazine articles in the field of Marine Engineering, i.e. the object of analysis is the written text involved in the professional communication featuring spatial and temporal distance between the sender and the receiver of the text message, which bears upon the characteristics of the text, and in particular the cohesive devices employed. Further, two types of cohesion and the corresponding use of the passive voice are highlighted: cohesion produced through thematic progression and cohesion produced through parallelism. Thus, ensuring cohesion is considered as motivation for the use of the Passive Voice in technical texts.

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**The neologism moshava ‘colony’ in Early Modern Hebrew**

Moshava ‘colony’ is a keyword (Williams 1976, Katriel 1999) in Israeli culture, coined in Early Modern Hebrew. In Biblical Hebrew, the masculine noun moshav ‘sitting/seat’ had the plural form moshavot, using the mostly-feminine suffix -ot. The re-interpretation of moshavot as the plural of a regular feminine noun led to its singular neologized counterpart moshava, by way of backformation. This corpus-based paper offers a genealogy (Foucault ([2004] 2007, 119) of the concept moshava, in which the cultural and political conditions will be shown to have supplied the sociolinguistic pressure for the emergence and subsequent evolution of this concept. Moshava started out as a translation of the word colony. The word was needed in the discourse on the dire situation of the Jews of Eastern Europe in the second half of the nineteenth century. In this discussion, the options of mass migration and re-settlement were considered and debated. In the context of the empires of those days, the discussion was framed in terms of colonization enterprises involving the establishment of new colonies (moshavot) of Jews (a) in their countries of origin, (b) in the New World, or (c) in Palestine. The use of the noun moshava ‘colony’, along with its related verb yishev ‘colonize’ and verbal noun yishuv ‘colonization’, is at this point straightforward, natural, and unabashed. As the relationship between the Jewish settlers and the indigenous Arab population in Palestine turned more conflictual, the context of empires and the colonial terms associated with imperialism became a burden on the Zionist enterprise. Instead, a discourse of nation building and national revival has been fostered. Within this discourse, moshava (and its related terms) underwent a parallel semantic shift, from the negative colonizatory meaning to a positive national one. The interplay between the social and political factors and their accompanying discourse will be described in some detail in the presentation.

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**Eric Laurier**

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**Order on Centre Court: calling, applauding and other features of tennis crowds**

In this paper I will revisit Garfinkel and Sudnow’s (2002) study of the audience of a chemistry lecture and Atkinson’s (1984) work on the generation of applause during political speeches. My interest will be in how
events on Wimbledon’s Centre Court are responded to and generated by the crowd. Winning shots by players are the obvious source of adjacency-paired applause from the crowd. Errors and mistakes by players prefer silence, sighs or similar and applause at this point is treated as immoral. The crowd, however, collectively achieve more subtle responses such as hearably applauding the winning shot that forced an error, and, in the moments preceding the recommencement of play after a point the crowd dramatise the event by calling out encouragements to the players. The data used to build the analysis of the centre court crowd will be video fragments from being an audience member during the first day’s play.

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Using discursive psychology to understand institutional talk in computer-mediated communication environments at an American university

Historically, the field of educational psychology has argued for a relatively fixed, biologically-oriented view of intelligence that has been defined by a small province of “experts.” With its connection to the eugenics movement and the claims of mental inferiority of minority groups, the very construct of intelligence has been situated within many unexplored, yet consequential assumptions (Kincheloe, 1999). While there is some variability in how the construct of intelligence is technically defined, ranging from fixed to malleable, the cultural presupposition is that “intelligence describes something real” (Hernstein & Murray, 1994, p. 1), and is, therefore, measurable. After identifying the eleven most commonly adopted textbooks within introductory educational psychology courses at universities within the United States, we drew upon discursive psychology (Edwards & Potter, 1993) and critical understandings of human learning and development (Sternberg, Kincheloe, & Hinchey, 1999) as we conducted a discourse analysis of the ways in which textbook authors made (un)real the construct of intelligence. In this paper, we present the findings generated from our textual analysis, pointing to the various argumentation structures used to construct varied definitions of intelligence. We point to the implications of such constructions in the preparation of teachers and other educational personnel.

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Beyond Managed Public Participation: Letters to the Editor and Public Engagement for Taiwan’s PSB Debate

Public service broadcasting was introduced into Taiwan as an ideal model to democratise state-owned terrestrial televisions and to balance overwhelming commercial media. However, a turbulent development of the PSB is a self-proving testimony to some media critics’ foreseen observation which predicted the project is doomed to failure. While most commentators place the blames on political struggle over short-term gain and the incompetence of government, some researchers further indicate the root of the failure is a lack of the public engagement. Public service broadcasters around the world agree that widespread public participation is a key component of a healthy PSB which should be a conscious civic choice. In Taiwan, the letters to the editor section of mainstream newspapers is a pivotal ground where PSB advocates such as media scholars and social activists engaged in the debate to contribute opinions or to mobilise wider public voices. Thus, drawing on data from press content analysis, this study intends to examine the structure of the attentions constructed by the published letters and to explore this forum plays a role as community’s heartbeat or just projects hazy reflections of public opinion. The results illustrate that some letters responding to previous published letters did generate certain strings of discussions. However, following no agreements or consensus, I shall argue the discussions are monologue rather than dialogue. Furthermore, the findings show that this

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correspondence section serves papers’ commercial needs and also echoes papers’ political stances in the debate. This paper concludes by questioning if this managed public participation is capable of fostering viable public engagement in the PSB debate.

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Agency in institutional interaction: Formulating the reason for call in conversations between civil servants and clients at the Swedish Board for Study Support

This study is based on audio recordings of telephone conversations to the Swedish Board for Study Support. This is a government authority that is charged with the administration of financial aid for students enrolled in upper and secondary education. This presentation focusses on how clients formulate the reason for call. Preliminary observations suggest that clients can either formulate a problem and leave it up to the institutional representative to propose a solution or clients can incorporate a proposed solution to the problem in the reason for call formulation. We will describe the sequential trajectories of these formats and discuss how they reveal orientations toward the boundaries of the institution.

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A conversational analysis of mental illness diagnosis carried out in the context of family relationships.

Labeling a person as “mentally ill” is an extremely complex and controversial process, involving social concepts and psychiatric knowledge about “mental illness”. Labeling Theory considers “mental illness” as a historically constructed label, imputed to those who present deviant behavior, whose performances violate established patterns of sociability. Through psycho-sociological reflections about the recognition process of deviations such as “mental illness”, this research proposes to analyze the ways in which family members conversationally negotiate meaning faced with social rule-breaking and the later labeling process. Labeling Theory and Conversational Analysis offer theoretical and methodological tools to approach daily family conversations, considering how important moments of the social labeling process are dealt with conversationally. Interviews and “free form meetings” were carried out with the family of a person who had recently initiated the labeling process of “mental illness”. The family’s ethno-methods were stressed, pointing out the different patterns of interaction constructed dialogically by the participants when referring to different moments of the labeling process. The results suggest that the social labeling of the participant was still taking place and, within this process, new meanings were elaborated daily by the family in its interactions. Despite resistance to labeling which emerged in defense of “macumba” (Afro-Brazilian witchcraft) as an alternative label, the family’s comprehension about his suffering started to be referred to by the label of “depression”, in an approximation of psychiatric comprehension. These a posteriori re-elaborations suggest that social actors converse retroactively about social labeling moments, reconstructing meaning at each interaction. Such gradual and dynamic construction points to the importance of conversation in elaborating a self marked by the stigma involved in the label of “mentally ill” or, alternatively, to the elaboration of new comprehensions based on the acceptance of differences and care.

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## What's the story? Transitional justice and creation of narratives in Serbia and Croatia

Twenty years after the break up of Yugoslavia relationships between transitional justice, political myths and narratives about the past in Serbia and Croatia are still contested and vague. This paper tries to analyse the impact transitional justice mechanisms (TJMs) have on the historical narratives and creation of collective memory about war. As the “existing empirical knowledge about the impacts of transitional justice is still limited”, we explore indirect influence it has on local societies by means of political myths and historical narratives triggered by war crime trials. So far, war crimes trials have been the main mechanism of transitional justice in the region of Western Balkans. We argue that transitional justice, instead of triggering truth seeking and truth telling processes that would lead to reconciliation, multiplied mutually exclusive historical narratives that determined national collective identities. Taking Hegel’s work on the direct relation of historical narrative and law as a theoretical framework, we explore the transformation and development of law narratives in media and society, by using critical discourse analysis. We approached the problem by analysing trial transcripts and media reports about domestic war crimes trials held in Serbia and Croatia (Ovcara-Vukovar hospital and Medak pocket case). This research compares notions of collective and individual responsibility, guilty and accountability and their relation with new post-modern political myths. Legal documents are describing only the context of war and represent easily manageable historical material. Finally, compliance with the international tribunals and apparent judicial reforms aiming to fulfil the EU conditionality, have put the need for transitional justice away from national priorities. As a consequence, new historical narratives are constructed simultaneously with the destruction of political alternatives willing to deal with the past. Thus, historical memory is used as a tool of power and comprises elements of compulsory forgetfulness, denial and silence about war crimes.

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### ‘Dad’s Army Side to Terrorism’: Chris Morris, Four Lions and Satirical Comedy

Chris Morris’ debut feature film, Four Lions (2010), is a satire focussing on a small group of Jihadi Islamist terrorist from Sheffield, England. Morris has described Four Lions as representing the ‘Dad’s Army Side to Terrorism’ (Roberts, 2009). This paper focuses on Four Lions and fulfils two main aims. The first part of the paper examines the intricate and dynamic textual features of Four Lions in order to interrogate how the film operates comedically. This is achieved through the application of comedy theory (such as the superiority theory, incongruity theory and release theory) and satirical theory to the film’s narrative, plot, characterisation, linguistic features and performativity, and to the DVD extras and commentary. The second part of the paper reflects on what the analysis of how the film operates comedically suggests about the opportunities and limitations afforded to contemporary mediated satire. Particular emphasis is given to the discursive, political, social and cultural limits to, and ethics of, contemporary satirical film.

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### Discourses about the Portuguese revolution in the Spanish press

This communication aims to present and discuss about the Spanish perception and discourse about the Portuguese revolution of 1974-1975 on the daily press. Concerning a specific moment of change of path in both Portugal and Spain, the Portuguese disruption represents a moment of distress on its neighboring country. Furthermore it might be said that both processes of democratization – a revolution in Portugal and a law-by-law transition in Spain – mutually influenced each other. Given these premises to understand how the Portuguese process was read in Spain is a necessary task.

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Ethnographic discourse analysis: What is it? Do we need it? How can it help media analysis?

Recent years have seen a surge of interest in something called “ethnographic discourse analysis”. But what does this term refer to? How is it different from, e.g. the ethnography of communication or linguistic ethnography? This paper progresses in three steps. It first considers various studies which go under the name of ethnographic discourse analysis. Second, it suggests that the particular novelty of ethnographic discourse analysis could lie in the merging of three approaches: (i) anthropology’s attention to practices and its particular “way of seeing” (Wolcott), (ii) linguistically-sensitive discourse analysis’ close empirical attention to text and talk (e.g. in discursive psychology, CDA, CDS, pragmatics), and (iii) post-structuralist or post-Marxist discourse theory’s epistemology (Laclau/Mouffe). While anthropology attends to the richness, situatedness and “messiness” of practices in particular contexts, there is a tendency to over-prioritize individual agency. While post-Marxist discourse theory engages explicitly with ways to understand social and political practice without prioritizing individual agency, it remains empirically very thin. While linguistically-sensitive discourse analysis provides empirically rich analysis, this analysis, in particular in the field of media discourse analysis, has tended to focus on textual practices rather than practices as they are understood in anthropology or practice theory (e.g. Schatzki, Knorr Cetina). Thus, findings can sometimes seem too “tidy” and clear-cut. In recent years, the tools and theories of discourse analysis have increasingly been used to investigate the practices of producing, using and living with (media) texts (e.g. Richardson). Contributing to this latter body of work, this paper teases out how an “ethnographic discourse analysis” combining the three approaches outlined above enables novel insights into media discourse. In the third and final step, two empirical projects briefly illustrate this combined approach, and help to reflect on the challenges it poses: one example from journalism practice and one from educational media production.

‘Back the Bid’: The London Olympic Bid Committee and The Sun Newspaper

The paper explores how the London Olympic Bid Committee (LOBC) sought to gain the popular support required to meet the International Olympic Committee’s selection criteria by attempting to influence the journalists of the UK newspaper with the greatest readership (The Sun) to communicate their key messages to the host urban population. More importantly it also seeks to discover if and how the journalists carried these messages in order to discover how tensions between the discourses and practices of Olympic bid committees and those of journalists affect the message transmitted to the reader. A qualitative interview with the Head of PR and Media for the London Olympic Bid Committee and The Sun newspaper’s coverage of the bid were analysed through a Foucauldian lens to identify the discourses and practices of the LOBC and The Sun’s journalists. The study found that The Sun was an ardent supporter of London’s bid for the 2012 Olympic Games which sought to influence its readers to ‘Back the Bid’.

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The Right to Work in Corporate and NGO Discourse: An Argument from Local Community Development

Roşia Montana is at present one of the most controversial industrial projects in the European Union. Located in the centre-west of Romania, the site boasts a history in gold mining of almost two millennia, in a region renowned for its natural uniqueness and archaeological heritage. It abruptly entered a new stage in 1997, when Roşia Montana Gold Corporation set out to obtain authorisation from the Romanian state and, subsequently, the European Union for a large-scale gold extraction project. Due to the high risks posed by cyanide-based mining, the threat of permanent environmental destruction in the Apuseni Mountains, and property and heritage rights, the project has been fiercely opposed by the Romanian Academy, the Romanian Orthodox Church and other denominations, and a significant number of national and international NGOs. In the course of 2011, it has been gaining legal ground and increasing popularity, not least against the backdrop of the ongoing economic crisis. Supported by the Romanian President, miners’ trade unions and a number of NGOs, the project has been reframed as sustainable and immensely beneficial to what is known as a severely impoverished and polluted area in Romania. The corporation’s campaign for public support rests on video ads presenting the stories of local miners and their family members. A new context of action (crisis generated circumstances) and a new imaginary (a possible future in which the crisis has been overcome) set the frame for claims in favour of the right to work and the general well-being of the local community. Such claims are reiterated in the discourse of trade unions and NGOs that share their viewpoint. The paper employs a recently developed schema for the analysis of practical reasoning (Fairclough and Fairclough 2012) to examine critically the main argument in the pro-Roşia Montana campaign, both in corporate advertising and NGO discourse. Is the new argument part of a deliberation process, where it is balanced against the previously dominant argument, or is there an attempt to persuade the public by appealing to values they would presumably consider more legitimate at present?

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"Third-Wave" Coffeehouses as Venues for Sociality: On Encounters between Employees and Customers

Contemporary social life is often depicted, in and out of the social sciences, as an ever-worsening subterfuge of alienation, ennui, and the systematic destruction of traditional, Gemeinschaft-based, human-scaled, publicly-accessible, ?organic? sociality that people once enjoyed. This paper does not contend that these trends in our social and commercial landscape are not happening. It will instead contend that conventional face-to-face sociability thrives even in the face of the loss of many of the traditional public meeting places. The focus of this piece is on social interaction in independent cafes that are known, and that self-identify, as what coffee connoisseurs term ?third-wave? coffeehouses. Deploying the analytic perspective of ethnomethodology, which prioritizes and problematizes the observed and reported lived experiences of research subjects, this report contends not only ?authentic? sociality flourishes in these spaces but considers the role of shop employees?baristas?in them and uncovers their perceptions concerning social interaction between themselves and customers. As such this paper not only questions prevailing understandings about the ?death? of traditional sociability but also adds to past research on the coffeehouse as social form by problematizing, for the first time, the work world of the baristas and their interactions with customers.

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Discourse, Motivation, Meaningfulness: Spatial and biological metaphors within political communication

Note that Abstracts will not be printed: please consult online or download from conference website
This paper draws on the findings of a discourse analysis of the writings of three political communicators: a newspaper columnist, a writer for a libertarian think-tank, and a prominent political blogger. Its primary focus is political motivation, but rather than targeting the rhetorical devices deployed in this writing, it seeks to unpack the conditions of felicity underpinning it: what makes it unproblematically meaningful to engage in this kind of media production. It will be seen that the concept of ‘the political’ is decontexted in different ways for each author, but for all of them it is stabilised as deontological, requiring no further explanation. However, while in phenomenological terms this status is experienced as pre-given, in fact it depends on the internalisation, mastery and (potentially) conscious forgetting of specific discursive practices. In particular, the paper will highlight the use of metaphors that have a solidifying or enlivening association. That is, rather than looking at the willed use of metaphors to establish an authoritative voice or to frame a political debate, it will establish how politics itself is rationalised as structured, durable and lively – and thus instinctively meaningful. What conceptual work is done by spatial and biological metaphors? To what extent are they instrumental in according politics a kind of pre-givenness, and with what implications? The paper examines the discursive dimension of the transition from metaphor as metaphor – ie as mechanism – to metaphor as just is, and this examination proceeds through a self-reflexive consideration of an increasingly widespread metaphor in media and cultural studies: the self-sustaining system. As much as writerly conceptions of the political can be demonstrated to rely on contingent, potentially unnecessary notions of substance and life in relation to the body politic, is it possible that our conceptions of discourse rest on contestable projections of solidity and vitality? The paper ends with a broader consideration of the relationship between discourse, motivation and self-rationalisation in the field of cultural production.

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The use of assumptions in software designers’ talk
This paper presents an analysis of software designers’ explicit use of assumptions in talk. The designers are developing a system to model traffic flow. The analysis shows that assumptions do a myriad of interactional jobs in design work, including managing the ambiguity of the task, implicitly criticising design ideas on the table, introducing and maintaining a distinction between the system being designed and the ‘real world’. This analysis is then contrasted with a brief analytic (philosophical) treatment of the concept of ‘assumption’, in an attempt to sketch out some of the differences between what can be shown in analytic-philosophical versus analytic-empirical treatments of ‘the same’ concept. This has implications for the (sometimes troubled) relationship between discursive psychology and Wittgensteinian/Rylean conceptual analyses.

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The “race hate capital of Europe” or “the UK’s friendliest city?” Constructing ‘receiving’ and immigrant community identity in the Belfast newspaper media
Following the enlargement of the European Union in 2004, Northern Ireland experienced an unprecedented increase in immigration, coinciding with the transition from over 30 years of ‘Troubles’ claiming over 3000 lives, to a period of relative stability following the Belfast or Good Friday Agreement of 1998. In June of 2009, members of the Roma community were forced to flee their Belfast homes following a series of violent attacks. This study investigated how the identities of their host communities were constructed and represented in a series of regional newsgroup media articles centring on these incidents, with reference to Parker’s (1992) discursive methodology, Discourse Dynamics. Whilst the

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impact of the Northern Ireland conflict has been researched extensively, there are surprisingly few psychological studies to date that have examined the impact of immigration upon the region. Construction of identity in relation to receiving and immigrant groups warrants investigation as rhetorical analyses concerning sectarian and political division in the region have demonstrated that construction of group identity may be changeable, fluid and dynamic, and utilised as a resource. This is in contrast to research in the quantitative paradigm that has often demarcated grouping in Northern Ireland strictly in terms of sectarian and political division. The current research examined the impact of the attacks on immigrant groups upon rhetorical constructions of the receiving communities and considered the ways in which these press constructions permitted or silenced discourses and functioned to maintain or challenge power relationships within the society. Furthermore, it was also demonstrated that the region of Northern Ireland, associated with discourses of hot, surplus and ethnic nationalism (Billig, 1995) may also contain ideological structures that allow “banal” community discourses to be reproduced on a daily basis, despite the contested nature of the territory and associated violent activity.

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### Jens Brockmeier

White man’s sickness: On the contradictions of exploring Aboriginal women's narratives of heart disease

The starting point of our paper is a study on how Aboriginal women in Western Canada understand cardiovascular disease. Aboriginal people often refer to cardiac sickness as “White man’s disease” but at the same time indigenous women present the highest cardiovascular mortality of any population group in North America. Nevertheless, there has been next to no research exploring how these women understand, embody, and negotiate this epidemiological and cultural condition. The research involved narrative interviews and conversations with sixteen Aboriginal women of Cree or Objiway descent; it was conducted on the reserves on which they lived. Besides in-field and home visits, cultural and political investigations provided a further base for this study. The interviews brought out some unexpected findings on both the original subject of investigation and on the dynamic of the interview process. A communicative dynamic developed, having us – the interviewers and the interviewees – struggle to bring forward agendas that turned out to be quite different. In order to explore this dynamic, we look at it from two points of view, one is that of the interview, the other that of the larger cultural context. In terms of the interview environment, it is interesting to see how white academic researchers try to impose their research focus on a “conversational” interview, nailing down Aboriginal views on cardiac problems, while the participating women resist being “sick Aboriginals.” To fully understand the interview dynamic, we localize it within a broader cultural context: that of colonization and enforced residential schooling which led to the extreme material and cultural impoverishment of the reserves the women live. We show that the conditions under which the women live and under which the interviews took place strongly impact on the entire interview situation and its dynamic, giving shape to a number of unexpected contradictions.

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Transformations of knowledge within epistemic ecologies: Knowing and learning in interaction

This paper is about the relation between interaction, knowing, and learning. Displays and negotiations of knowledge are pervasive and fundamental to human interaction, and knowing in interaction has been the focus of many CA studies (e.g. Stivers et al., 2011). For many different reasons, both conceptual and analytical, learning has not received the same kind of attention. One of the challenges has to do with how

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to approach change in interaction. In recent work, Goodwin (2010) introduces the notion of epistemic ecologies for the public distribution of knowledge between participants in situated activities. Epistemic ecologies are in a constant process of transformation as unknowing participants become knowing. In the paper, I propose that a way of analytically approaching change in interaction is through analyzing these processes of transformation and constructing trajectories of knowing and learning. The argument is based on analyses of a video recording of a peer learning activity in a Swedish elementary school. In the activity a six year old girl is teaching a group of friends some Japanese signs and numbers. Peer learning activities constitute a perspicuous site for the investigation of how participants organize an activity for learning, and for exploring how a distribution of knowledge is established and changed. The results of the study show how positions of knowing and unknowing participants are under negotiation and require interactional work to be established and sustained. The dynamics of the epistemic ecology changes as unknowing participants become knowing. Through detailed analysis of the changing dynamics, I show how learning can be approached from a members’ perspective: anchoring learning in the participants’ actions and in their orientations to the activity as an activity for learning. It is also demonstrated how knowing is tied to artifacts as the children write the Japanese signs and numbers on papers. This provides them with a materialized and distributed memory that makes knowledge accessible for public scrutiny. The activity is constituted as a collective learning activity in the midst of which individual knowing and learning is made relevant.

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‘What a greeting’: Opening sequences in quasi-synchronous chats between intimates

Early work in conversation analysis focused on openings in telephone conversations, and it was found that openings were composed of four sequences: 1) a summons-answer sequence; 2) a greeting sequence; 3) an identification-recognition sequence; and 4) a how are you sequence (Schegloff, 1968). While not all of these components were present in every telephone opening, there was always an opening sequence before the first topic was initiated. The opening sequence of any conversation does relational work between participants and equally enables us to see something about the relationship between the participants. In this paper, it will be shown how openings in quasi-synchronous chats vary from the canonical telephone opening sequence. A corpus of openings from chats between intimates using the Facebook chat facility will be used in order to highlight some of the differences in opening sequences, and how these further highlight the relationship between participants. The specific focus will be on the initial sequence which always occurs in a telephone call – the summons-answer adjacency pair. It will be shown how this particular sequence can be conflated with the other sequences, such as the greeting sequence or the topic initiation. Secondly, it will be shown how in Facebook chat the summons can be recipient designed, and how the technological affordances of the medium enable this. Finally, it will be shown how the summons can also do relational work between the participants, and enable us to understand the relationship between participants, merely from the opening turn.

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Bakhtinian Dialogism and Silencing in Political Discourse

This paper is a theoretical exploration towards the understanding of silencing in political argumentation, particularly in foreign policy discourse. It is mainly informed by Bakhtinian philosophy, and illustrated by empirical data drawn from our on-going research into the official ‘war on terror’ discourse, within the broader theoretical treatment of its temporal dynamics. In an attempt to achieve a more complex
theorising of silencing as a discursive phenomenon, we combine Jennifer Hornsby’s ‘reciprocity of speech acts’ and her understanding of silencing (as the refusal to recognise the illocutionary potential of certain groups) with Mikhail Bakhtin’s view of society as a constant conflict between monological and dialogical forces. In their attempts at monologue and singularity, including through silencing, agents cannot escape dialogical relationships of meaning creation. This becomes clearer in light of the Bakhtinian notion of ‘answerability’ and especially the future-ness or future-orientedness of speech. Moreover, the successful illocutionary and perlocutionary effect, in a monologizing effort, relies on the dialogical potential of discourse. This reliance is manifest in the active production of intertextual links across discursive formations and along the temporal axis of the given foreign policy discourse. Thus, ironically, the official steering of meaning to create a singularised narrative through silencing and closure is dependent on intertextuality and the dialogical forces in discourse. An especially complex theoretical and empirical exploration is invited by cases of speech performance producing certain desired meanings (successful illocutions and possibly, perlocutions) building legitimation and mobilisation among some segments of audience, while at the same time silencing, or at least de-limiting the illocutionary potential, for other segments. Arguably, this may significantly affect the overall dynamics of an official foreign policy discourse and may have far-reaching political consequences.

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The uses of prospective user script formulations in scientist-stakeholder interaction in plant technology development

Scientists engaged in technology development are increasingly expected to incorporate the views and needs of prospective users and stakeholders to ensure that new technologies are accepted and adopted by citizens and users (Leach et al. 2005). However, there is little known about how scientists construct the perspectives of end-users of new technologies and how these constructions affect decisions made in technology development. This paper seeks to partly address this gap in the literature. Recordings of Dutch plant scientist-stakeholder meetings about a new plant technology are analysed with discursive psychology. The analysis focuses on how participants who represent different groups – industry, science and government – make prospective user perspectives’ discursively relevant in the meetings. Prospective users of the technology under development are plant breeders and farmers. Examination of the recordings shows that participants frequently employ user scripts to explain and account for the choices they have made and may be making with regard to the technology under development. Moreover, there is little variation in the content of user scripts of participants in stakeholder meetings. However, participants tend to differ in the way they formulate user scripts. For instance, depending on the direct interactional context, participants employ direct quotations in their constructions of user scripts. The analysis in this paper focuses on the interactional achievements of participants’ user script formulations. Commonalities and differences in interactional achievements of script formulations employed by representatives of different groups are examined. Finally, possible implications of findings for theoretical models of participation in science and technology are discussed.

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Negotiating asymmetries in parent-child-interactions: The case of explanatory sequences

The paper deals with interactive patterns of parent-child-interaction in explanatory sequences during dinner-table interactions and homework situations in five German families. Generally, in the course of
explaining, conversationalists deal with asymmetries of knowledge and have to negotiate the roles of explanation giver ('expert') and addressee ('novice'). Yet, those complementary interactional roles are not predetermined but have to be jointly accomplished. Starting from this ethnomethodological perspective and drawing on CA, explanatory sequences with children as explanation-givers were analysed microanalytically. Specifically, it is examined how and in what way parents attribute the role of explanation-givers to primary school aged children or impede them from 'doing being the knowing participant'. Three parental styles in dealing with child-produced explanations were microanalytically reconstructed. These styles differ in the extent to which the parent-child-relation is constructed as a rather 'symmetric' one with the child as possibly competent partner – or as a rather 'asymmetric' one with the parents as 'know-it-alls'.

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The role of emotions in decisions about deceased organ donation

Deceased organ donation is ruled in Spain and other Western countries with an opt-out basis. Consistent with a so-called 'logic of choice' (Mol, 2006), this means that ultimately a decision regarding organ donation must be made by a potential donor’s next of kin. Successive attitude surveys suggest broad approval of these practices, albeit rejection rates remain at around 15% to 20%. Within the literature on this topic, such discrepancy is frequently attributed to the 'traumatic' nature of the circumstances of donation request situation (e.g. Siminoff et al., 2001), reproducing the dichotomy reason/emotion. This paper presents an affective-textual analysis of a set of 24 focus group and 22 in-depth interviews carried out in Spain with actors involved in the organ donation process as well as general population. This suggests that choices regarding posthumous organ donation are informed both by 'emotional reasons' and 'reasonable emotions' (Cromby et al., 2010). In other words, emotions are presented as integral rather than obstructive in respect to end of life decisions such as deceased organ donation.

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"A bit too skinny for me": Evaluating virtual bodies in an online dating context

Analysts have demonstrated that adolescents – when entering the heterosexual market – can engage in two different roles: as commodity or as broker (Eckert & McConnell-Ginet 2003, Kothoff 2008). The negotiation is so to speak not merely constituted by two persons – a man and a woman – but also includes subsidiary participants who co-act in the process of constructing certain persons as acceptable and attractive objects of desire. Homosocial constructions of desire have primarily been examined among adolescent groups in offline settings (Eckert 1996, Georgakopoulou 2008) and in literary studies (Sedgwick 1985). As the Internet is becoming a key social context for people seeking romantic partners, the question of how subsidiary participants take part in online flirtation emerges. Based on audio recordings in Danish of heterosexual female friends who sit in front of a computer and together engage in online dating activities, this presentation shows how virtual male objects are jointly constructed and evaluated as desirable or non-desirable. Using the online tracking software, Hypercam, the present paper investigates online heterosexual activities in relation to simultaneous offline homosocial interaction. Interactional analysis demonstrates how the women, by explicitly evaluating the physical appearance and sexual attraction of the male objects, position themselves as agentive subjects in the dating act. At the same time the humorous and sometimes disparaging evaluations function as common entertainment and strengthening of the offline homosocial relation.

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Visual initiations of repair
One of the classic findings in conversation analysis (CA) research is the organization of repair (Schegloff, Jefferson, & Sacks, 1977). This refers to how participants deal with troubles in speaking, hearing or understanding the ongoing talk as means of (re)establishing intersubjectivity. CA research on repair distinguishes between initiations of repair and accomplishments of repair, and how these actions are distributed between participants - self (i.e. the speaker of the trouble source) or other. Other initiations of repair overwhelmingly occur in the turn following a possible completion of the turn constructional unit (TCU) within which the trouble source is located. Through the design of the repair initiation the speaker may locate the trouble source via practices such as (partial or full) repeats, interrogatives such as who? and where? and phrases like what do you mean. A different type of repair initiations do specifically not locate the trouble source; they are so-called ‘open’ repair initiations (see Drew, 1997). Additionally, a few studies have addressed the ‘multimodality’ involved in repair sequences (e.g., Egbert, 1996; Olsher, 2008). Recently, Seo and Koshik (2010) have described how stand-alone gestures may initiate repair on a declared problem of understanding. The present study builds on and adds to the findings on bodily conduct in repair sequences. It analyses how two different ‘body movements’ are oriented to as (i) initiating repair, (ii) indicating a hearing problem, which (iii) makes a repair in the next-turn conditionally relevant. In this way, the paper adds to the discussion of how bodily conduct may accomplish recognizable, meaningful social action-in-interaction (see e.g., Streeck, Goodwin, & LeBaron, 2011). A growing body of research relies on CA methodology to address the ‘multimodality’ of social interaction. It is less clear, however, in which ways a talk-based CA terminology can be applied to include bodily conduct in interaction in particular in the absence of talk. Finally, the results are related to the setting from which the data is drawn - second language classroom interaction. The paper argues that the described phenomenon builds on recognizable practices to accomplish pedagogical action.

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Welfare versus Justice? Researching child protection practices as process
For decades UK child welfare and protection services have seen repeated crises. Far reaching reforms, guided by public inquiries and social and psychological research, have sought to improve policy and services. Yet, in view of high-profile cases of abuse and neglect, and reports of persistent difficulties prosecuting rape and abuse, the apparent ineffectiveness of such reforms has been noted. Lord Lamings 2009 report (following P. Connelly’s death 2007) expressed frustration about the inability of key services to implement the guidance he gave in his 2003 report (following Victoria Climbie’s death 2003). It remains unclear why guidance fails to have the desired effect. This lays the system as a whole open to polarised debate and scapegoating of those delivering front line services, outcomes that are unlikely to bring benefits to children. I argue that in order better to understand these problems, we need to pay close attention to the tension between welfare and justice, that is, the tension between practices of evidence relating to welfare functions (e.g. support, therapy) and those relating to protection, i.e. the judicial functions of the family or criminal justice system. The paper will trace the tensions between discourses of welfare and justice in accounts of legal professionals and social workers. In this context I will sketch the approach of ‘researching practice as process’. This methodology, inspired by the work of Stengers and Deleuze, could productively capture the colliding practices of evidence. Finally, the paper outlines a research project that plans to examine the effect of the major review of child welfare and protection
services planned by the government (Munro 2010; 2011), in the context of spending cuts and the ‘big society’ idea, on the work of the children’s charity Barnardo’s.

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Communicational and intonational techniques used to monitor and evaluate the language skills of cochlear-implanted children in school

Children with profound hearing impairment and limited functional benefits from conventional hearing aids are likely to receive a cochlear implant (CI). A (CI) is an electronic prosthetic device surgically implanted into the cochlea, which partially restores auditory sensations, but provides limited sound/speech detection, especially in prelingually deafened children (Lehnhardt, 2005). In comparison to their hearing peers, CI children acquire inflectional morphology and vocabulary slower. Learning to interpret and detect sounds with a CI is difficult for the child and can be a challenge for teachers working with CI-children (Szagun, 2002). Due to the child’s restricted auditory access and the teacher’s difficulty in scrutinizing the child’s acoustic perception, teachers apply certain practices with which to test and improve CI-children’s language skills. In this presentation, I employ Conversation Analysis to investigate one such practice, the “storytelling activity”. Based on 9 hours of video-recorded interaction between German teachers and CI-children in the 1st grade, I provide some examples of a storytelling activity in which each child reports on its activities at home. Unlike ordinary, everyday storytelling, which is typically co-constructed by the participants (Goodwin 1984; Jefferson 1978), the “institutionalized” storytelling activity of the CI-classroom, is regulated and structured by the teacher, presumably so it functions as an instructional practice as is often the case for classroom communication (Sinclair & Coulthard 1975). In the current presentation I will focus in particular on how teachers within the storytelling activity make use of a variety of question forms (formulations/reformulations, declarative/interrogative questions) as a means of embedded evaluation of the children’s performance, as well as on how the children respond to these practices, particularly when the teacher uses specific intonational cues. I conclude by discussing how efficient the practices operated by the teacher are, if the primary goal is to help the children develop their language skills.

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On saying what you see: a preliminary discursive re-examination of the ‘joint attention deficit’ in children with autism

Autism is a childhood psychiatric disorder, diagnosed according to the presence of a variable behavioural profile encompassing problems with social interaction, language and communication, and flexibility of thought and action. For the past two decades, it has been argued within the experimental psychology literature that, from infancy, children with autism demonstrate a developmental impairment of ?joint attention?, defined within the discipline as an individual?s ability to use or interpret non-verbal communications (e.g. eye gaze, pointing, etc) in order to attend to the same stimuli as another individual. In support of this conjecture are the findings of experimental paradigms in which researchers observe where participants look following such non-verbal communications from an experimenter. Accordingly, it has been repeatedly demonstrated that diagnosed children are less likely to shift gaze in response to experimenter cues than those who are typically developing. Within the psychology literature, the ?joint attention deficit? has been presented as important in terms of its proposed consequences for cognitive and linguistic development. These consequences range from atypical early vocabulary learning, through
to later ?Theory of Mind? problems, to even a defective ?shared attention mechanism?. However, these internally- and mentally-focused interpretations neglect to consider that eye gaze is inevitably situated within the moment-by-moment unfolding of social interaction, and therefore may have relevancies and consequences beyond merely indexing the development of theorised cognitive mechanisms. In this talk, we use Conversation Analysis to demonstrate that the above phenomenon regarding children with autism?s eye gaze is not only evident in the specific interactional context of the experimental paradigm, but also emerges within the minutiae of multi-party talk in more mundane settings. Focusing on a specific form of question-answer sequence that we identified in video recordings of adult-child dyadic play, we then present evidence that these patterns of eye gaze can have local and immediate social consequences which, intriguingly, are further linked to the profile of communication difficulties associated with autism.

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**Behind the Scenes: Analysing Current Changes and Continuities in the Organisational and Production Contexts of Community Media in Western Europe.**

This paper addresses the latest developments in the organisational and production contexts of community media. Based on participant observation and semi-structured interviews conducted in a number of community media institutions, I found that a new trend appears to be getting under way. My argument is that while the organisational and production contexts of the selected case studies still prioritise their community ethos, practitioners increasingly sought to reconcile this ethos with commercial and professional imperatives in an effort to ensure sustainability. Thus, this paper aims to address two key aspects emerging from this. First, it analyses whether or not this reconciliation is successful. Second, it highlights the implications this might have for the organisation and production of community media in future. Since the late 1990s community media have been experiencing rapid growth. This growth has sparked a burgeoning field of research that has primarily focused on the political and social functions of community media as well as on the antagonistic relationship between community media and mainstream media institutions. But rapid and recent transformations in technological, regulatory, social, political and economic environments within which community media are increasingly operating have necessitated the adoption of commercial and professional imperatives in an effort to enhance sustainability. Since hardly any research has documented these current and significant developments, this paper aims to illuminate how they are transforming the organisational and production contexts of community media. This is crucial in developing our knowledge and understanding of how they are (re)shaping on our field of study.

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**The concept of voice and the new media**

The concept of voice has been used in multiple ways across academic fields of linguistics (and sub-branches such as sociolinguistics), literary and aesthetic theory, politics and cultural studies. Voice is associated with numerous other concepts or terms such as prosody, intonation, accent, stress, song and melody, vocality, speech, utterance, speech genre, rhetoric, political identity, pragmatics and intentionality. Generally in the literature, speech is associated with linguistics approaches whereas voice is associated more with literary and aesthetic meanings. This paper argues that the concept of voice allows an alternative way of thinking about recent trends in media and communications technologies that have ‘articulated’ VOIP as marking a new approach to engineering the protocols of digital and interactive media. By thinking in terms of voice the analysis of language and the media can cut through many of the problems associated with linguistics-based approaches in this field of study. Studies of language and the
media have either been dominated by linguistics or by sociolinguistics and ethnomethodological approaches that have cloaked themselves in linguistic terms. Voice/vocalics can offer an alternative to approaches which, whilst seemingly focused on language, have actually moved far away from verbal language — for example in critical discourse analysis and semiotic approaches. Voice can help in media analysis to keep a grasp on the role of the more sonorous, oral nature of spoken language where it occurs in the media (and new media) whilst also allowing broader discourse analytical considerations to be accounted for as well. This paper adapts Bakhtin’s concept of ‘speech genres’ (Bakhtin 1986) and dialogicism (Bakhtin 1984) alongside the sociological approach to linguistic analysis of Bourdieu (Bourdieu 1991) to give an example of voice-based analysis. Bakhtin’s ideas are used to examine the major areas where speech genres are being articulated as ‘voice’ in what Bourdieu would call the ‘fields’ of telephony and interactive media. In turn, speech genres are marked by hegemonic and subordinate genres. This is sometimes recognized in media studies in terms of ‘tones of voice’ in, for example, news broadcasting, but less work has been done in the area of telephony. This paper analyses voice in the area of telephone answering services in IVR (interactive voice response) and voice marketing systems. Using Bakhtin’s approach the paper assesses how the association of particular types of voice with, for example, the giving of advice, commands, influences the nature of the dialogics of a call. The make up and character of voice answering services is also related to Bakhtinian concepts of ‘heteroglossia’, ‘polyvocality’ and ‘multivoicedness’. Thus, the literary-aesthetic nature of Bakhtin’s idea of speech genres suggests a means for interrogating the burgeoning field of voice telephony whilst from Bourdieu we can see this type of activity as not only being informed by aesthetic concerns but also influenced by broader conditions of the linguistic field.

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What’s in a frame? Single play as collaborative action

The presentation takes a pragmatic approach to a single case analysis of play framing in interaction (Nao 2011). Drawing on Gricean implicature founded on the maxim of quality, or truth (Grice 1975), and metacommunication (Bateson 1986 [1955]) as one participant’s signalling of expectations to others, it explores the degree to which its relevance can be seen as collaborative action. A core methodological distinction between the CA and pragmatic analysis of discourse is the foregrounding by the former of demonstrability of relevance to the participants in interaction (Schegloff 1997). This may rely heavily on sequential action as a participant’s response to the preceding turn by another speaker. Pragmatics, on the other hand, may consider relevance inherent to a single speaker utterance through indexicality of reference.

While the two may arguably combine to provide greater insight into what it is that the participants are doing in interaction with one another (Nao 2010), or their ‘framing’ of the episode (Tannen 1979), the present discussion restricts itself primarily to sequentiality of action through the course of an individual speaker’s utterances. It thereby charts the consequentiality of meaning as single play. In this way, it questions to what extent the other participants’ utterances are necessary to inform the analysis of framing.

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The discovery of gender as a social practice in the immediate moments after birth

The categorization of very young children as boys and girls is a key topic for feminist research. Although it is well known that gender categories are made relevant during pregnancy and after child birth, there is to
our knowledge no empirical work on how gender is made relevant after the child has been born. This presentation centers on the discovery of gender as a social practice in the immediate moments after birth. The data is drawn from a corpus of video recordings of child birth. Most of the recordings are drawn from Scandinavian television documentaries but we also have recordings that were exclusively made for research purposes. The corpus includes hospital and home births. Our analysis focusses on births where the parents did not know the gender of the child prior to the birth. The child's gender is typically made relevant within the first minute after birth by the mother, or midwife. In our midwives initially use gender neutral descriptions such as "troll", "treasure", and "rascal" to refer to the newborn child and then invite the parents, and especially the fathers to inspect the genitalia of the child in order to discover the gender. Our analysis will suggest that these practices are part and parcel of a larger institutional agenda to encourage parental bonding.

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Arab Talk Shows and their Audiences: Negotiating the Public/Private Boundary

The proposed paper is based on my current research project, which investigates the reception of Arab satellite television talk shows among women in Jordan. Responses to talk shows have often been conflicting, ranging between those who condemn them as ‘trash’ shows on one side, to those who advocate their democratic potential for giving members of the lay public a voice on the other. Talk shows’ emphasis on spectacle, sensation, and therapy, as well as content which is charged with emotions and personal accounts, have often led commentators to portray this genre as the antithesis of anything resembling a Habermasian public sphere. However, feminist critiques of Habermas’s conceptualisation of the public sphere (e.g. Fraser, 1990) restore the importance of issues ascribed to the private sphere as ‘political’. Moreover, different models of the public sphere such as those offered by Ferrée et al (2002), as well as the concept of the cultural public sphere, are more open to the expression of emotions as well as affective modes of communication more generally. The proposed paper examines these different conceptualisations of the public sphere and their relevance to the analysis of talk shows and audiences’ engagement with them more specifically. By calling on data collected from thirteen focus groups conducted with over 70 women in Jordan, the proposed paper examines how Arab women, prompted by talk shows, define the boundaries of what is, or should be, public and private, and how they see their own roles (as women, and as Arab women) in relation to these spheres. Amongst other themes, these audience discussions frequently centre on issues such as women’s perceptions of their bodies, femininity and motherhood, as well as the specificities of Arab femininity, Islam, and their relationships to the West. As a result, an analysis of these discussions and the nature of the debate between participants become important for assessing the contribution of the genre, and the discussions it invokes, to public debate and the public sphere. These discussions will constitute the key focus of the analysis presented in the paper.

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Gifted Conversations: Discursive Patterns in Gifted Classes

Researchers of gifted education often list traits characteristic of gifted and talented children. Linguistic characteristics of gifted children include, for example, rapid language development, superior language ability (Davis et al. 2011: 33), and fascination with language (Silverman 1995: 220). Personality traits that might be directly related to classroom discourse include exceptionally high curiosity, perfectionism, argumentativeness (Silverman 1995: 220), emotional intensity, sensitivity, nonconformity, and opinionatedness (Davis et al. 2011: 33). However, linguistic exponents of these traits in the gifted child’s

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spoken discourse have not been explored yet. Studies of classroom interaction highlight the asymmetrical nature of the classroom as a conversational setting. Within this setting, teachers dominate the discourse, controlling the topic of discussion and the turns for speaking, and serving as the interpretive authority (Chinn et al. 2001: 385). Furthermore, teachers are endowed with the conversational “privilege” of evaluating student responses. This feature clearly distinguishes classroom interaction from mundane conversation, and “reaffirms both the [teachers’] claim to superior knowledge and their role as testers of students” (Drew & Heritage 1992: 41). Numerous studies have shown that the “unmarked” or “default” conversational sequence in regular classrooms is Initiation-Response-Evaluation (IRE), and that this sequence is in effect a “teacher monolog” (Cazden 1988: 50-53). A primary goal of gifted education is to foster and nurture the gifted child’s creativity, ingenuity, curiosity, and divergent thinking. The clash between the norms of the conventional classroom and the traits and needs of the gifted learner raises the question whether discourse in gifted classes is in essence any different from discourse in mainstream classes. In my talk, I will address this issue, using data from a corpus I compiled of 18 sessions in classes of gifted students, grades 5–8 in Virginia USA. I will present excerpts which demonstrate that discussions in the observed gifted classes are far more symmetrical than has been observed in mainstream classes. For example, we find sections of sustained disagreement, in which the teacher and the students seem to be almost equal participants in the discussion, and IRE is no longer the prevalent pattern.

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**Trap questioning: A strategy for setting up traps in news interviews and tv debates**

Trap questioning’ is a confrontational strategy in TV interviews and debates. The mechanism is to let one line of questioning be compared to another line of questioning. When the two lines are put together, a puzzling contrast emerges, and is then explored. The strategy may be used by interviewers and debaters to: • Make some object usable and available for producing evidence • Construct IE in a situation of inconsistency or self-contradiction • ‘Do confrontation’ • Go on record, bring IE to produce evidence on air. Two different traps will be discussed, with IE collaborating, or not, in setting up the trap. Indications of a potentially planned trap will be discussed, as well as IE attempts to dismantle a trap about to be set up. By analyzing three exemplary trap cases, the paper will discuss promises and challenges of an interdisciplinary approach to talk-in-interaction for an overhearing audience, drawing on conversation analysis, media studies and discourse analysis.

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**Assigning a task while reassigning its meaning: Texts and face-to-face encounters as organizational practices**

Texts and face-to-face encounters interact and mutually shape each other in diverse social situations. For example, organizational meetings often lean on written texts as participants use them to accomplish their institutional goals, and on the other hand, new texts emerge as a result of these activities. In previous studies both meetings interaction and written texts related to organizational discourse have been studied in detail (e.g. Boden 1994). However, less attention has been paid to their interconnection. In this study we investigate the networks of texts and spoken interaction in one institutional encounter. Our data consist of series of video-taped meetings, where participants consume, produce and distribute various texts. These meetings take place in a Finnish city organization, and they have been set up to plan and prepare a large organizational change in the city’s service sector. In this presentation we focus on one particular meeting, in which the participants have been given a written task of describing the current state...
of organization’s public services. Using ethnomethodological conversation analysis as a primary method, we analyse this meeting’s interaction and the linguistic recontextualization practices that appear during it. According to Linell (1998), recontextualization can be seen as a dynamic transfer of something from one discourse or text to another, and especially, the transformation that happens in the transfer. In our presentation we will study four salient transformations and their sequential positioning in the overall structure of the meeting. Our analysis show that while participants orient to accomplishing the task of describing the current state, they also conceptualize the meaning of this task, and these conceptualizations change as the meeting unfolds. We argue that as these transformations follow each other, they form a coordinated communicative process, during which the participant’s different domains of professional knowledge become visible and intricately part of this recontextualization work.

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What is afro-pessimism? Perspectives on a media discourse in French and British press.

In December 2010, Senegalese novelist Boubacar Boris Diop described the way the idea of African Independence was depicted in French news media in those terms: “It emanates from all the discussions a strong sense of afro-pessimism, although the word is yet to be invented”. Similarly, the South African government complained about the “afro-pessimism” of the British press coverage of the 2010 World Cup. But what is afro-pessimism? This paper explains the different existing perspectives on the term “afro-pessimism” and puts forward a specific definition. It argues that afro-pessimism is a rather new post-colonial discourse – in that it appears after decolonization and that it feeds on the post-colonial situation to justify itself - based on older colonial stereotypes of Africa as the “Dark continent”. Thus, it contains a set of ideological assumptions that contribute to normalize and reproduce an image of Africa created in historical relationships of power. The paper highlights the role of news media in both creating and reinforcing this discourse by looking at recent examples in French and British press. It will draw most of the examples from my comparative and qualitative research on the French and British press coverage of the 2010 world cup in South Africa in which I used the methodology of discourse analysis to explore the textual, rhetoric and visual strategies of afro-pessimism. Finally, in the process of explaining this media discourse, the paper discusses the emergence of a meta-discourse, i.e. a discourse within French and British media about their own representation of Africa. The paper will argue that media’s self-reflexivity is not a well-informed phenomenon, although it is increasingly relevant, and that it opens the study of media representation to new and challenging questions.

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Performance Discourse Analysis

In this presentation I offer a method for the analysis of texts, which builds primarily on theories and sensibilities in the Performance Studies approach/paradigm. I address Performance Studies specifically within the discipline of communication, to refer – after the works of H. Garfinkel and E. Goffman – to socially constitutive and formative practices that are pursued publically and aesthetically. I will adopt sociological perspectives (ethnomethodological and symbolic interactional, respectively) to the analysis of visitors’ inscribed texts in visitor books (visitors’ entries). Specifically, I analyze visitors’ and tourists’ entries in a highly impressive visitor book located in as national site or remembrance and commemoration in Jerusalem, Israel. The point that I will focus on is how through the texts they inscribe, they accomplish social actions that concern the situated articulations of identities. I will show the graphic, gesture-like, and textual (verbal) elements that need to be looked at together, in a combined fashion, when trying to

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appreciate how texts perform their inscribers’ aestheticized identities and situated identities. The textual analysis itself focuses on pronouns and their relation – calibration – to the social identities that produce them. R. Harre’s works (for instance Harré & Moghaddam, 2003) are combined with M. Silverstein’s work on pronouns and indexes (in linguistic anthropology, Silverstein, 2003), to help focus on the addressivity and authorship of these texts. In addition, a multimodal appreciation is employed (Kress, 2009), whereby a visual-graphic cum spatial appreciation of the production of texts is advanced. Together, the analysis of the texts and the graphic symbols that they embody and that they incorporate yield a particular type of analysis of situated discursive articulations, which I suggest calling, “performative discourse analysis”.

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Using conversation analysis in NHS research

The Children’s National Service Framework (Department of Health, 2003) places child-centred care at the core of the NHS leading to a number of policies advising clinical professionals on how to engage with children and families. In the move to improve access to psychological therapies (IAPT) the Government emphasises the need for evidence based practice. Juxtaposed with the desire for evidence, however, has been the creation of complex ethical frameworks which have allegedly created barriers to this goal (Gittner et al, 2010; Togerson and Dumville, 2004). Internationally randomised control trials are viewed as the ‘gold standard’ (Hansson, 2006) with a preference for quantitative evidence. Although the usefulness of some qualitative methods has gained recognition, the use of conversation analysis (CA) in NHS research is only just starting to gain momentum. Typically experts in CA tend to be academics, rather than NHS practitioners. Subsequently there are challenges to academics gaining access to NHS data. In this paper we present a model of collaborative working between NHS professionals and academics to source funding, gain ethical approval and produce clinically relevant research. In framework we utilise a research example from a Child and Adolescent Mental Health setting. We describe the hurdles we overcame in demonstrating the value of CA to the NHS. These include, obtaining finance from NHS funding sources, the ethics process, negotiating the necessary long-term data storage, and managing the practical clinical implications of recording naturally occurring data. We pay particular attention to the need for good relationships with clinical staff and the sequential management of informed consent. By presenting data relating to clinical openings we explore how clinical professionals translate the reality of CA research to families within the child psychiatry setting. We conclude that despite the hurdles of doing NHS based research, CA makes a valuable contribution to the evidence base. For this to be successful, academics need to be mindful not to just use clinical professionals as a portal to data but develop strong mutually beneficial partnerships in order that data can be disseminated in a meaningful way.

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Achieving a consensus on the service outcome found in haircutting sessions

While some services may be assessed by a clear measure of whether something now works or not (e.g. mechanical repair), other service evaluations involve people’s subjective perspectives. In the service-
assessment sequence of haircuts, for example, the quality of a new haircut is often negotiated through the sharing of opinions between the customer and the service-provider. At times, a new haircut is not exactly what the customer had envisioned, and the participants may engage in revising it. The paper investigates the interactive work involved in making revision requests, as well as the offering of revision suggestions by both clients and stylists, respectively. Particularly, the analysis focuses on how the participants arrive at a consensus of whether or not changes need to be made to the new cut. In the process of producing a consensus, the stylist and the client not only negotiate the quality of the cut, but also their expected roles. Caring about both the bodies and the minds of customers is an important element in measuring the quality of cosmetological services found today (e.g. Toerien & Kitzinger, 2007), which may oblige stylists to immediately agree with and act upon every client request or concern. However, simply yielding to the customer’s opinions can threaten the stylist’s role of a beauty expert, one who possesses their own professional standards (e.g. Gimlin 1996; Jacobs-Huey 2003). The analysis reveals that the participants frequently transform revision requests/offers into mutual decisions through a combination of verbal and bodily actions (e.g. by presenting one’s autonomous judgment based on his/her independent physical access to the cut). In doing so, they harmonize the sometimes-conflicting responsibilities of “service-provider/patron” and “expert-novice”. The examples are drawn from 30 video-recorded service sessions in the U.S.

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Some categorial resources for picking fights in a correctional facility
A handful of studies in ethnomethodology have targeted the conflicts of young members of society (Butler, 2008, Church, 2009, Danby & Baker, 1998; Maynard, 1985; Theobald & Danby, in press). Two occasionally overlapping strands of inquiry may be identified in this research: studies with an interest in charting the local organisation of dispute exchanges and those seeking to highlight the socialising aspects of dispute procedures. The present paper examines a single feature of everyday exchanges taking place in a correctional facility for male youth. It investigates the ways through which certain membership category collections (such as ‘gender’ or ‘stage of life are’) are drawn upon to instigate (Goodwin, 1982) adversarial exchanges. In so doing, the paper draws on the two chief strands of ethnomethodological inquiry: sequential analysis of talk as well as membership categorisation analysis. The analysis not only allows for a deeper understanding of commonplace discourse practices in a confined correctional facility for young people, but more importantly, of the methods through which inmates draw on local, situational as well as commonsense resources to proverbs ‘rock the boat’, i.e., to change the order of ongoing events. In this way, the paper offers insight into the mundane life of this rare-but-not-elite group of young people.

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Dialogue Without Words: George Catlin and American Indian Voice In Portraits.
Performativity and its theoretical power have enabled an appreciation of how identities are constructed iteratively through complex citational processes (Parker and Sedgwick 1995: 2). When cultural, political and economic independence was requisite for nationhood, American artist George Catlin (1796 - 1872) created an imagery as a performative rejoinder in the sovereignty dialogue (Bakhtin 1994: 274) with the present, the speaker, and the addressee (Derrida 1972: 5). Applying a painter’s interest in physiognomy and a writer’s fascination with biography Catlin used a seductive, vivacious style of portraiture popularized by British artists like Sir Thomas Lawrence to American Indian portraits. His artistic principles were closely aligned to scientific method and he argued: “the historian who would record justly and
correctly the character and customs of a people must go and live among them” (Catlin 1841 (1973): 86). As art became more like a field science based on direct observation, description and classification (Troccoli 1993: 16), a dialogue emerged from multiple voices (heteroglossia) invested in the image, and between participants within an interpretive community of practical-moral understanding (Shotter 1997). Using a historical framework and interdisciplinary methodologies drawn from sociology, semiotics, post-structuralism, symbolic interaction and postcolonial theory, we will trace a “knowing of a third kind” (Shotter 1997) in Catlin’s portrait illustrations of American Indians. Despite the compromises demanded by an ambitious project’s design, Catlin’s imagery, writing and performances facilitated an American Indian presence and a ‘double voiced’ utterance in two socio-linguistic consciousnesses (Bakhtin 1975: 172) as ethical and knowing subjects with responsibility (Godzich 1986: xvi).

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Representation of the transition to Digital Terrestrial Television in Italy

In this article, I analyze the evolution of the discourse concerning the transition to Digital Terrestrial Television (DTT) in Italy and explore the relationship between such discourse and the interests of terrestrial broadcasters in that country. In particular, I investigate how the commercial broadcaster Mediaset’s three newscasts (TG5, RETE4, and Italia1) rhetorically covered this transition over the period 2000-2009 (from the time ‘digital terrestrial television’ was first discussed on popular media, to the end of the decade, when the transition from analogue to digital broadcasting was well on its way). Given my interest in bringing to the surface some of the hidden “connections and causes” (Fairclough, quoted in Billig, 2003, 36) behind the coverage, I perform an initial critical analysis of news programs as discourse (Billig, 2003, 44-45). Overall, I argue that the way in which the debate on DTT evolved on the main commercial broadcasting channels, exposes the connections between those channels’ own vested interests and the activation of political power. Whereas the ideal of news reporting in democratic systems is to strive for objectivity and fairness, a critical analysis of the television news as discourse scrutinizes language “as a site of power and social struggle, as well as a site where language is often only apparently transparent” (Wodak and Busch, 2004: 110). Indeed, the analysis of linguistic choices (lexicon, use of pronouns, use of metaphors) and of media access (who was interviewed and how the interviews were framed) shows that Mediaset’s particular interests in the transition were often camouflaged as ‘our’, the viewers’, interests. Without assuming a reductionist approach to ideology as ‘false consciousness’, I will demonstrate that news bulletins on Mediaset’s channels functioned as “systems of domination” (Furcklough, 2006: 319) with regard to representing the transition to DTT.

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Talking about sensitive, uncertain future issues, including death: a systematic review of existing linguistics and social interaction research

In this paper we describe an innovative method for systematically reviewing language and social interaction research; and discuss findings of a review of how people initiate and pursue talk about uncertain and delicate future matters, including illness and death. The review’s purpose was to comprehensively, systematically draw together existing research and make it accessible to clinicians and educators. Our broader purpose was to demonstrate language and social interaction research can offer important insights for clinical practice and training. Raising and discussing future matters such as illness, loss of capacity, and death is a delicate interactional task, but one people may want and need to do in dealing with ageing, and with chronic or life-limiting illness, whether in healthcare contexts, or family and
friend relationships. Contemporary policies encourage discussion and planning for future illness and dying, but pay little attention to ways this can be done, and consequences of these. We defined review scope and inclusion iteratively; located publications via systematic searches of various media; and collated evidence via customised data extraction forms. The established method ‘realist evaluation’ offered useful tools. Twenty-three papers were included. These document various overlapping practices and actions. For clarity, we categorise these as: • Step by step movement towards the topic via agenda-setting questions, and allusive references • Interactional displays of caution and sensitivity • Hypothetical questions • Casting concerns as general rather than particular • Rapid movement from negative to ‘brightside’ aspects. Studies vary greatly in their level of analytic detail about contexts, design, and functioning of practices. We augmented review findings by drawing on previous research on closely related practices and actions (e.g. confirming allusions; script formulations; and stepwise topic transition). Existing methods for systematic reviewing healthcare research can be adapted for language and social interaction research. Research has shown people using skillful actions and practices to initiate and pursue talk about difficult futures. Through these they construct future illness and death as both private and shared, determinate and indeterminate, knowable and unknowable.

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“I was just gobsmacked”: Care-workers’ constructions of ‘shock’ and ‘disbelief’ at BBC Panorama’s “Undercover Care: The Abuse Exposed” programme.

BBC’s Panorama programme, “Undercover Care: The Abuse Exposed” aired for the first time on 31st May 2011, and was immediately followed by several days of news and media coverage in which it was a lead story. It reported the experience of an undercover researcher employed as a care-worker at a Bristol residential hospital in which there was “systematic abuse” (BBC, 2011) of the people with learning disabilities (PWLD) for whom it, ostensibly, “cared”. This paper, part of a broader study concerned with safeguarding vulnerable adults, examines care-workers’ responses when asked about the Panorama programme some months later; analysing in particular their reports of ‘shock’ and ‘disbelief’ at what the programme uncovered. Fifty-six interviews were conducted as part of the broader study into safeguarding practice in residential and supported-living settings for PWLD. Participants were asked if they had seen the Panorama programme and how it had impacted upon them and their practice. This paper draws upon discursive psychology, together with conversation analytic techniques to examine how care-workers build their accounts of viewing the programme and their responses to it. In many ways their accounts reflected those of the general populace, as evidenced by various media reports and discussions in the aftermath of the programme. Yet their role as care-workers, and therefore as ‘insiders’ of the industry that allowed such abuse to happen, makes matters of stake and agency potentially live issues for this particular group of people. Furthermore, constructions of ‘shock’ and ‘disbelief’ are potential ways for participants to distance themselves from the abusive practices shown in the programme. This paper considers how care-workers report their responses, looking at interactional strategies they use to construct themselves as shocked and disbeliefing and thus, we suggest, as oppositional to the extreme practices detailed in the programme. More broadly, the study shows how the invocation of mental states contribute to the management of other discursive business (Edwards, 1999), namely, that of fending off any association with the aforementioned extreme practices.

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Providing one’s own context.

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Much political communication is analysed as if it adheres to logic structure and follows the rules of logic. In my paper I will argue that in many cases logic and adherence to rules of logic is mere window dressing in order to make one's argumentation seem coherent. Therefore I suggest that rather than deeming some arguments unsound and some sound, it would be beneficial to look into the nature of the arguments used. This could reveal fruitful insights into the nature of argument and show how people construct their arguments. Dan Sperber puts it like this: “Communicators present themselves as honest, whether or not they are, and whether or not it is their interest to be” (Dan Sperber. 2001. An Evolutionary perspective on testimony and argumentation. Philosophical Topics. (2001). 29. 401-413). The argumentative corollary of this is that any communicator will construct their arguments as sound, coherent and logical. And that the task of the researcher is to deal with how communicators do that, thus, among other things, revealing the underlying claims about the world. Focussing on how communicators construct their arguments and the context for their arguments means that we can start to take a look at the discourses or topoi behind the arguments. Such an analysis can also give an indication of how broad an audience a given argument appeals to. Thus we have an opportunity to discuss whether or not a given argument is intended to have a general appeal or thought to appeal to a limited in-group audience. In my paper I will use examples from the ongoing US American presidential race.

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Dementia talk-in-interaction: challenges and opportunities

In this paper I explore some of the challenges and opportunities in collecting and analysing the ‘dementia talking’ data corpus. This tripartite corpus of media, interview and naturalistic talk-in-interaction data focuses on the representation of, and communication about and to, people living with a dementia. In outlining the pitfalls and possibilities in collecting these data I reflect on the naturalistic data specifically, which is drawn from three distinct yet complimentary settings: dementia care homes; people with dementia’s own homes; and a memory clinic. In so doing, I consider some of the communicative challenges in conducting research with those for whom ‘lack of capacity’ is an issue. Moreover, by examining both process and interactional experiences this talk contributes to recent developments in applied conversation analysis.

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Social Movement Publics

This presentation develops a concept of ‘social movement publics’ as a means to understand contemporary collective action, both theoretically and empirically. Drawing together an interdisciplinary field, ‘publics’ brings attention both to collective communicative practices (public spheres) and the production of discursive-spatial relationships (public spaces), emphasizing the analysis of publicity, plurality, and power within political actions. Oriented toward social change, social movement publics emerge through constitutive practices that create collective identities and relational practices that coordinate broader collective action. I argue it is these processes of identification and collectivization that define social movement publics within larger context of unequal, competing publics, making them epistemologically visible and politically significant. The concept of social movement publics was developed in an empirical study of competing discourses about a controversial urban redevelopment project in Vancouver, Canada. Comparing documents from anti-gentrification activists with those of the mass media and city government, I analyzed the campaign for social housing, focusing on rhetorical techniques of claim-making and identity construction. I show that the activists’ constitutive and relational practices led

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to the formation of a social movement public, transforming a specific local struggle against gentrification into a larger movement for social housing. Building on this case, I suggest the study of social movement publics, which emphasizes emergent political identities, issues and actions, lends to a rethinking of collective actions. Conceptually and politically, it locates in the discursive actions of marginalized social actors alternative social and political practices that have the potential to revitalize current notions of democratic participation.

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“Rayad@s” by the psi-sciences: discourses and narratives for the (de)(psycho)pathologization in training and social intervention.

Regarding the socio-historical construction of mental health by psi-sciences and its regulatory role, recent years have registered an increase of contributions from the analysis of its discourses and practices in terms of governability (Rose...), about the “female monstrosity” (Ussher, Chesler...) and (psycho)pathologized genders or sexualities (Butler, Foucault...), to the “deconstruction” of other psychological categories from associationism, networks, critical psychology (Hare-Mustin and Marecek, Castel...) or narrative (Madigan, Swan...), for example. In turn, from the same groups or people diagnosed have been occurring reactions to all this process of psychomedical-pharmacological regularization and other resignifications have been tested.

Institutional discursive practices that produce different effects in the social order, including generalized psychopathologization of life. This activity of “mental sciences”, understood in terms of social control and normativization, extends its vigilance from the diffusion of knowledge, institutionalized in universities, to the application of its learning through diagnosis and treatment aimed at achieving health as a social ideal. In this communication we will problematize these psychopathologizations constructed in different areas: (a) the academic training of psychologists and physicians, (b) the mental health professionals who work in hospitals and (c) the accounts of different users of these services with DSM IV diagnostics, from different researches that we are currently conducting in the Spanish state and Chile.

As theoretical and methodological exercise, a route is proposed that combine contributions of both discourse and narrative analysis with Postcolonial and Queer theory, with their possibilities and limitations to escape some polarizations that are reproduced and to oppose discourses and practices of governability with their subjectivations, with experiences and relations that subvert them in this context of power relations.

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Between Russia and Estonia: Competing narratives of place in a new borderland

The Russian-Estonian border has undergone radical changes in the past two decades – from an integrated borderland between two Soviet republics to a border between nation-states and the new EU
external border. Up to the present day it is a discursive battlefield that reflects the difficult relations between Russia and Estonia after the restoration of Estonia's independence. While much research has concentrated on antagonistic projects of identity politics and state-building from a top-down perspective, this paper will ask how people living in the borderland make sense of the changes and of the place they live in. On the basis of life-story interviews conducted during several months of fieldwork in the border towns Narva and Ivangoord, I will show that rather than drawing upon exclusively national categories of Estonian-ness and Russian-ness, there are multiple forms of narrating place and drawing symbolic boundaries in the borderland. I will discuss, among others, competing versions of multiculturalisms (Estonian and Soviet) which are founded in selective memories of pre-Soviet and Soviet pasts. These narratives of multiculturalism and heterogeneity can be seen as ways of engaging with (and countering) national discourses. Despite their differences they have in common that they are located literally and symbolically on the margins of the state as they don’t fit into antagonistic projects of nation-building.

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**Interactional processes in antenatal screening consultations**

There now exists a considerable body of sociological work examining antenatal screening for fetal abnormalities. A common theme emerging from this literature is that pregnant women report not feeling able to exercise choice freely, experiencing constraints both from medical professionals and their perceived expectations of the sociocultures in which they live. This study adds to existing literature in 3 ways. Firstly, in contrast to the existing body of interview-based research, the study uses video recordings of actual consultations, in order to capture the interactional processes through which choice and constraints are established, negotiated and contested. Secondly, it explores the next stage in the process of antenatal screening, by focusing on women who are offered invasive diagnostic testing as a result of 'high risk' screening results, and who have been the subject of little research. Thirdly, the study site in Hong Kong provides a particularly interesting location, given limited research on antenatal screening in that part of the world, and Hong Kong's cosmopolitan environment that is reflected in the diversity of client population undergoing antenatal screening. In conducting our analysis, we draw on conversation analytic work examining neutrality and how aspects of patients’ lifestyles are introduced and sustained in consultations (e.g. Sorjonen et al 2006). We link this with the wider medical sociological literature which has shown how doctors actively interpret social characteristics of patients (e.g. Strong 1979, Silverman 1987. Lutfey and McKinlay 2009), but which leaves the actual interactional processes on which these findings are based unexplored. Using conversation analysis we examine how aspects of the clients' diverse socioeconomic backgrounds and circumstances are interactionally managed in this setting, how professional stances are interactionally formulated, and how this might impact on decision making.

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**Beyond neutrality: responding to third party complaints in healthcare settings**

Describing one’s own problems is a common practice used by clients in order to mobilize professional intervention in healthcare settings. Clients’ problem-descriptions can embed complaints about absent third parties, allegedly responsible for their troubles. When this happens, professionals are faced with potential dilemmas: by commenting on a client’s complaint, either in affiliative or disaffiliative terms, they could be seen to side against someone, either the complained-of third party, or the client. Professionals can avoid making this choice by disattending the complaint-implicative aspects of clients’ descriptions, and by only attending to the ‘problems’ that they present. Nevertheless, departures from neutrality can

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be observed. Using CA, this presentation compares neutral and non-neutral responses to clients’ third party complaints across three different healthcare services, and highlights what professionals accomplish through them. The starting point for this study was an analysis of interactions in psychiatric residential support (in Italy), focusing on residents’ complaints targeting absent third parties (other mental-health personnel, family members). Staff members’ responses ranged from neutral to disaffiliative responses. Disaffiliative responses entailed offering normalizing accounts for the complained-of third parties’ conduct, or rejecting the residents’ complaints as unwarranted. The next step was to look through published CA studies in healthcare settings, in order to identify instances of responses to third party complaints, and build a comparison. Relevant examples were found in studies of interactions in medical consultations in Finland (Ruusuvuori & Lindfors, 2009) and in home help visits for elderly people in Denmark (Heinemann, 2009). By analyzing examples from these settings (psychiatric residential support, medical consultation, home help visits), this presentation shows how the use of the same response-types across different healthcare services can reflect some common goals and concerns. At the same time, differences in the design and sequential placement of these practices reflect context-specific issues and concerns, which will also be addressed in the presentation.

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Membership Categorization in Monoracial and Interracial Physician-Adolescent Health Encounters
In American health encounters, racial identities are associated with disparities in shared decision making, trust, medical interventions, and patient outcomes. Increasingly, studies focus on the role of communication within these encounters in contributing to disparities. Additionally, other social characteristics and social concordance have recently been associated with perceptions of encounters, satisfaction with care, and less positive affect. For the most part, these types of medically oriented studies employ post-hoc surveys or ratings of recordings that do not employ discourse and conversation analysis for examination of the mechanisms of disparities. This approach neglects the sociopragmatics of speakers and the everyday practices in physician-patient interaction in which identities are displayed, inferred, attributed and resisted in the structure of conversations. Recently, race and social class bias have been identified in a US study of medical students through survey scores, yet the production of social categories as used in talk-in-interaction requires closer study. This paper builds upon Harvey Sacks’ concept of membership categorization and its devices to explore a selection of 14 physicians who each spoke with a Black and a White adolescent during primary care visits with the same agenda of health promotion and prevention. Using conversation analysis, membership categorization can be identified in speaker/listener practices that can be related to indexicality, shared and conflicted indexical fields, stance taking, and positioning. Rather than fixed structures in talk, as found in more overt racial slurs in the larger society, the mechanisms of membership categorization embedded in the predominant functional agenda of these medical visits present more subtly in patterns of interruptions, dropped cues, engagement or silence. Specific examples and quantification of particular patterns in monoracial and biracial interactions will demonstrate that membership categorization does not always rest on the linguistic categorization of a racial or social group, but often on the turn of a pronoun, the use of a power-oriented versus rapport building interruption, or the use of affirmation, self-disclosure or ascribed agency. Rather than an essentialist achievement or set of practices, social memberships appear as fluid resources in which one type of category can be mobilized to mediate or further marginalize another.

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**Representing Migrants’ identities in museums.**

This paper outlines the Microsociological Contextualisation Analysis as a new methodology which selectively combines elements of interaction and discourse analyses to approach questions of knowledge and memory construction. Examples of analysis are presented from a case study on the production and reception of an exhibition designed by and presented in museums of history and migration in Paris and in Berlin. The study asks how national and European images of the “self” and the “other” are produced in “epistemic cultures” of the “global culture industry” and what effect they have on the political recognition and the integration of migrants in European society. Additionally, notions of representation and the public are dealt with as methodological problems. Using the transnational exhibition as an example, the comparative study examines the various discursive levels which are involved in the construction of intercultural identities. Those being: museums in the two countries as institutions, an EU institutional initiative which constitutes the political context of the exhibition and scientific conferences that influence the choice of objects for the exhibition, which itself aims to transmit its concepts into wider public debates. The analysis focuses on the interaction between the museum as an institution and the general public by means of ethnographic observations and recordings of interactions in the museum (e.g. guided tours, interviews as well as guest book entries, publications and the press). In interactions participants simultaneously refer to and (re)produce enabling and constraining context in talk. The simultaneous references to and construction of discourses is accomplished by multimodal contextualisation cues in talk, which serve as a methodological anchor point for this analysis. The analysis draws on a combination and modification of elements of Discursive Psychology, Bachtinian polyphony, Goffmanian interaction analysis, Foucauldian discourse analysis and ethnography. Results of the analysis show that not only does the content of the analysed exhibition deal with public negotiations of immigrant representations, but the museum work and reception itself constitutes an asymmetrical, cross-cultural stage for negotiation. The study investigates how the global and the local intertwine when meaning, cultural knowledge and memory are constructed, translated and negotiated in intercultural and transnational contexts.

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**9/11 And The Realignment of Narratives After Cultural Traumata**

When cultural trauma - sudden and unexpected events, which lead to a questioning of collective identities on a fundamental level (Alexander 2004; p. 10) – happen the media are often the first and primary carrier of the narratives that emerges after such events. As the involved journalists are responsible for the first drafts of history, they become agents – not neutral observers, but persons connected to the shared collective values of their societies (Alexander 2011; xii) – who broadcast representations of social events (Alexander 2004; p. 11) and therefore they are responsible for the trauma process of a given social group. But what happens after this first narrative – in most cases based on observation and immediate reactions – is established? How does the narrative provided by the media change as the ongoing trauma process leads to a realignment of cultural narratives and a collective sense making takes place? To find answers to these questions the narrative of the events of 9/11 – an identified cultural trauma for the occidental society – was traced in quality print-media in the United States and Austria. The conducted research includes analysis of the narratives provided in the articles published directly after the event in 2001, and during the anniversaries in 2002, in 2006, and 2011, as well as qualitative interviews with involved journalists. This analysis allows to retrace how different narratives developed in the 10 years following the terrorist attacks in New York and Washington DC, and how/if the emerging and realigning narratives differ between the parties that were directly affected/involved (USA) and a pure observer (Austria) of the event and the aftermath.

**Irena Radisevic**

*Note that Abstracts will not be printed: please consult online or download from conference website*
The echoes of trauma in media: Haiti earthquake from French and English Canadian perspective

Natural disasters have become a norm of present times. These catastrophes come as sudden events (e.g. hurricanes, tsunamis, earthquakes) that cause damage to social and environmental structures of communities. No matter what the disaster is, it is defined as “acute, collectively experienced traumatic event with a sudden onset” (Norris FH & al., 2002). As such, these traumatic events impact the lives of disaster victims. Above all, it is the victims health that has been negatively influenced. The medical community has observed the presence of mental disorders (e.g. PTSD, depression, anxiety) and physical symptoms (e.g. fatigue, pain, and disorientation) in those who experienced such trauma. Public knowledge of the wide effects of disasters is gained through mass media’s coverage of the event. As media is a primary channel for response and recovery during the aftermath, it directly transmits the impact event has left on the affected population. Therefore, it is the media who construct what it means to be traumatized. This paper analyzes and compares interview responses made by Haitian earthquake survivors and experts, that Canadian English and French media use in order to construct the collective experience of trauma. First, Canadian English and French newspapers are examined for the quantity and diversity of voices included in the news articles. Second, it is established how the voices in each language region are positioned with respect to the given pre-established frames of the disaster. Third, the paper explores conceptual structures (e.g. metaphors) of given statements that contribute to media’s framing of the trauma in Haitian disaster. Lastly, there is a comparison and contrast between the metaphors and frames employed by French speaking and English speaking Canadian newspapers. The main questions I seek to answer are: How do French and English Canadian media define trauma?; How do survivors interviewed in the news reports express trauma? Lastly, if trauma is an unspeakable experience, it must then be of pictorial nature and due to the fact that metaphors construct images, what are the metaphors used to express trauma?

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Showing how things are done in an art studio

Instruction in craft practice makes extensive use of talk and nonvocal resources in order to demonstrate the practical and aesthetic possibilities of hands and minds, tools and materials. Whilst certain skills appear to be learnt, or found, in doing for yourself (e.g. the processional character of tool use, Ingold, 2006); places where craft skills are developed characteristically involve learning through observing or co-participating with expert practitioners (Marchand, 2008; Sennet, 2008). Drawing on videorecordings of 16 classes in a printmaking studio, this paper shows how instructors’ talk, though often deeply integrated into manual action, is occasionally autonomous from movements made with hands and objects. The analysis aims to contribute to our understanding of how talk and material objects can be coordinated in social interaction (e.g. Goodwin, 2000; Streeck, 1996) by showing how at certain sites, talk is used to contextualize or qualify a current object-specific example. Such talk evidently seeks to overcome what might be called the problem of the specimen: on any particular occasion, the visible features of a specific case at hand may, or may not adequately exemplify a relevant educational concern (compare Garfinkel, 2002). Analysis of this problem, and instructors’ practical solutions for addressing it, allows for an examination of how specific repertoires of craft-related talk are used in relation to object-based practices in this particular instructional setting. In addition, the analysis shows some of the ways in which talk and gesture differ in how they are organized.

Mark Readman
As he pointed out to Victoria Derbyshire on her Radio 5 Live show in March 2011, Ken Robinson’s online lecture from the 2006 Technology, Entertainment, Design (TED) conference in which he argues that ‘schools kill creativity’ has been viewed six million times (actually, nearer eight million at the time of writing this). This (along with publications expressing a similar sentiment, such as the 1999 report All Our Futures and the 2001 book Out of Our Minds) has earned him the reputation of “one of the UK’s home-grown creativity gurus” (Schlesinger 2007, p.382). It is possible to criticise Robinson’s lecture for its elision of concepts of personal growth and the exigencies of the future global economy, and it is possible to identify the rhetorical strategies he uses in order to effect such harmony. But it also possible to interrogate the production of the concept around which all of this is built – ‘creativity’. In this paper I argue that creativity is a chimera and that Robinson invokes a range of discourses, such as those of ‘reformation’ and ‘romanticism’, in order to anchor the concept and to recruit allies for his campaign. Despite Robinson’s assertion of a definition for creativity, it is possible to identify particular tensions around the codification and rationalisation of the term, which, under scrutiny, render it incoherent. In order to efface such tensions Robinson employs different modes of address, such as the ‘anecdotal’ and ‘comedic’, which contribute to a powerful rhetorical performance. Through analysis of this popular and influential example of ‘creativity’ being championed and performed, we can identify some strategies by which this most rich and empty of signifiers is constructed.

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Interviewing the interviewers: A discourse analysis of the talk of television journalists.

Discourse analysis has been used extensively to examine the output of journalists yet has rarely been employed to examine the discourse of the journalists themselves as they seek to explain their editorial decisions and professional motivations. In the field of journalism production studies journalists are a vital resource for the researcher providing a first-hand account of the workings of the profession. Access to newsrooms is often barred to the researcher therefore journalists may provide the only first-hand account available. However, the talk of journalists has often been treated as transparent information - simply providing ‘facts’ about production. This has led to partial or at times misleading understanding of the journalistic practice. ‘Common sense’ assertions have been taken at face value leading researchers to make assumptions about news production which may not be helpful in understanding the processes of news production. In this paper I want to look at the possibilities of a new direction in journalism studies using discourse analysis to look at the competing discourses utilised by journalists to qualify and justify their actions. This is because discourse not only describes news production but also, I would argue, constitutes news production. Using Foucault’s ideas around the construction of ‘regimes of truth’ (Foucault 1978) and Jonathan Potter and Margaret Wetherall’s (1987) use of discourse analysis to examining the social psychological world this paper analyses interviews with practicing journalists from the BBC, Channel 4, Sky News, Reuters Television and Associated Press Television. The analysis reveals the complexity of the talk of journalists and the competing ‘interpretive repertoires’ (Potter and Wetherall 1987) utilised to explain actions and opinions. It is argued in identifying these competing discourses it helps in understanding the construction of practice and ideology transmission in television journalism and that there are very real consequences for editorial agendas and news values – excluding some kinds of stories or ways of reporting and reinforcing existing practices.
What went wrong in “Parky” vs. Ryan? Contested roles in the emergence of disalignment

In 2003, long standing chat show host Michael Parkinson interviewed actress Meg Ryan. Parkinson has since described the interview as his “most difficult television moment”, while Ryan is reported to have described Parkinson as “a nut”. Equally, and perhaps more interestingly, observers are split over whether the blame for the notoriously bad interview lay with interviewer or interviewee.

Adopting a conversation analytic approach, this paper examines the organisation of preference (Sacks 1987) and repair (Schegloff et al. 1977) in the question-answer sequences in this semi-institutional talk show setting with a view to understanding the sequential properties of the emerging disalignment in the interview data (Stivers 2008) and providing insight into the highly contested perceptions of the interview participants. The analysis reveals that both participants orient to and adhere to the institutional constraints on the interaction and their institutional roles but fail to achieve the interactional goals of the talk show (Ilie 2001). It is suggested that it is the complex interplay between the sequential organisation of the production of dispreferred responses, the forms of initiation of repair (Robinson et al 2010; Svennevig 2004) and orientation to expansion relevant sequences (Schegloff 2007) that leads to such contested evaluations of the interview participants’ roles in the disalignment.

This single case analysis of a failed talk show interview shows the subtle interactional and co-produced nature of disalignment and underlines the need to engage in micro-level analysis.

Multi-party interactions at the bar counter

This paper focuses on multi-party interactions that occur at the bar counter of a public house. More specifically it examines the interactions between customers being served at the bar and bartenders providing the service. Naturally occurring video and audio data has been collected from a bar serving hot and cold drinks along with food in a university town. The corpus contains around 200 service encounters, both dyadic and multi-party. The latter of which is to be explored in this presentation. The analytic method used is that of conversation analysis. The aim of the paper is to present the ways in which multiple customers achieve the actions of requesting items, providing further specifics for items requested and providing payment in the service encounter. The analysis explicates the ways in which customers align to accomplish these actions. Participants can effectively progress the service interaction when there are multiple customers interacting with one bartender as if the service encounter were dyadic. Customers can be observed to align as a unit by collaboratively negotiating the ordering and payment sequences; yet the ordering and payment actions are produced by one member of the party to the bartender. This is achieved through the use of a spokesperson. This spokesperson issues and receives turns to and from the bartender for the unit. During the service encounter instances where customers other than the spokesperson are selected or self select are also explored. Whilst customers overwhelmingly align as a unit operating with a spokesperson, there are occasions when turns are issued to them either by the bartender or by the spokesperson. These instances will also be explored along with occasions of turn sharing. Customers can be observed to chorally coproduce turns where the intended recipient of a turn issued by the bartender is unclear, or the use of a spokesperson is temporarily suspended. The analysis presented in this paper contributes to knowledge of the interactional organization of multi-party service encounters and how they are achieved. Additionally it has an original contribution to basic CA concepts of turn-taking in multi-party conversations.

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### The challenges of using CA to study multi-person interactions

“I wish that I had chosen to analyse telephone interactions” was a constant lament during my PhD once it had clearly become an institutional CA study of one facilitated and one training workshop, with 32 and 19 participants respectively, recorded using one video camera and one digital recorder. In analysing two-person, non-face-to-face interactions such as telephone calls, I would have avoided the challenges associated with (large) face-to-face multi-person interactions. These challenges include capturing on video all participants, the audibility of speakers, identifying speaking participants, and transcribing the vocal conduct of speakers who are positioned at different distances from the recording equipment with not only the degree of accuracy and level of detail that CA demands, but also the same degree of accuracy and level of detail for each participant no matter how inaudible. Whilst some of these challenges may be overcome by using a number of recording devices, the consent of participants is required and other potential problems are introduced, such as less natural interactions due to a greater awareness of being recorded. This paper considers forms of talk which are more or less amenable to conversation analytic study, and whether particular types of interactions are favoured by conversation analysts; for example, is there a preference for the study of two-person interactions over multi-person interactions, and for only certain types of activities within multi-person talk settings. With the focus on institutional CA in the last twenty years, there certainly appears to have been more research on two-person institutional interactions (e.g. doctor-patient interactions, emergency calls) than multi-person institutional interactions (e.g. business meetings, whole classroom interactions). In terms of interventionist CA, a relatively recent application of CA findings, if the trend towards studying two-person institutional interactions continues, then two-person forms of institutional talk will benefit more from intervention than multi-person institutional interactions. This paper seeks to discuss the challenges of using CA to study multi-person interactions, the resultant inequities in the forms of talk that are researched, and the consequences for intervention.

### Panorama: The appropriation of the ‘dramatic’ and discursive formations

At a time when there are critical debates about the role of Public Service television in the UK, this paper will offer a timely analysis of one particular strand closely associated with these values. The paper sets out to address the notion that the BBC current affairs broadcasting strand Panorama 1953 – current, operates as a discourse, attempting to effectively police representation[s], identities and ideologies. Panorama is of particular broader significance inasmuch as it is the established current affairs television text, the standard bearer against which other contemporary television current affairs broadcasts are measured: Panorama is perhaps the key signifier of serious journalism on television. Further, it is representative of the BBC’s perceived journalistic ‘values The BBC’s public service remit is figuratively and discursively displayed by the Panorama “brand”. The paper undertakes an analysis of Panorama as the exemplar of BBC serious journalistic, investigative output, and as the exemplar of the form of Current Affairs broadcasting. Critical Discourse Analysis studies have so far paid little attention to the techniques and methods appropriated and imported from other modes of representation. In this instance, attention will be paid to the representational modalities of drama – character, casting, narrative, non-diegetic score – to assess to what extent these tropes are evident in current affairs broadcasting, and to assess the role these modalities play in the discursive formation of current affairs in general and Panorama in particular. It is hoped that the paper might prompt us to ask questions as to how ‘we’ might analyse, think about, and

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Talk about current affairs broadcasting in the [changing] contemporary broadcast television landscape.

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“Life of our patients is at stake – I am desperately asking you to contact” Managing accountability in a technical support forum

This paper will draw on Conversation Analysis to discuss how technical support is requested, given and denied on a web forum. A distinct feature of forum-based technical support (as opposed to face-to-face, email or telephone based support) is that it takes place in a public arena and therefore requests and replies are subject to evaluation by others and different answers may come from different people. Messages on these forums must orient to and manage the possibility of a range replies.

Following Antaki et al (2005), I will look at the accountability of forum messages. I will explain that requests for support often deal directly with their legitimacy as an opening turn on a forum, and that they signal and provide for desirable kinds of answer (often from a preferred person). Requests often also guard against undesirable or critical responses, particularly challenges to technical competency. Replies also overwhelmingly orient to their place in a sequence of turns, perhaps signalling the closure of a thread, or perhaps allowing for or encouraging particular follow-ons.

I will focus on a request entitled “Life of our patients is at stake – I am desperately asking you to contact”. The request was made on the forum of a computing services provider that was, at the time, experiencing a systems failure. The failure caused other systems to fail, including that run by the author of the request. The request received 29 replies over 24 hours, including notes of support, much criticism, and several candidate solutions. It did not receive a reply from the provider. I will argue that, through exploring the accountability of messages posted to this forum, insight can be gained into a problem currently facing computer science – how are responsibilities distributed across large-scale, interdependent systems?

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Intonation and deontic rights in action formation: We x proposals in Italian

Turns at talk are constructed so as to perform recognizable actions. The concept of action formation and recognition has been central to a great body of research on social interaction, but remains a current and challenging area of investigation. This paper pursues this topic by focussing on proposals (plans for future joint action). In Italian, one common way of making a proposal is by using a first person plural construction like Prepariamo il pranzo, literally “We prepare lunch”. In a corpus of naturally-occurring interaction, this form of proposing comes in two variants which, in the majority of cases, can be formally distinguished only by the intonation contour with which they are uttered. After having described the grammatical and intonational features of the two variants, I account for their distribution in different interactional environments. Conversation analytic work has shown that knowledge asymmetries (epistemics) influence how speakers design questions and assessments. In my analysis, I argue that similar kinds of asymmetries shape the domain of rights and obligations to action (which I refer to as ‘deontics’) and that this influences the way in which speakers enlist others to act together with them. I show that the two types of we x proposal embody different deontic stances towards the engagement of participants in a joint course of action. The first type of we x proposal is delivered with an interrogative intonation contour

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(rise-fall). This format is used to propose a course of action about which the speaker displays uncertainty, and the selection of which is presented as contingent on the recipient’s acceptance (e.g., Prepariamo il pranzo? “(Shall) we prepare lunch?”). The second type, on the other hand, is delivered with an intonation contour associated with imperative syntax (scooped rise). This format is used to promote a course of action in a way that asserts the speaker’s right to push for its accomplishment, in which the recipient is urged to partake (e.g., Prepariamo il pranzo! “(Let’s) prepare lunch!”). This study calls attention to the importance of speakers’ deontic stances in proposing joint courses of action, and to the crucial role that intonation plays in their formulation and recognition.

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**Discursive Construction of National Identity in the Turkish Cypriot Press**

Employing an approach that views national identity as discursively constructed, dynamic and shifting, the paper examines various discourses and conceptualisations of national identity in North Cyprus as reconstructed by the news media. The binary relation between 'us' and different 'others', including Greek Cypriots or mainland Turks, produces multiple versions of national identity that are in an on-going process of negotiation; including: Turk, Turkish Cypriot, Cypriot Turk, Cypriot, and, for some writers, Turkishcypriot. The paper, in examining changing concepts of Turkish Cypriot identity over time, also focuses on how these concepts have been moulded through the Turkish Cypriot media. It discusses the representation and reconstruction processes of national identity within the press and examines the various practices they employ to mobilise readers around certain national imaginings. The paper is based on research that uses Critical Discourse Analysis, in particular the discourse-historical approach. It focuses on news coverage by three leading newspapers of three significant events that occupied the public and media agenda in 1996, 2003 and 2011. The analysis is based on their content, strategies used in the production of national identity and the linguistic means employed in the process. With this, the nationalist tendencies embedded in news discourses as well as discriminatory and exclusive practices are sought out. The aim in focusing on three different episodes is to provide a historical and comparative analysis. The paper evaluates the findings of the research to show how the conceptualisation of Turkish Cypriot identity has varied over time and goes on to suggests that differences in the representation of national identity in the press have been based on their stance on the Cyprus issue and their definition of and attitude towards national identity.

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**“I want you tuh say ‘oh good I’ve got that’”: Reported speech in modeling desirable conduct**

In everyday interaction, people recurrently animate, enact, or report on talk. As conversation analysts have shown, reported speech is often deployed in complaint sequences, joking, storytelling, and in moments where some socially delicate matter are to be addressed. In this paper, I examine instances where enactments of hypothetical, non-narrative talk are deployed in the context of modeling desirable stance or conduct. Through examination of segments from academic seminars and performance appraisal interviews in organizations, it is demonstrated how animations of possible talk are used as devices for illustrating proper or improper conduct in contexts that involve orientations to some kind of problematic behavior. Enactments of hypothetical talk (private thought, possible talk in hypothetical scenarios) then serve to illustrate possible, more appropriate conduct, which in turn works to build sequences of modeling or ‘teaching’ co-participants. I demonstrate how enactments of talk or thought serve to facilitate the socially delicate matter of implicitly criticizing the conduct of recipients, and to prescribe

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normative examples of appropriate or desired conduct. It is argued that modeling talk enactments are one of many resources available for doing implicit criticism and socialization, and that talk enactments are available for performing both explicit and implicit moral work (Drew, 1998) while also attending to the socially delicate nature of such projects.

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**Newspaper discourses about the Roma before and after the disintegration of socialist Yugoslavia**
In the proposed paper I will examine to what extent and why narratives on and cultural representations of minorities previously found in the media of the former Socialist Federative Republic of Yugoslavia changed during the post-socialist transition period. More concretely, I will focus on newspaper portrayals of Roma communities in this part of Europe during two different historical constellations: before and after the disintegration of socialist Yugoslavia. For the purposes of this research, I chose to analyse two regional newspapers: Vestnik and Međimurje. These papers are published in the two bordering regions of Pomurje and Međimurje, both of which have a high percentage of Roma within their respective populations. However, they are located in what are now two different neighbouring states. Pomurje is in Slovenia, and Međimurje is in Croatia. I have chosen to focus my analysis on these two countries due to the fact that media depiction of minorities such as Roma was not widely addressed by scholars in the former Yugoslavia. Because of this, there are no previously published sources that would attempt to explore whether the position of Roma in the media during the post-socialist transition evolved newly or, to the contrary, on the foundations of the reporting patterns of the socialist period. My methodology will be based on the use of critical discourse analysis (CDA), especially the socio-cognitive approach (SCA) as developed by Teun van Dijk. Using SCA and its notion of out-group derogation, I will examine whether any forms of cultural racism (as defined by Paul Gilroy and, later on, by Etienne Balibar) have been employed by contributors to the selected newspapers when reporting on Roma. Using the results of my analysis, I will demonstrate that not all media narratives that distinguish Roma as a minority community necessarily also employ cultural racism. Furthermore, I will argue that ethnic nationalism of the majority group, which is the underlying cause for out-group derogation, was not a new phenomenon in the media that is only found after the disintegration of socialist Yugoslavia, and that it can be observed well before that shift of historical constellations.

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**Knowing Media Harm as a Communicative Process**
In our contribution, we aim to uncover the communicative processes involved in knowing media harm of computer games to children in two distinct, but related fields: science and classification agencies. We do so by way of a micro-level analysis of the practices involved in knowing what is harmful to children – and the practices connecting the different ways of knowing – in each of the two fields. In the first instance, this translates into a sequential analysis of the communicative practices involved in defining and classifying games, children, and their relations: How do rating agencies communicate their decisions to producers/publishers, establishing their reproducibility (thus guarding against appeals)? Similarly for the journal papers of media effect research: How are journals papers simultaneously oriented to their various audiences (researchers, journalists, politicians, etc.)? This leads us into the second point, which also connects to the question of how knowing media harm is circulated between fields: this shall be approached by way of an investigation into the practices employed by the readers of the respective texts.

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E.g., what parts of a classification report are actually read by industry representatives, and how? Which are the important elements used to decide whether to accept or appeal the board’s decision? How are research reports read by their various and diverse audiences, and what are the specific uses made of them? A final issue to be addressed relates to the apparatuses of knowing media harm in our two fields: how are children and games classified in each? What kinds of membership categorisation devices are specific to either field, and which are common to both? How are they deployed in the texts mediating interaction between participants? By way of these detailed analyses, we hope to gain important insights into the concepts of and media harm in (various fields of) contemporary society, and into how they travel from one to the other.

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Lay actors, scripted reality and (not so) fresh talk: Forms of authenticity and the nature of lay actors' talk on Reality TV programmes

TV programmes – especially those which fall into the category of reality TV – increasingly obscure their episodic status. Aesthetic strategies lent from documentary genres are used to suggest authenticity, while the actual epistemic statuses of the depicted events are spread along a continuum defined by the processes of casting, scripting and staging (Ganz-Blaetler 2004). One of the aesthetic means used to suggest authenticity is the talk produced by the lay actors on the shows, which is distinctively different from the talk produced by media professionals. The design of talk thus can be understood as one feature of reality TV’s distinctive aesthetic style (cf. Bleicher 2010) and forms a promising locus for the integration of media analytic, linguistic, and conversation analytic methods. The proposed paper summarizes previous work on broadcast talk and authenticity (Ayaß 2001; Coupland 2001; Fairclough 1993; Montgomery 2001; Scannell 2001; Schultz 2003; Thornborrow 2001; van Leeuwen 2001; Wetschanow 2005; Ytreberg 2006), pointing to the different dimensions “authenticity” and “authentic talk” encompass. In the empirical part of the paper, the talk on two German reality TV shows will be analyzed, using linguistic and conversation analytic methods: The docu-novela X-Diaries (RTL 2) and the docu-soap Bauer sucht Frau (RTL) (“The farmer wants a wife”). The analysis shows that there is nothing like a homogeneous “lay-talk-style” across the different reality TV formats that can simply be equated with “fresh talk” (Goffman 1981). The talk produced by lay people on reality TV actually can be found to be both hiding and highlighting its planned and prepared nature. It will be argued that both tendencies – the glossing over of preparedness and its highlighting – can help to construct authenticity; albeit two different kinds of authenticity, which will be labeled “diegetic authenticity” and “production authenticity”. It will be argued that the lay persons’ talk on X-Diaries rather suggests diegetic authenticity, while the talk on Bauer such Frau functions to imply production authenticity.

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Collaboration in Augmented Reality: Referring to objects as a practical problem

In daily situations of interaction participants are faced with the task of referring to objects in order to make their surrounding mutually perceivable. Whilst past and current research predominantly focus on the procedures which participants use in order to orient their co-participants (e.g. Goodwin 2003) or to fulfill particular interactional tasks like claiming the floor (e.g. Mondada 2007), less consideration has been given to the referent itself. Depending on the structure and material quality of the referent (e.g. different views on objects), it happens frequently that referencing becomes a practical problem. In our study we consider interactional situations in which the nature of the referent produces practical problems
for establishing reference. Such practical problems occur more often and in greater detail in situations, in which the interaction is more difficult for participants – like e.g. under restricted conditions (“magnifying glass”-effect). We propose to use this “magnifying glass”-effect in a technologically mediated setting, in which we investigate interaction under the conditions of Augmented Reality (AR). Therefore, we use our AR-setup as a research tool allowing to intercept and manipulate the user’s audio-visual perceptions and their interactional environment (Dierker et al. 2009). With the precise recording of the relevant sensory information available to interacting users, we are able to reconstruct the user’s audio-visual perceptions and to gain a better understanding of their respective member’s perspective. The possibility to manipulate objects due to the fact, that the augmented objects are virtual ones, which can be easily modified, is important with regard to our research project. In our semi-experimental setup, pairs of participants were seated across a table, provided with the AR-glasses and asked to jointly envision a museum exhibition using a set of objects (wooden blocks as material ‘handles’ for augmented objects sitting on top of the blocks) on a given floor plan. In such a scenario a particular challenge consists for the participants in establishing joint attention to relevant objects. In fact, to wear AR-glasses hides the participant’s eyes, so that co-participants cannot rely on these semiotic resources for organizing the interaction and/or understand where the co-participant is orienting to. In a first analytical step (based on Ethnomethodological Conversation Analysis) we have revealed the specifics of interaction under the conditions of AR (Schnier et al. 2011a,b). Based on these findings our actual analyses show how participants handle their spatial environment when it is composed of susceptible referencing objects and how they interactively establish new orientation routines.

### ‘Epistemic Status Check’ as an Interactional Phenomenon in Instructed Learning Settings

Claiming insufficient knowledge (Beach and Metzger 1997) is a common, but under-researched interactional phenomenon in instructed learning environments. As a part of a recent PhD research study (Sert 2011) on students’ claims and a teacher’s interpretations of insufficient knowledge, this presentation will introduce, and describe the interactional unfolding of ‘epistemic status check’ (ESC) (e.g. ‘no idea?’, or ‘you don’t know?’), which is a frequently observed feature of teacher talk in language classrooms. An ESC can be defined as a speaker’s interpretation of another interactant’s state of knowledge, which is initiated in order to pursue certain pedagogical goals when a second-pair part of an adjacency pair is delayed. They are employed subsequent to inter-turn gaps (Schegloff 2007) that are accompanied by non-verbal cues. The study draws on video-recorded interactions (a total of 16 hours) in ‘English as an Additional Language’ (EAL) classrooms in a public school in Luxembourg. The participants are adolescent multilingual students and a local teacher. The analysis was carried out using Conversation Analysis, with an emphasis on the use of multisemiotic resources including gaze directions, body orientations and embodiment of classroom artifacts. The findings show that teachers make insufficient knowledge relevant in classroom talk-in-interaction subsequent to certain student moves including gaze withdrawals, long silences, and headshakes. These displays of insufficient knowledge were found to be visual resources that the teacher can use in order to pursue interaction, by first initiating an ESC, and then by allocating the turn to another student. These findings have implications for the analysis of Claims of Insufficient Knowledge in general and their management in instructed learning environments in particular.
Normalising appetite and weight loss: a discursive psychological analysis of self and other regulating practices in an online support group

A significant adjustment in eating practices is required before and after bariatric surgery, yet we know relatively little about how patients manage these changes. In this paper, we explore how members of an online bariatric support group construct their appetite and weight loss. 284 online posts were collected and analysed using discursive psychology. We found that a lack of appetite post-surgery was oriented to as something that was positively evaluated yet a cause for concern. Indeed, members ‘monitored’ their food intake and marked out food consumption as a necessary activity in line with notions of healthy eating. Through monitoring members also normalised periods of weight stabilisation and were inducted into a group philosophy which encouraged a more holistic approach to post-surgery ‘success’. Our analysis also highlights how monitoring and policing work as social support mechanisms which help to maintain weight management. Thus we argue, in line with others, that weight management, typically depicted as an individual responsibility, is bound up with the social practices of the online support group. We suggest that clinical advice about a loss of appetite and periods of weight stabilisation post-surgery perhaps need further explanation to patients.

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Advice implicative interrogatives in mundane telephone interactions

This paper looks at a particular practice of advice giving in telephone interactions between mothers and their young-adult daughters. The analysis will build on Butler et al’s (2010) work on Advice Implicative Interrogatives (AIIs). By using the form of an interrogative and by orienting to the recipient’s contingencies in doing a future course of action, Butler et al (2010) show how these AIIIs are designed to prioritise the recipients knowledge in relation to a future course of action. As such these interrogatives work to soften the asymmetry and normativity which is prevalent in advice giving (see Heritage & Sefi, 1992). Butler et al’s (1992) analysis focuses on the use of these interrogatives on a Kids helpline, where a client-centred approach to counselling is prioritised. The current analysis aims to build on the practice of AIIIs by analysing them in mundane interactions. The analysis will show ways in which these interrogatives can be built to reinstate an asymmetry through features of intonation, turn design and sequence. In particular it will show how: emphasising the specific action words, using closing intonation, and disengaging with the recipient’s capacities to carry out a future action, are all ways of strengthening the asymmetry between advice giver and advice recipient. The analysis will start off by looking at the design features of these advice implicative interrogatives and will then proceed to show the importance of third position as a location for identifying asymmetry in action.

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The use of the inverted subjective/verb form of negative interrogatives as a ‘tag’ question.

This paper discusses the use of the inverted subjective/verb form of negative interrogatives as a ‘tag’ question. Building on early work from Sacks, Schegloff and Jefferson (1974), several authors (for example, Clift, 2006; Heritage, 2000; Heritage and Raymond, 2005) note this form as a non-grammaticalized form of evidentiality and epistemic stance in speech including claims to epistemic priority over a collocutor. Hepburn and Potter (2010) also note tag questions used for a variety of interactive purposes in calls to a national telephone ‘help-line’ particularly where the caller is emotionally upset. The present paper discusses speakers using tag questions when asked to account, unexpectedly and sometimes sceptically for their personal faith. It notes that speakers may use this with either a personal or impersonal subject to

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create (i) affiliation (level epistemic stance), (ii) agreement or (iii) confirmation with the collocutor over assertions of personal faith and in so doing realise their faith as a discursive phenomenon making it psychologically relevant and available to them.

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Linguistic identity attribution in Norwegian upper secondary school students’ discourses

In my presentation, I will discuss the ideological dimension of linguistic identity attribution in the discourses of 18-year-old students in Norwegian upper secondary schools. The data which I will present are excerpts from 14 hours of audio recorded peer group discussions involving 63 students from both monolingual Norwegian and mixed language homes. I will analyze the ideological dimension of the peer group interactions from an LPP (Language Policy and Planning) perspective. As such, ideology expressed by adolescents is just one of the scales in a wider Norwegian societal and political discourse about multilingualism. Showing excerpts in which participants position themselves and others as Norwegian and non-Norwegian speakers, assume language ownership and attribute linguistic identities to others, I will try to identify discursive strategies of iconization, fractal recursivity and erasure, and demonstrate how these express and perpetuate the manner in which various categories of language users are constructed in adolescent discourses. I will then try to relate these discourses to the discourses expressed in Norwegian language policy documents. In my conclusion, I will try to answer in how far the students’ discourses can be said to replicate established ideology, and whether there were any surprises as to the ideological stances expressed by the various participants.

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'God and mammon' – religious television and marketisation of broadcasting in the UK and Finland

The paper explores recent patterns in the provision of religious programming on terrestrial free-to-air television channels in the UK and Finland. The provision of religious programmes has traditionally been a central element of the Reithian conception of public service broadcasting (PSB). Diversity and plurality in the provision of religious programmes, which included acts of worship, documentaries, discussions of ethical matters and religious education programmes, were maintained by regulatory and licensing policy measures. Since the 1980s, however, a paradigmatic shift has taken place in communication policies of both countries, largely replacing previous socio-cultural considerations with a neo-liberal agenda in broadcasting. Consequently, broadcasting has undergone an extensive liberalisation and re-regulation, both of which have increased pressures for competitive scheduling and audience maximisation. The core argument of the paper is that the expansion of broadcasting systems since the mid-1980s, delivered for the most part through a process of neo-liberal marketisation, and the reforms in the regulatory policies, have had a detrimental effect on religious programming in both countries. The paper demonstrates how liberalisation of licensing practices has been a major contributor in the decline of religion on commercial channels. Broadcasters give preference to populist forms of programmes over religious programmes, which are increasingly being marginalised in terms of production resources and scheduling practices. Empirical research on religious output reveals that a significant decline has taken place in the volume, diversity and plurality of the provision of programming especially over the last decade. While the impact has been strongest on commercial channels’ programming, diminishing resources and increasing focus on audience figures rather than the impact and social value of programmes has also affected the provision on PSBs. Considering these changes, the paper debates whether they have had an effect on the conceptual model of PSB, and evaluates different options for securing future provision on generalist
channels. The empirical research for the paper is based on analysis of UK and Finnish television schedules between 1986 and 2009, as well as key primary source documentation and interviews with religious television executives, production staff and other associates.

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**The Rhetoric of Counter-Institutional Movement Organizations (CIMOs)**

Using the Free Clinic Movement as its exemplar, this paper offers an account of a dilemma-centered theory-building process that eventuated in the coinage and generic rhetorical description of the CIMO as a distinctive movement type. The account begins with the first such clinic, in San Francisco’s Height-Ashberry district. Its founders empathized with a patient population whom officialdom mostly despised—among them high school dropouts and teenage runaways who’d hitchhiked their way to California during the “Summer of Love” only to be locked up for substance abuse or turned away by Bay Area hospitals when they sought abortions. The clinic was an expression of its founders’ anti- Establishment ideology. Its success would serve as evidence of the rightness of their cause and, by implication, a repudiation of those area institutions that had abnegated their moral responsibilities. By the mid-seventies the free medical clinics were on their way to becoming institutionalized in their own right: bureaucratized, professionalized and fully legitimized by an Establishment that no longer saw them as a threat and instead lavished funding upon them for the low-cost, much-needed services that only they were able and willing to provide. My student, Elizabeth Mechling, did her doctoral research on California’s free clinics in the mid-seventies. As Elizabeth Mechling recounted her research findings from the free clinics she had visited, it dawned on us that there was a larger story to be told in her dissertation than the already big story of the free clinics themselves. The CIMO was a distinctive type of social movement, different from movements that “merely” protested and proselytized. Other examples of CIMOs are the food coops that began in Britain to reduce dependence by coal miners on their employers; the Kibbutz movement in Israel, also gay churches and alternative schools in the United States.

### Rhiannon Slade

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**The Art of Conversation: uncovering the performativity of human flesh through the analysis of scar stories.**

This paper explores the artistic practice of Nottingham based artist Rhiannon Slade and her research into the performativity of conversations about human scar stories. Grounded within a historical tracing and contextualisation of Live Art, it aligns with the theorisation of self as subject and object and proposes a dialogical methodology where the artist functions as a context provider in order to research into Conversation Art. The paper describes initial findings into the connections between the moment of a scar’s creation, (actuality) and the recollection (expression) of its story. It weaves fragments of collected conversations shared between artist and participants from local communities, in order to research into the performativity of human flesh through her socially and communicatively engaged practice. It will examine methods employed to analyse conversations encountered providing examples of practice, and, the subsequent identification of an Interventionist Dialogical Practice methodology which can activate a community. The paper will describe this proposed methodology which includes elements of Stakes (1995) case study research in collaboration with Wengrafs (2001) biographic-narrative method for conversation analysis. As a paper, it offers a philosophical interpretation to conversation analysis, where dialogical practice is not only spoken or written, but considered an aesthetic process of exchange. Conversation Art

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and subsequent analysis is acknowledged as both material process and practice. Kester (2004) acknowledges conversation art as a legitimate practice and the self-evolutionising and generative qualities that this art form encourages. Bakhtin, in Haynes, (2008) proposed that as we express and shape perceptions of experience we automatically engage in aesthetic activity. When we acknowledge personal stories of self and other - construction of the world around us begins. This paper will highlight conversation analysis as a confluence and dialogical process that engages with people, experience and phenomenology to uncover how we author self and our lived experiences to interpret not only ourselves but the world around us. The intercorporeality of self, mind and body collectively will be interrogated where experience is defined by what is embedded in our flesh and given meaning through a lived act; the act of participation in conversation with artist, self and scar.

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**Leaders and followers: Making leadership legitimate in different ways**

Haslam et al (2010) critique leadership research as focusing on individuals, and emphasize its social nature. However, their approach does not engage deeply with the constructions of meanings around leadership, as it is talked about, and acted out in everyday life. This study explored leadership in livery yards (places where people pay to keep horses) where the legitimacy of people’s influence, including that of the proprietor, is hotly debated. The study sought to understand such dilemmas of leadership, exploring how people talked about the yard proprietor and her leadership, and how this related to everyday interactions. An ethnographic study of a livery yard was conducted over 11 months, collecting naturalistic recordings of talk, interview data, and ethnographic notes and photographs. Wetherell’s (2007) synthetic approach to discourse analysis was applied. Meanings of leadership were obtained from interview data examining subject positions, discursive repertoires and ideological dilemmas. Naturalistic data were analysed with these same analytic tools, and additional tools from Conversation Analysis. Two main subject positions are considered: the proprietor as “yard mother” and as an “agent of authority”. Differences were identified in who produced which types of positions in interview talk, and how these were enacted in everyday interactions. 1) The Proprietor was described in interviews by horse owners as the “yard mother”, someone who nurtured and guided them. This was seen in naturalistic talk in multiple ways. However, sometimes in naturalistic talk, there was a dilemma in whether the proprietor’s take up of this position was nurturing or patronizing, not elucidated in interview talk. 2) The proprietor described herself in interviews as an “agent of authority”. This position appeared taken up in everyday talk, and was challenged less often. In Conclusion, leadership is constructed in different ways by leaders and followers, using different discursive resources. The nurturing discourse required a kind of “permission” from horse owners to use. Other discourses produced by the proprietor, such as an agent of authority, were more readily accepted. Combining interview and naturalistic data has implications for how we understand the meanings of concepts such as leadership.

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**Epistemic access in consumers’ talk on technological food innovation**

In this presentation a discursive psychological perspective is used to explore the way in which consumers talk about technological food innovation in focus group interviews. These interviews are studied as interactional objects taking into account their conduct and design (Potter & Hepburn, 2005). An important issue that seems to be at stake for the focus group participants is the desire to be treated as
having primary rights in assessing (Heritage and Raymond, 2005; Stivers, Mondada and Steensig, 2011) and choosing food. In relation to this concern, two analytic themes will be discussed. First, by displaying epistemic authority (ibid.) over practical solutions to solve physical or mental problems as alternatives to food products that are designed for these purposes, participants construct problem definitions and solutions as their own domain. By doing this, participants undermine the suggestion that technologists are in a position to ‘press foods on’. Secondly, the role of ‘taste’ as accounting practice for accepting or rejecting certain technological food products is discussed. It is shown how access to taste is sometimes used to account for choosing products that are designed for achieving particular goals, but also to reject these products, which indexes taste as the domain of the consumer. Moreover, ‘good’ taste is invoked to construct the identity of a gourmet, who is immune for technological food innovations. An important aim of this analysis is to make food technologists aware of the interactional concerns made visible by consumers and in the end, to place these concerns on the public agenda to clarify the diffused character of responsibilities for these issues.

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Memory Work in the Web. The Online Discourse on the Demjanjuk Trial

During World War II John Demjanjuk was a so-called “Trawniki”. These were mostly non-German prisoners trained at the SS camp “Trawniki” to be helpers of the SS. In this function Demjanjuk is supposed to have served as a guard at the extermination camp Sobibor. In 2009 the Munich public prosecutor’s office pressed charges against him, whereupon he was deported from the USA to Germany. On May 12th, 2011 Demjanjuk was sentenced to five years in prison. The trial against this former concentration camp guard has caused an intensive discussion on the World Wide Web. By means of the WWW other actors aside from the mass-media enter the discursive field, like the family of Demjanjuk, the lawyers of other involved parties or political groups that pipe up through blogs, article comments, videos, social networks, wiki etc. To strengthen their respective status as legitimate spokesmen in the discourse, these individual and collective actors employ cultural resources that form part of collective memories related, among others, to Holocaust and post-war processes of coming to terms with the Third Reich. Thus very heterogeneous positions appear in the discussion, which are no longer exclusively defined by a national memory frame. If we acknowledge the importance of media for and in memory work, the rise of digital, networked media raises the question whether social memory processes have changed. In order to determine the relation between memory and the World Wide Web I apply the term online discourses to the notion of memory cultures. This approach is based on the assumption that memory cultures manifest themselves in social discourses. Online discourses as well as discourses in general can be defined as regulating and regulated practices, which constitute the meaning of social reality. They can be described through the analysis of patterns of interpretation. In the lecture I would present as first results of my thesis commemorative patterns of interpretation which I yielded by an empirical discourse analysis of the online discourse on Demjanjuk and I discuss if they can be characterized as new discursive practices which constitute memory in the web.

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Hypothetical Questions: A Comparative Analysis and Implications for Applied vs Basic CA’.

Hypothetical questions (HQs) are a special class of ‘conditional’ question which seek a response by
proposing a ‘what-if’ situation. Although we know much about how HQs function in specialized, ‘applied’ settings, what is less clear is the extent to which the ‘view testing’ HQs of the kind identified in previous studies may be regarded as a generic conversational device that operates in a similar way across contexts. Developing and extending the conversation analytic literature on question design, and debates about the relationship between institutional and non-institutional talk, in this article I conduct a comparative analysis of HQs across four different interactional settings: ordinary conversations; research interactions; broadcast news interviews and doctor-patient consultations. Analyses demonstrate that while the practice of using HQs to test recipients’ views and commitments is generic, or ‘context free’, both the form and function of HQs and the precise way they run off in each case are attentive in their detail to the interactional demands and affordances of the setting. I suggest that in the future, both ‘applied’ and ‘basic’ CA might benefit from conducting comparative analyses.

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Cool to be cruel: the Meanspiritedness of 21st century children’s TV sitcoms.

So much has been written about the proven negative effects viewing television violence has on children (Black and Newman, 1995; DeGaetano, 2009; Derksen and Strasburger, 1996; Lehman, 2004; and Murray, 2001, 2003), and yet there is another kind of “violence” embedded in an unlikely place: children’s television sitcoms. This content analysis investigated 19 live-action children’s half-hour sitcoms and discovered the presence of relational aggression and superiority humor, both of which rely on treating other humans as inferior for the sake of a canned laugh track. The television characters in this study seek revenge on each other, intentionally make others look bad or stupid, humiliate peers and parents, and are rarely punished for their mean-spiritedness and cruelty. The children’s sitcoms are behavioral blueprints of lies and deceit, as the characters unashamedly cheat others, defraud parents and other adults, and attempt to make peers and teachers look stupid and in the vernacular of the culture, “clueless.” Further, stereotypes are not only presented as acceptable, but are reinforced by frequent inclusion into the action. Stereotypes include: the brilliant but socially awkward geek (male or female), the blonde bimbo who isn’t very intelligent, the unwanted nerdy girlfriend or boyfriend, and the rich teenager who is often female and is uncaring, cold and aloof. This study discovered a myriad examples of mean-spiritedness and cruelty on the part of characters in the programs, ranging in frequency from seven to 31.25 per half-hour episode, averaging 33.75 per hour for all programs viewed. This study includes recommendations for parents and educators to help offset the possible negative effects of these programs.

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Crime, conflict, and parliamentary discourse: developing a new theoretical framework

Kuusisto (1999) has observed that our reality is created in and through discourses. Parliamentarians have a particular responsibility in terms of the language they use to address issues, given that their words receive a large audience, if not by session observers, then through media coverage and subsequent policy development. As Kuusisto notes, their choice of words is an extremely relevant problem not just for linguists with rhetorical concerns, but also for students of public and social policy and more specific fields such as international relations and criminology. What this paper aims to show is that language, and therefore discourses, regarding certain social phenomena, have been duplicated across the twentieth century, meaning these discourses now appear defunct, or at the very least insufficient, in the face of the current social and political environment. However, it is also the contention of this paper that this has occurred, with specific regard to parliamentary discourse, due to the apparent legitimacy and authority of

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this institution. An example of this can be garnered from the current recession which has inspired debates on “deserving” social protection recipients. However, arguments about "deserving" and "undeserving" poor have been around for some time. Many point to the earliest days of the poor laws, represented by the workhouse which catalysed enduring moral distinctions. This particular issue shows that Victorian attitudes and discourses are still prevalent in society. It also demonstrates that discourses have not changed, and implies that a study on unchanging discourses regarding issues of social security could be important presently. In this sense, our prejudices, and those of parliaments in particular, come under scrutiny for not having evolved over contemporary times. Overall, this paper will present the discursive anomaly regarding minimal changes in parliamentary discourse regarding crime, specifically genocide and rape. It will also outline the development of a theoretical framework, based on the work of poststructuralist theorists, which will help explain this anomaly, within the context of the PhD research it has been part of.

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Discursivity, Liminality and Psychology without Foundations

My aim in this paper is to contribute to the celebration of 20 years of discursive psychology at Loughborough by exploring the relationship of work within this discursive tradition of scholarship to circumstances and phases of liminality. Liminality is a concept with origins in the anthropology of Arnold van Gennep and Victor Turner, and it refers to the ‘betwixt and between’ of moments of passage or transition between states of order. Discursive psychology itself can be read as a liminal phase in the history of psychology – a phase in which, to borrow a Biblical phrase, the stone that the builders rejected (discourse) became the foundation of a new edifice (discursive psychology). Attention to liminality also enables us to recognise that the performative and pragmatic aspects of discourse so pivotal to a discursive turn are themselves qualities that emerge with particular force and distinctiveness in liminal situations.

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Withdrawal in negotiations

This study investigates stance-taking as embodied interaction in negotiations between working-life parties in the education field in Norway. So far work on stance has largely focused on the speaker position, and non-verbal resources are primarily considered as supportive to speech. This study aims to shed light on the listener position and the role of non-verbal actions in construction of stance, particularly in relation to various forms of listeners’ withdrawal.

Stance is jointly constructed, negotiated and realized through interaction (Du Bois 2007), and stance-taking involves both knowledge and cooperation. Cooperation is situated as alignment/disalignment and affiliation/disaffiliation (Stivers 2008, Stivers et.al.2011) and is constructed both through speaker and listener position. Furthermore, evaluation is a key aspect of stance-taking (Englebretson 2007). In order to meet cooperative needs, the negotiation context calls for careful calibration of affective intensity related to evaluative actions. Due to its ambiguity, withdrawal represents a highly relevant communicative resource in this context. The study is based on video-recordings from 11 negotiation meetings between employers’ representatives and union officials at different administrative levels. The analysis shows that (apparently intentional) withdrawal is a recurrent listener activity, conducted by use of various non-verbal resources (gaze, movements, body-posture, side-sequences etc.). This is employed in order to; 1) construct authority by orienting to relevant non-verbal side-activities e.g. taking notes or reading case
documents and 2) to signal possible disaffiliation towards counterpart’s utterance, by orienting to (mainly) non-verbal non-relevant side-activities e.g. signaling dissatisfaction or impatience. Authority in relation to withdrawal is about construction of legitimacy by having skills to act as a competent negotiator and is thus relevant to both parties. Disaffiliation through withdrawal is associated with resistance and disagreement. Hence, withdrawal is as communicative resource asymmetrically distributed; while both parties are applying withdrawal as an authority-creating resource, withdrawal as possible disaffiliative action is applied first and foremost by union officials. Additionally, listeners at a higher administrative level seem in general to have access to a wider range of non-verbal communicative resources, than those at a lower level.

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**Stigmatisation and Community Identity: The perpetuation of exclusion in service providers, community workers and residents’ accounts of community identity and service usage.**

Among marginalised groups, low levels of ‘social capital’ are often reflected in disengagement from wider society as well as from service provision which in turn reproduces disadvantage. While the stigmatisation of marginalised disadvantaged groups is often assumed to exacerbate disengagement, the mechanisms whereby this happens remain unexamined. This is the case even in mainstream social psychology where the individual, interpersonal and intergroup consequences of stigmatisation are well delineated. We argue that this neglect is due in part to the tendency of social psychology to ignore the inherently contextualised and situated nature of stigmatisation, to focus on either the insiders’ or outsiders’ perspectives rather than the dynamic interplay between perspectives and to overlook the role of institutionalised stigmatisation. The present study redresses this gap by examining how a real-world stigmatised community in Limerick, Ireland is represented in interviews with service providers (n=6), community workers (n=12) and local residents (n=10) concerning their first hand experiences of community identity and service usage. A Critical Discursive Psychology approach to the data revealed that all participants deployed a dominant repertoire of the ‘community as underclass’ but that each set of participants positioned themselves differently in relation to this repertoire. Service providers endorsed the representation; community workers rejected the ‘stereotypes’ and residents managed their personal identity relative to the spoiled reputation of their community. While these positions afforded advantageous identity management strategies to each set of participants, all can be seen to have negative implications in terms of reported service uptake. Moreover, in their accounts of service usage, residents and community workers explicitly positioned themselves relative to constructions of the attitudes and behaviours of the service providers, while the reverse was not the case. These results suggest that these service providers’ stigmatisation of local communities forms part of an institutional context which appears to aid the perpetuation of marginalisation and inequality in this community.

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**Wyke Stommel and Joyce Lamerichs**

VU University Amsterdam

**Interaction in Online Support Groups: advice and beyond**

Studies examining interaction in Online Support Groups (OSGs) have focused on if and how advice is requested and provided in these environments. One of the findings has been that new users post general help questions that receive (explicit) advice as a response (Vayreda and Antaki, 2009; Stommel and Koole, 2010). Apart from the format of the question, the occurrence of explicit advice may be related to the

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group’s ideology how to deal with the illness (i.e. favouring a biomedical approach that stresses the importance of getting a medical diagnosis).

Studies have also shown that when giving advice to someone in a support group, participants may present personal experiences as a qualification for advice giving, while also attending to its limits in terms of applicability (Lamerichs, 2003; see also Morrow, 2006).

Building on these studies of asynchronous OSG interaction, we will present an analysis of two OSG-interactions initiated by one new user in a German forum to do with eating disorders. The initial postings are similar in some regard: they end with a very specific question embedding a presupposition concerning the illness that may be contested. The response in both cases bypasses the agenda implied in the new user’s question, although different strategies are used to do so: explicit advice giving versus posing further questions. These two trajectories each have different interactional consequences. Although the initial poster treats both responses as sequentially matching, she displays a clear preference for the response that posed further questions to continue “talking” one-to-one. In effect, this interaction continues even after the third posting and develops towards a dialogue. In contrast, the advice-response elicits resistance of the new user and this interaction ends at that point.

Our analysis offers new insights in the dynamics and precariousness of interacting with peers in online support groups.

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‘Us’ and ‘Them’: Category Construction in Political Rhetoric.

Within social psychology the use of language is seen as an integral part of the formation of categories, either through individual mental representation (cognitive construct, Tajfel, 1978) or through the construction of categories through talk and text (e.g. Sacks, 1992). This discourse analysis looks at category formation through the political rhetoric of the former British Prime Minister, Tony Blair, in interviews with David Frost (Breakfast with Frost). The paper examines Blair’s construction of the categories ‘us’ and ‘them’ through the language used within a set of six interviews. It is proposed that categories are not simple dichotomies, but are complex and go towards creating the speakers nuanced version of the world. The evidence suggests that categories evolve in everyday language use and that they are multi-layered and complex. This paper is not a definitive study in the formation of categories in talk, but provides an exemplar of the flexibility of categories and how they can be seen in political rhetoric.

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The development of hostility in a fatal emergency call

In January 2010 a Turkish woman residing in Oslo, Norway, died from heart problems while an ambulance was waiting for 15 minutes just around the block. The reason the ambulance personnel did not enter the building was that the operator of the emergency service had reported that the caller had acted in a hostile and threatening way, and that they should wait for police assistance. This paper analyses the development of conflict and hostility in the series of four emergency calls that preceded this fatal decision. Using Conversation Analysis as methodology, I show how problems of establishing intersubjective understanding lead the participants to mutually attribute to each other an attitude of hostility. The caller accused the operator of not complying with his request, and the operator blamed the caller for not cooperating in establishing the facts of the incident. The presentation will focus on two types of actions performed by the operator that seem to have contributed centrally to the conflict. The
first are requests for information about the state of the patient, which, in their present formulation, seem to be heard by the caller as expressing doubt or suspicion about the severity of the incident, and are consequently treated as halting or even obstructing the provision of assistance. The second are requests to ‘calm down’, which seem to be heard as questioning the legitimacy of the caller’s concern. On a theoretical level, the analysis contributes to an understanding of how design features of such social actions may give rise to inferences about disaffiliation in this context of emergency calls. On the practical level, the results may contribute to raising operators’ awareness of risks and pitfalls in talking to highly distressed callers.

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**The promise of discourse analytic research into the public acceptability of health behaviour policies**
The public acceptability of health behaviour policies is often understood by policy makers in terms of trade-offs between gains for health and losses of freedom or choice and through the use of linear models such as the ‘intervention ladder’ offered by the Nuffield Council of Bioethics that grades policies on the extent of intrusion into people’s lives and in which the public acceptability of a policy is understood in terms of the likelihood of effectiveness weighed against the loss of liberty. This paper will bring attention back to the social context around how people make sense of health behaviour policies. The paper will be based on the analysis of talk generated in eight focus groups held during the period October to December 2011. The focus group conversations with members of ‘the public’ discussed real life and hypothetical examples of government policies in relation to alcohol, tobacco, diet and physical activity. The paper will demonstrate how the analytic tools of interpretative repertoires and subject positions are useful in illuminating the situationally embedded and relational nature of the acceptability of policies designed to change people’s behaviour in relation to their health. Such analysis captures the complexity of the context-driven ways in which the acceptability of policy is produced through a variety of discursive moves. The paper will argue that this kind of research, which pays attention to what is important to social actors in moments of interaction at a micro level, challenges prevailing understandings of the public acceptability of health behaviour policies.

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**Resisting offers you can’t refuse**
This paper examines how technology designers interact with prospective users about a gluten-neutralizing pill in two different settings: an online discussion forum and face-to-face meetings. The analysis shows how, in both settings, innovators’ questions build ‘offers you can’t refuse’ by presupposing the absolute safety and/or efficacy of the pill, in contrast to the patient’s problematic life. The yes/no interrogatives show an in-built preference for affirmation of the pill’s use, thereby also inviting acceptance of the presuppositions made in their preface. In doing so, however, the innovators claim direct access to the patients’ everyday life—thereby failing to treat them as having privileged access to their own experiences and having specific rights to narrate them. By resisting the question format and/or unpacking its assumptions one by one, patients are shown to (re-)claim epistemic ownership. The paper will make some preliminary observations regarding similarities and differences in displaying resistance between the online discussion forum and the face to face meetings. Questions position participants and involve choices “regarding what each party knows, can know, or is responsible for knowing” (Raymond, 2010:104). Certain kinds of answers are made relevant, others made accountable, and thus a powerful but often not
readily available basis for relating to each other is created. This may explain why a pattern such as the technology orientation in the innovators’ question design can be so persistent and hard to reflect on.

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Communism in retrospect: The rhetoric of historical representation
Using a case study of official representation of communism in Romania, this paper addresses the rhetoric of historical representation and some of the ways in which the collective memory of communism is managed in the context of how post-communist democracies reckon with former regimes. It specifically centres on the public accomplishment of coming to terms with the past in the "Tismăneanu Report" condemning Communism in Romania. Using an ethnomethodologically inspired critical analysis, the paper examines how the Report and texts supporting it address the issue of how to take the communist era into public consciousness. The shaping of a specific representation of communism and the making of political-moral judgments in the Report is legitimated by a) treating Communism as a category of the macro-social and textually-mediated reality, b) constructing the need for a scientific approach, and c) conceiving Communism as ‘other’, alien to national identity and national interest. General implications for the substance and meaningfulness of coming to terms with recent history are discussed.

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Talked into work? The politics of using conversation analysis to make effective practice recommendations
Increasingly, conversation analysts are being asked to undertake applied research, which offers ‘effective practice’ recommendations. In this paper we critically examine this development, drawing on our experience of studying over 200 work-focused interviews – between personal advisers and benefits claimants – in UK Jobcentres. Our central question is: in what ways can CA legitimately address the matter of ‘effectiveness’ in workplace settings? Our answer is twofold. First, we illustrate the analytic approaches we took to identifying effective practice. We argue that CA has the potential to offer organisations an innovative take on effectiveness because of its focus on what really happens on the frontline. Within Jobcentres, for example, the effectiveness of work-focused interviews is typically measured using indirect or retrospective methods. Although important, these are of little use practically (for adviser training) because they give minimal indication of what works well in the interactions themselves. Through conducting this research, we developed a clear approach to identifying effectiveness within the interviews – the only aspect over which advisers have any direct control. Nevertheless, as we illustrate in the second part of this paper, our findings do not translate seamlessly into recommendations for Jobcentre Plus. This is because policymakers are not agreed on the primary institutional goal for some of these interviews; and what counts as ‘effective’ is dependent on what advisers are expected to accomplish. Our findings can only inform adviser training, then, after a policy decision has been made. As we show, this highlights the way in which an institution’s goals and our recommendations are bound up. In cases where the institution’s goals are transparently a ‘social good’, this poses no difficulty. However, with respect to some of our cases, what counts as ‘good’ is unclear. Our findings underscore, then, that what recommendations we ought to make can be a question requiring not only our analytic skills, but serious consideration of ethics, politics and/or policy. We suggest that, as the promise of an applied CA becomes more widely recognised, engagement with this question will become crucial if we are to be confident that our evidence base will be used for the social good.

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Towards a Discursive Construction of the Flâneur
This paper proposes applying discursive approach as a way of coming to terms with popular, yet extremely elusive concept of the flâneur. The flâneur has originally acquired popular acclaim through literary and journalistic texts during the mid-19th century and was during the 20th century resurrected in a fermenting field of social sciences. There it frequently served as no more than a projection screen for continuing reflections on the nature of modernity or postmodernity, which resulted in a bewildering array of conceptualisations. Out of these, three distinctive categories of the flâneur emerged. Firstly, the flâneur is defined as a historical phenomenon, confined mostly to the boulevards of the 19th century Paris. Secondly, the flâneur has been used as an analytical concept, the conceptualisation which rather than on the flâneur focuses on flânerie as a practice of observation. On a third level, the flâneur became either a method of social or scientific investigation, or a metaphor for a modern intellectual/social scientist. This paper aims to recapture flâneur’s power as an analytical concept that could provide valuable insights to contemporary social practices, such as for example the vernacular visual culture of photoblogs. The paper defines the flâneur’s as a prime example of a ‘floating signifier’, whose meaning is determined within a discourse through the interconnection of a series of ‘privileged discursive elements’ or ‘nodal points’ whose function is to provide a partial fixation of the meaning of a concept within a specific discourse. In the paper, four ‘privileged discursive elements’ of the flâneur are defined – ‘gaze’, ‘knowledge production’, ‘production of texts’, and ‘time’ – any of which has the capacity of acting as a nodal point within a specific discourse and thus to structure the definition of the flâneur. Such conceptualisation enables the shift in the focus of inquiry, which is no longer on the sociological subject (the flâneur) but primarily on the social practice – on flânerie as a practice of observation. It is not an attempt to deny the flâneur’s existence in history but rather a way of securing flâneur’s existence across history.

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Advice-Giving as Technical Talk
Gail Jefferson focused on boundary problems between “troubles talk” and other types of discourse. Reversion to “business as usual” after briefly mentioning a possible trouble is a way for a speaker to display control of her own predicament and avoid overwhelming recipient. Jefferson (1980) demonstrated repeated switching back and forth between these two repertoires, as the parties probed more deeply into a trouble. “Advice giving” is a typical response to “troubles telling”. But it can be problematic either when delayed (recipient missed the point) or premature, (recipient rushed to judgment). Jefferson and Lee (1981) demonstrate repeated switching between these two repertoires. Advice given too early may be rejected, when the same advice is accepted later in the talk. Delivering and responding to advice can be just as problematic as narrating and responding to trouble. Professional advice-giving may be explicitly technical. The advisor steps outside the specific case, to offer a less personal but more general insight. Advice-giving by friend or family may involve an exchange of personal stories but the point is to “prove” a general insight common to both (Sacks, 1992, Spring 1970 Lecture 5). There is thus a technical aspect to advice, which its recipient must somehow relate to her personal case. Conversation commonly begins in a “business as usual” mode. When a “trouble” is told, it highlights something impossible –epistemically, practically, morally or otherwise– to reconcile with mundane usuality. When “advice” is given it proposes – implicitly or explicitly – a technical rule with which to normalize what has occurred. The appropriate way

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to accept such advice is to confirm this possibility, restoring mundane “business as usual”. Teller delivers an Impossible narrative. Adviser responds with a Technical resolution. Teller offers a Mundane endorsement. Iâ™­ the canonical discourse repertoire sequence for the completed exchange. We will demonstrate the occurrence of this sequence, and problems which arise within it, in the context of (i) Gail Jefferson transcripts of US and UK telephone conversations; (ii) telephone calls to a Dublin consumer helpline; (iii) other materials including newspaper texts.

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**L2 interactional competence: Evidence from L2 suggestions**
In an attempt to investigate learners’ interactional competence as a component of their pragmatic competence, the study employs conversation analytic framework to suggestions produced by learners of English. The suggestions, either solicited or unsolicited, were elicited via role-play scenarios. The study also compares learners’ performance according to proficiency levels and learning environments (ESL vs. EFL). Preliminary findings show that there are different patterns of sequence organization of suggestions, depending on whether the suggestion is solicited or not. However, learners of higher proficiency levels tend to be able to produce their suggestions in multi turns whereas learners of lower proficiency levels tend to produce it in limited turns. On a learning environment note, ESL learners tend to produce indirect suggestions with mitigating turns, whereas EFL learners tend to make direct suggestions in limited turns. It is also found that the most common type of repair reveals the potential source of miscommunication to EFL learners is pronunciation. The findings show that exposure to L2 usage seems to have more influence on learners’ interactional competence. The findings from repair sequence also suggest that EFL learners should be made aware of the importance of pronunciation in developing their interactional competence.

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**Communication and Experience: Challenges and Opportunities for Interracial Communication**
The experience of ‘race’ often refers to the experience of difference: different identities, histories, cultures, memories, as well as social exclusion and inequality, specifically racism. These experiences often only become apparent to those on the receiving end of exclusion, inequality or racism. This informs awareness which, in turn, has a potential to inform knowledge. Conversely, those not subjected to these phenomena may not develop awareness about the existence of these dynamics of exclusion. Here, knowledge about exclusion would not be experiential or ‘embodied knowledge’, and therefore may take on a different form, if at all. This scenario, which occurs daily, impacts communication. For interracial communication, these differences are constant challenges. How do black and white people communicate with one another, given that not only their daily experiences, but also the knowledge they develop as a consequence of these experiences, are so different? Difference gets magnified with every subsequent experience, shaping perception and interpretation and hence ‘life-world’ (Habermas). In terms of communication, these differences often lead to ‘oppositional decoding’ (Hall), ‘distorted communication’ (Habermas), and ‘symbolic dissonance’. One angle from which the difficulty of interracial communication can be measured is from the frequent notions of black people, and others experiencing systematic discrimination, who are feeling unheard, misunderstood or unable to speak. Spivack (1988) in Can the Subaltern Speak? is referring to challenges in communication as a result of systematic social exclusion (in her case colonialism). These challenges reproduce hierarchies and dualities between the ‘ones’ and the ‘Others’, also producing psychological violence. Strategies that overcome this dilemma with dialogue have also been theorized by Collins (1990), Denzin (1989) and others. Strategies for understanding are always

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also ways of challenging the duality that underlies misunderstanding. Here, then, are the opportunities in interracial communication, namely the act of interracial communication as equality- and decolonial practice, as I will theorize in this paper with Mignolo and others. I am further developing this field by theorizing, in and for this context, Foucauldian critical discourse analysis, liminal consciousness, recognition, (transformative) mediation and dialogue.

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The discursive struggle over the good death: a discourse-theoretical analysis of hospice and ‘right to die’ articulations of ‘autonomy’ and ‘dignity’ in the North-Belgian press.

Death is often considered the ultimate biological essentialism; the moment at which “human control over human existence finds an outer limit” (Giddens, 1991: 162). Such a perception of death seems to result in a privileging of realist and materialist approaches on death and dying, leaving little space for constructivist and idealist approaches (Carpentier & Van Brussel, 2012, in press). This paper wishes to make a contribution to the study of death – and by extension, the study of biological/medical categories – through a social constructivist tradition. More specifically, Laclau and Mouffe’s discourse theory is used to set forth that, while death undoubtedly exists and occurs independently from human will, thought and interpretation; it cannot constitute itself as an object of thought outside discourse. To study the construction of death, this paper focuses on one sphere of the social where death and dying are pervasive and ubiquitous, i.e. the field of medical end-of-life decision making. The central premise of this paper is that the contemporary discussions on end-of-life decision making build on dominant constructions of a ‘good death’, which are structured around the articulation of two nodal points: autonomy and dignity. At the same time, these key signifiers remain ‘floating signifiers’ as they are articulated differently within two distinct discursive projects engaged in the discussions on end-of-life decision making; the hospice project and the right to die project. In an empirical phase, this paper examines the way hospice articulations and right to die articulations of autonomy and dignity appear in Belgian (Dutch spoken) mass media portrayals of medical decision making at the end-of-life. A discourse-theoretical analysis (Carpentier & De Cleen, 2007) of three individualized end-of-life cases which derived considerable media attention in the Belgian press shows a privileging of right to die articulations of both autonomy and dignity over hospice articulations. Such a hegemonic articulation results in a celebration of independence, self-control and self-awareness as crucial features of a ‘human’ death, which goes hand in hand with a discursive devaluation of those who encounter death and dying in a climate of dependency and care.

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Talk moves in learning conversations

This paper explores the discursive nature of learning conversations in educational settings. It is based on a series of CA studies of classroom learning and counselling support interactions conducted in South Africa, involving participants with diverse backgrounds. We analyse prominent sequences characterised as ‘...Go bolela go a shikinya...’ – talking that shakes one. Such sequences were judged as interventions which changed the tone and direction of interactions, initiated by either teacher/counsellor or learner participants in conversations about gender based violence and ‘sensitive topics’ in the curriculum. The analysis links talk moves with indicators of learning gains, displayed in terms of understanding and knowledge appropriation.

Tessa van Charlldorp

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**“What happened?” Producing a second generation story.**

In this presentation I will demonstrate how stories are elicited and told during the police interrogation and what happens in the process when the suspect’s story is written up. Producing the story on paper is one of the goals of the police interrogation: to write up a report, as much as possible in the suspect’s own words, about the events reported in the interrogation. It is the story in this report that matters in the further judicial process (cf. Komter, 2006; Rock, 2001) where it can serve as evidence in court. After the police officer (P) has solicited the story, there are three different ways in which the stories are told in the interrogations that I recorded. First of all, the suspect (S) produces a longer turn at talk in which his story is told from beginning to end (what I call the “free story”). Secondly, S starts telling a story, but is soon interrupted by P. By interrupting and asking further questions, P steers the storytelling (“supervised story”). The third way in which stories are told is that they are not told by the suspect himself, but “imposed” by the officer. Either S refuses to tell a story, or the story is not the “correct” story according to P. The officer then verbalizes a version of the story which the suspect agrees or disagrees with. The three ways in which stories are solicited, told and responded all lead to a written version of events that happened. I use a collection of 11 interrogations that I recorded in the Netherlands and their police records to look at “what happened.” This data provides us with two different versions, or ‘generations’ (Jönsson & Linell, 1991) of the same story: a spoken and a written version. With my data I can not only show how the stories are elicited and told and what elements are transformed in the written version, but I am also able to demonstrate how these transformations take place and how the interaction plays a role in constructing the second generation story.

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**Lingua franca conversational practices at a multilingual university**

Intercultural communication taking place among speakers of different L1 and using English as a lingua franca are more and more common events in many environments (formal as well as informal) all over Europe. In such kind of encounters English is selected as the foreign language of communication (Firth, 1996) and this spoken variety has to be defined in functional terms by the use made in intercultural communication rather than formally, i.e. by its reference to native-speaker norms (Hülmbauer, Böhringer, Seidlhofer, 2008). This paper will present some results of the study on face-to-face service encounters in a multilingual university. The data were collected as part of a European research project on multilingualism. The service encounters under consideration were recorded at the information desk and the library of the university. The theoretical approach is that of Conversation Analysis and the methodology employed is primarily qualitative, in that the deployment of turns and turn-shape use is first studied, and then looked for their systematicity through quantitative analysis.

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**What do people actually do when watching situation comedy programmes together**

This paper aims to present some initial observations from my PhD project which is attempting to answer the question “what do people actually do when watching situation comedy programmes together”. More specifically, this paper will focus on one particular type of interaction which groups of people watching

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situation comedies (hereafter sitcoms) participate in; explanation sequences. These explanation sequences are instances of talk between sitcom viewers in which an aspect of the on-screen TV programme is explained to one of their co-watchers. Work that has previously attempted to understand the sitcom audience using naturalistic methods has been ethnographic in nature. The research presented in this paper however draws upon a large corpus of video recordings which feature groups of people watching sitcoms together in their homes. Detailed transcripts of this data has enabled both conversation analysis and discursive psychology to uncover the fine-grain details of how audiences actually go about doing the business of explaining whilst watching sitcoms on TV. In particular, conversation analytic and discursive psychological principles have been used to examine how the numerous explaining sequences in the data are occasioned by audience members by examining their sequence organization and turn design. In addition, the ways in which requests for explanations are dealt with by co-viewers will also be examined and discussed in relation to turn design. Finally, by drawing upon the discursive psychological notion of accountability, it shall be suggested that these explaining sequences may be being used to manage or mitigate the accountability one may face for failing to demonstrate that they have understood or ‘got’ something humorous on-screen. In sum, then, I intend to illustrate one of the ways in which individuals ‘do’ being sitcom audience members by using conversation analysis to examine instances in which some aspect of the on-screen show is explained. Furthermore, I will suggest that the notion of understanding is something which individuals are held accountable for and, in line with discursive psychology, argue that it is a discursive process that can be managed and mitigated by co-viewers rather than being something that is simply cognitive. In particular, this will be considered in light of ‘getting’ the jokes that are performed within sitcoms.

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Control acts in Romanian academic discourse
The purpose of this paper is to identify and describe the linguistic and discursive expressions of control acts in Romanian academic context, more precisely, within a meeting held in an institute. By control acts, I refer to both directives and requests addressed by a researcher to one of the members of the institute, the relation between the interlocutors being of subordination. The data were extracted from the Spoken Romanian corpus (ROVA) and were analysed using the conversation analysis approach in order to identify the way in which directives and requests are instantiated in authentic talk. The results of the research show that the control acts having the same main purpose, that of giving feedback on a piece of writing, are both internally and externally modified. The investigation offers a rich set of syntactic and phrasal devices of mitigating the force of the control acts which leads to short turns of agreement from the part of the interlocutor, and thus to a high degree of compliance following the directives and requests.

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Confusion of interests: (un)covering the flu shot
In November 2011, the Dutch National Institute for Public Health and the Environment (RIVM) decided to start a lawsuit against general practitioner Van der Linde. The GP had accused the RIVM and the director of its division Infectious Diseases of a confusion of interests with regard to the annual influenza vaccine campaign. The RIVM’s decision to sue Van der Linde for libel attracted a lot of attention both in the traditional media and on online forums. This paper will analyse a television show, a radio phone-in and an online forum to show how the flu shot became the focal point for a discussion not only about the legitimacy of science versus lay perceptions, but also about what good science should entail - the latter

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Since gender equality has made traditional repertoires assigning gender roles in classic sets (housework, identities both as women and men’s access to, use of, and understanding of technologies is linked to strong social and cultural alignments between discourses on masculinity and on technology. Thus, while technological competence is not defined only by gender performance, it does bear a close relationship to it: men are considered competent in technology by virtue of their masculinity, and women are considered to be lacking in these same competences when they are suitably feminine. In a recent qualitative study conducted in Barcelona, Spain, different women studying Computer Science Studies were interviewed in order to produce their technological lifelines. A Discursive Psychology frame is used to explore the resources these women drew on as they construct explanations about usages of, practices with, and affects towards ICT, as well as the quality and significance of the experience with technologies during her past and present life. Our analysis show the different tasks these women face when making sense of her identities both as women and Computer Science students. We suggest that at a time when discourses on gender equality have made traditional repertoires assigning gender roles in classic sets (housework,
childcare, most jobs, etc.) unsustainable, appropriation of new technologies has emerged as a particularly relevant situation acting to maintain an increasingly wide gender digital divide.

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**Language, silence and identity among diasporic Moroccans**
Multilingual children of migrants, or members of the post-migrant generation(s), often are internally and externally challenged in conversation with native speakers in their language of ancestral origin. They may find such interactions difficult, as they may not be required to maintain a single code in their everyday talk with fellow speakers outside ‘the homeland’. And, inasmuch as language use functions to index group membership, their diasporically-located habitual linguistic practice may lead to direct and indirect accusations of being inauthentic members of the ‘home’ nation because their usage is markedly different from ‘home’-based practices. Being perceived as ‘authentic’ can have a strong value, either as an index of belonging or, as in this data, as an index with seemingly direct real-world consequences, determined by bargaining prices in the market. Building on data collected with post-migrant generation Moroccans bargaining in markets during visits to Morocco (Wagner 2006, 2011), this paper posits using silence as a strategy to appear ‘Moroccan’ in marketplace interaction. During ethnographic fieldwork, participants expressed a common ideology that speaking non-Moroccan languages was the foremost indicator for vendors of being from el-kharij (the outside), or diasporically-located Moroccans. This notion was explicitly linked to a perceived rise in prices for goods in the market, making ‘being perceived as Moroccan-from-outside’ directly linked, ideologically, to the consequence of paying a price for goods that was not ‘right’, or not the ‘local’ price. In interaction, participants at times purposefully manipulated their derija (Maghrebi Arabic) in bargaining contexts in order to get the ‘right’ price. These practices are further complicated by the fact that many diasporic Moroccans are not native speakers of derija, having come from Amazigh families, who speak one of the varieties of Amazigh languages. For them, being perceived as linguistically ‘Moroccan’ often means practicing effectively a third language, in which their competences vary widely. In situations of derija bargaining, instances where these participants performed silence demonstrate how that practice becomes recognizable as turn-relevant to maintaining derija as the ‘Moroccan’ code choice, whether or not it lead to the ‘right’ price.

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**UK State Discourse and the Enrolment of Middle-earners in Financialization**
By interrogating UK parliamentary budget statements delivered since 1976, I ask what the state’s discursive role has been in enrolling middle-earners in financialization. By “financialization” I mean the increased importance of financial markets, and the greater privileging of the interests of financial elites, in the operations of the economy and its governing institutions, all while the “real economy” has declined. Through changes in taxation, regulation, monetary policy, public-service provision, and its own involvement in market trading, the state has encouraged firms and citizens to favour particular economic behaviours over alternate choices. These mundane state functions have combined with more obvious rhetorical devices of political communication to build and broadcast an elite discourse about what economic activities and situations are possible, viable, desirable, fair, destructive, or frightening. The scholarly literature about the macroeconomics of financialization tells us that changes in pension fund provision, personal investment, consumption, housing, employment, debt and its securitization, monetary policy and inflation have been important to the development of financialization. Meanwhile, economic histories of the UK attest to the repercussions for the real economy as the labour, consumption and
investment patterns of middle-earners have changed. My analysis of parliamentary budget statements shows in some detail how state elites have actively created and perpetuated an elite discourse for financialization, in other words a discourse for the benefit of those who accumulate capital and extract rents and fees from financial markets. More interestingly, it shows how a narrative about money, risk and the future has been constructed by both the Left and Right together over 35 years. This has created a set of public arguments about investment and debt that has helped to implicate the bulk of the UK’s citizenry in the damage now done to their own prospects by financialization’s latest crises. The budgets illustrate how the elite discourse surrounding financialization has been rendered in a simple, if disjointed, way, for broad consumption and broad consensus, while a problematic and ambiguous relationship has developed between ordinary people and financial markets.

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**Framing xenophobia: Image search and social distance in online photojournalistic ecosystems**

Multimedia news portals and visual search both play a central role in online news readership and blogging. The shift from human editorial decision-making to algorithmic search engine ranking of aggregated collections is influencing how contemporary news is encountered by readers. This shift is also shaping how visual narratives are re-framed and recontextualised as news circulates in online discourse. This paper addresses visual framing of the 2008 xenophobic attacks in South Africa by comparing the characteristic multimodal storytelling practices and visual semiotic features of two samples of photographic coverage of the 2008 xenophobic attacks – one an edited collection from the multimedia news portal of the Mail & Guardian Online (M&G), and the other the top page of results from Google Image Search. The paper traces how the visual story is reframed as it migrates through online sites of discourse including news sites, media portals, online commenting, search index, search results, and blogs. Despite the expanded opportunities online for a diversity of perspectives and visual repertoires, both samples present the ‘view from the suburbs’ which characterised print journalism’s coverage of the story. Nonetheless the two samples use the apparent objectivity of the photojournalistic genre to support distinct agendas. The Google Image sample recycles professional photojournalistic material similar to that found in the M&G portal. Visual metrics indicate that this is a significantly more distanced and sensationalised version of the events than that produced by the editors of the M&G selection. Notions of the public sphere as a space for verbal deliberation need to be able to account for the influence of these forms of visual participation and identification on public discourse. The absence of key participants’ perspectives in the online archive also suggests that digital invisibility may be an ongoing and intensifying process. The paper further identifies image-text relations in the algorithmic editorial processes of image search rankings as a key question for further research. These processes raise pressing questions of ethics, authority, knowledge and journalistic values in the contextualization and recontextualisation of journalistic images after a news event.

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**The Interactional Achievement of 'Becoming a Family Member': Vietnamese Female Spouses’ Identity Management in Bilingual Taiwanese Families**

The present study aims to identify how Taiwanese and Mandarin Chinese are used as interactional resources by Vietnamese female spouses to engage in daily interaction with their bilingual Taiwanese families. This study engaged 4 Vietnamese wives in Taiwan along with 22 Taiwanese members whose

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mealtime talks were video-recorded. Conversation analysis (CA) and membership categorisation analysis (MCA) were adopted to analyse the 10-hour data collected and to investigate how Taiwanese and Mandarin Chinese are used as interactional resources in specific contexts in the international families. The data have suggested that Taiwanese and Mandarin serve as “contextualisation cues” (Gumperz, 1982) to signal that the interactional “frame” (Goffman, 1974) has been changed. First, it is shown that Vietnamese spouses’ switching to Taiwanese co-occurs with other contextualisation cues in Vietnamese spouses’ self-initiated admonishing sequences. Such framing devices of admonishing sequences in the data features the other Taiwanese family member’s immediate step-in to cooperate with a Vietnamese spouse in parenting the admonish target, i.e. child(ren) of the Vietnamese spouse. In other words, the cues signal that the previous mandarin-dominated mother-child interactional floor is now open for the Taiwanese-preferred family member, so that he/she is free to make bids for the floor and takes up the participant position from a listener to a co-author of an admonishment. In terms of sequential organisation of talks, the Vietnamese spouses’ code-switching to Taiwanese, in self-initiated admonishing sequences in particular, allow present members to navigate their various participant positions, and enables the participant framework to develop with the unfolding of the interaction. Meanwhile, the code-switching projects an implicit or explicit invitation to intervention from another adult member who prefers the switched-to linguistic code. In self-initiated admonishing episodes, therefore, Vietnamese spouses’ code-switching pattern is determined both by discourse-related and participants-related factors (Auer, 1984). Second, in admonishing sequences, Vietnamese participants’ action of resuming Mandarin in mother-child interaction signals the ending of an admonishing sequence and thus a frame shift.

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Weighing examinations during medical weight management consultations for obese adults: good news, bad news, praise and mitigation.

This paper investigates weighing examination sequences during medical weight management consultations for obese adults. In these sequences the patient stands on a set of scales and the resulting weight displayed is announced and recorded. The examination result provides a means to assess the patient’s weight loss progress and plan his/her further healthcare management, so these weighing sequences are therefore central to the conduct of the encounter. At the same time they can be seen as highly delicate: not only due to the association of with body weight with moral issues of selfhood and control, but also because in the lead-up to weighing the patient provides his/her own assessment of progress, meaning that if the weighing result undermines this self report the patient’s status as competent may be threatened. The paper draws on a collection of 39 video-recorded consultations in two secondary care weight management clinics. It uses conversation analysis (CA) to explore the interactional practices through which weighing sequences are achieved. It focuses in particular on the ways in which the result displayed is responded to by practitioner and patient, how this result is alternately characterised as ‘positive’ or ‘negative’, and the consequences this characterisation has for the ongoing interaction. For instance, a positive result may be delivered as a piece of ‘good news’ creating an environment in which praise is appropriate. By contrast, the ‘bad news’ of a negative result is delivered rather differently, with both practitioner and patient attending to its status as delicate. Where the result appears to undermine the patient’s own progress report, considerable work may be done to make sense of this and to mitigate the ‘unexpected’ result. These kinds of findings contribute to conversation analytic understanding of the interactional accomplishment of institutional activities.

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Note that Abstracts will not be printed: please consult online or download from conference website
The use of ‘no’ in doctor-patient conversations

A number of conversation analytic studies have suggested that asymmetries of knowledge and access to knowledge and experience are one of relevant features that contribute to the organization of interaction. As far as medical consultations are concerned, for example, these asymmetries reveal themselves as the interaction develops moment-by-moment. The patients’ and the doctors’ “differential states of knowledge” (Drew and Heritage 1992: 50) are made relevant elements of the interaction as the participants negotiate epistemic primacy and authority in interaction. As Heritage and Raymond (2006: 680) observe there are “various practices of speaking through which participants can make relative access to knowledge and information relevant”. This paper draws on audiotaped doctor-patient conversations and focuses on one such practice in Polish – “no”-prefaced turns in responsive position. The status of “no” in Polish is not entirely unequivocal, which is reflected in the currently-available descriptions of “no” that refer to it as the most frequently used expressive word, as a signal of entry, as a discourse particle that the speaker is giving his statement some thought, and as an interjection. A close examination of naturally-occurring data suggests that “no” can be most adequately described as an emphatic particle, and more so, a particle that enters quite a wide array of turn construction environments. This paper will focus on one such environment – “no”-prefaced turns, such as “No właśnie” No exactly or “No wiem” No I know. My analysis suggests that when “no” occurs TCU-initially, and more specifically where it is positioned as a first element in a [“no” + more talk] compound, it indicates the speaker’s “my side” epistemic evaluation of some preceding information. This evaluation may not always be completely in line with the evaluation proposed by the other speaker. As a result, depending on the context and the epistemic frames involved, “no”-prefacing can contribute different undertones to the turn of which it is a part. This paper will show three examples, in which the relationship of knowledge between the doctor and the patient is managed toward a collaborative, corroborative or competitive outcome.

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Understanding helpline interactions: ‘anticipatory completion’ as a resource for displaying empathy

Empathy is a core concept in counselling and other ‘supportive’ interactions, such as helplines. The empathetic counsellor shows that she has entered into the other person’s world and understands it, non-judgmentally, ‘from the inside’. In this paper we draw on recorded interactions on three different helplines - the Fibromyalgia Association (for sufferers of this chronic pain condition), the Pelvic Partnership (for women with pelvic pain), and the Birth Crisis Network (for women in trauma after childbirth) - to explore one (previously undescribed) way in which counsellors display empathy. We have more than 100 instances in which a counsellor completes an utterance, the beginning of which was spoken by the helpline caller (e.g. the caller says “I didn’t get the kind of support that I really”, and the counselor produces the word “needed” to complete the utterance), thereby displaying (what counsellors have described as) an ‘empathetic’ grasp of where the caller was headed. The practice of ‘anticipatory completion’ (Lerner 1991) has been described in ordinary interaction but its role in therapeutic and counselling interactions has not previously been investigated. We show that anticipatory completion can be a valuable resource for displaying empathy in helpline interactions; and we also explore what happens what it goes wrong – i.e. when the completions are rejected or corrected.

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**From ‘Passive’ Attitude to Actively Aligning: Visiting Social Media and Shopping Malls: A Phenomenology of Participatory Consumer Agency’**

Consumers engage with branded space, time, and products therein, responding immersively to digital marketing or downtown malls. What media (in)formed or materially shaped mode of audience address is appropriate to these perceptive participants? In turn, are their responses reasonably rendered merely as affirming or negative attitudes to promoted product or people, subsequently to be quantified as conjoined with variables by which they are argued inductively to be (normally) caused? I argue rather for replacing the reductionist concept of 'attitude'. After listening to groups of media and individual mall consumers, I sought instead a structured analysis of their seeing as embodied perception underwritten by accounts of their saying (speech). Supporting this proposed re-conceptualizing of consumers’ culturally detailed rich response is phenomenology’s narrative of positioned perception as intentional, as teleological process. In this paper, I seek to substantiate my earlier argument in Global Advertising, Attitudes and Audiences (London and New York: Routledge, 2011) that the core concept of stimuli-related consumer-audience 'attitude' inadequately grasps the rich cultural complexity either of screen aesthetics or responses to media, marketing, and malls in the consumer life-world. Instead, I argue for consumer perception as self-aware embodied production of narrative meaning, with which audiences convey their accord or perceive as alien from themselves. This philosophical thesis is illustrated by empirical case studies in Malaysia. The paper presents the underlying view that hermeneutic phenomenology’s capacity to model consumer understanding in spatio-temporal terms (such as ‘alignment’, ‘anticipation’, ‘circle’, ‘distancing’, ‘fusion’, ‘horizon’, ‘projection’), accommodating cultural detail within universally applicable theory, is particularly suited to studying the glocal marketing process. Audience response is presented therein as absorbed anticipation and actualising of meaning shaped by recognising (albeit sometimes indeterminate) media/mall content as instantiating a type of narrative: the argument thereby makes a case for consumer pre-understanding of content, their location on a generic 'horizon of expectations'. Here, reception of marketing content is necessarily never immediate, essentially situated.

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**The micro-dynamics of consensus building**

Achieving consensus in management teams is crucial to address strategic issues as failure can undermine strategic initiatives, but few studies analyse complete episodes of interaction around strategic issues. We use the discourse-historical approach (DHA) in critical discourse analysis (CDA) and detailed comparison of two rare full-length episodes of discursive interaction in a major multinational corporation to address this gap. The paper reveals how conflict over ideas within the team is stimulated by actors’ deploying discursive strategies that shape consensus. We distinguish between Consensual Understanding and Actionable Consensus on the grounds that, while both develop understanding of an issue, the latter leads to a deeper understanding and gives greater attention to identify actions to address the issue. The paper demonstrates how four discursive strategies used by actors are instrumental in shaping consensus formation around strategic issues. Re/Defining provides a new proposition; Justifying/Legitimating gives support to a proposition; Challenging confronts the propositions of other actors; and Mobilizing identifies practical actions to address the issue. Actionable Consensus, we argue, is a more robust form of consensus, because it is characterised by distributed discursive challenging from across the management team, greater attention to justifying/legitimating and mobilizing action. Using detailed micro-analysis of interactions, we show how repetition of these strategies leads to clear outcomes from strategic discussion in terms of the salience and urgency of the issue being identified, and the feasibility of plans to address the issue being assessed. The paper outlines implications for future research and for practicing managers.

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*Note that Abstracts will not be printed: please consult online or download from conference website*
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Representations of the Han in Chinese school textbooks in late Qing and early republican China

This paper examines the representations of the Han in Chinese school textbooks during the late Qing and early republican period (1894 to 1919). School textbooks, which can be seen as repositories of knowledge and values considered important by powerful groups, are one of crucial organs in the process of constructing legitimated ideologies and beliefs in a society. In many nations, debates over the content and format of school textbooks are sites of considerable educational and political conflict. In order to analyse the school textbooks as a form of ideological discourse, I will firstly discuss the methodologies adopted and provide a brief overview of the keju system, which was an examination system that was developed as the most important channel for selecting talented people in late Qing China. The remainder of the paper will analyse the representations of the Han and Chinese identity in the two periods, with the watershed of the establishment of the Republic of China in 1911. The analysis will focus on three elements: 1. The origin of the Chinese nation 2. The meaning of minzu [nation] and the position of the Han. 3. The interpretation of minority groups and the process of national assimilation. I will also clarify in what ways and by what means school history textbooks in China contributed to the establishment of an ethno-centric and nationalistic understanding of Chinese identity.

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Injustice is inevitable, inequality is acceptable, polarization is welcomed. Social inequalities in Polish political discourse

Already in 1988 income inequalities in Poland measured with Gini coefficient reached the level of 0,28. It means that income distribution in a declaratively classless socialist society was similar to the one in some capitalist countries (e.g. West Germany) and significantly higher than in social-democratic welfare regimes.

In course of economic transformation the level of income inequalities has raised steadily exceeding 0,4 in the year 2005. This has been followed by the growth of inequalities in various spheres of social life: access to education of a decent quality, access to health care, life expectancy. Those processes have been accompanied by widening gap between developing regions of Poland and those experiencing pauperization due to rapid deindustrialization. These phenomena have not been challenged during two decades of democratic Poland neither in public intellectual discourse, nor in political debate. The topics of social justice and equality seemed to be forgotten both by politicians from the former communist party, as well as by those referring to the heritage of “Solidarity” movement as their biggest ideological inspiration. The unspoken consensus over the inevitability of radical increase of inequality has been accompanied by common perception among intellectual and political elite that there is no alternative to the neoliberal pathway of building capitalist state. In the proposed paper, I would like to address the lack of presence of social inequalities in Polish political discourse, attempting to describe and explain the reasons behind the negligence of the topic of inequalities in public sphere. Discourse analysis will be drawn on four types of qualitative data collected for the purpose of my PhD research: in-depth interviews with MPs from the Committee of Social Affairs, focus group interviews with elites from medium-sized town in central Poland which has experienced rapid pauperization during the transformation period, secondary analysis of political manifestos of main political parties and analysis of the political debates in public media referring to the social problems. Critical discourse analysis as developed by Teun van Dijk will be applied and concepts of “welfare culture” and “welfare arrangements” by Birgit Pfau-Effinger, concept of “social consciousness of elites” drawn by Abram de Swaan will be employed as a theoretical frames of the paper.

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This is a waste of time and space: waste, history and virtuality

This research investigates the social and cultural perception of virtual waste from historical, and material perspectives. In recent years waste has become a major issue of concern and the topic of extended research. However, it was mainly dealt through the perspective of the environmental crisis. Here, I suggest a different viewpoint to the study of waste, one that brings into consideration not only the outcomes of discarding (i.e., pollution, destruction of the planet, etc.), but also investigates the ways in which rubbish relates to different perception of history, cultural memory, and trauma. I view the discarded, then, as an active agent that takes part in the construction of meanings of everyday life. Deriving from material culture approaches, the main premise here views waste as an active part of the assemblage of forces that shape the everyday, the co-operation of human and nonhuman agency. Thus, this research attempts to investigate the biography of the discarded in order to uncover its agency and the relations it has with the human agency. Like the archeologist that digs up old artefacts and interprets the culture in which they have been used, I suggest that through the study of our everyday old, unwanted and discarded artefacts we could understand the world we live in. Furthermore, while previous studies mainly addressed rubbish as a physical artefact, this research asks to broaden this perspective and address the question of virtual rubbish, within the field of new media. As so, this research explores different practices of discarding of information and littering of virtual spaces, such as the cyberspace. Applying qualitative methods to study of virtual waste, I suggest that although the internet enabled the transformation, publication and sharing of massive amounts of information, it is in fact littered with and enormous number of abandoned sites. Thus it is symbolized to a virtual dump. The investigation of this “dump” and the ways in which individuals are discarding of segments of information might shed light upon the status of information as a commodity and an artifact of use in the context of consumer culture and “throwaway society”.

Fixing the meaning of categories

10 years ago, I was a visiting scholar in DARG for a semester and presented an extract from my interview sample for discussion. I later did a discourse analysis of that extract for one of the chapters in my book manuscript that I am working on at the moment. I would like to present my analysis of the same interview extract ten years later. I argue in this presentation that despite the fragmented and contradictory nature of discourse, it is possible to analyze hegemonic articulations in discourse. One basic premise for my analysis is that discourse is inherently rhetorical (action oriented rather than an expression of mindset). It means that language use is full of inconsistencies and contradictions and thus does not provide an inventory of stable ideological patterns. This understanding of discourse as slippery seemingly contradicts classical understandings of hegemony, which presumes some kind of stability of meaning. Here, I demonstrate that the stability of categories is secured not so much by ideology but by rendering them empty of content, thus making it possible to treat them as categories of common sense. It is the empty quality of categories that enables them to serve as ontological categories of the social (e.g., Europeans vs. Muslim immigrants), upon which social, economic, cultural and political demands are based. In other words, what fixes the meaning of social categories is not ideology as such but the distinctions between categories, which signify the presence of the categories rather than any positive content in them.
Beyond ‘hallucinations’ – A discourse analysis of the voice-hearing of five Norwegian voice hearers

This study is concerned with how voice-hearing is addressed from the unique vantage point of persons who hear voices that no one else can hear (voice hearers). Official mental health policies emphasise the inclusion of service users’ perspectives in both research and treatment. This notwithstanding, first-hand knowledge of voice-hearing seems to be sparsely represented in the psychiatric and psychological literature. Drawing on critical discursive psychology and discourse analysis following Parkers guidelines (1992) we examined how five Norwegian persons with experiences of hearing voices, discuss voice-hearing. We also investigated whether and in which ways some of the discourses reconstructed from the informants’ discussions constitute discursive alternatives to the predominating biomedical psychiatry-discourse. Four sets of blog-posts authored by four female bloggers in their twenties and a short interview with a middle aged man comprised the material to be analysed. Through the analysis we identified six discourses: Biomedical psychiatry-discourse, discourse of reason, psychodynamic discourse, discourse of interactive co-existence between hearer and voices, discourse of personal characteristics, and spiritual discourse. The analysis suggests that voice-hearing is rendered as meaningless ‘madness’ and ‘hallucinations’, coined solely a problem to be solved – preferably professionally, in the discourses of reason and biomedical psychiatry, respectively. Thus, silencing the voice hearer and privileging professional opinion. In contrast, voice-hearing is reconstructed with a diversity of meanings within the discourses of psychodynamics, interactive co-existence between hearer and voices, personal characteristics, and spirituality. Furthermore, they are seemingly granting voice hearers greater freedom of expression and action concerning voice-hearing. A psychodynamic discourse nonetheless aligns with the discourses of reason and biomedical psychiatry in designating professionals the prerogative of determining the nature of a person’s voice-hearing. Within the discourses of interactive co-existence between hearer and voices, personal characteristics, and spirituality, however, professional impingement appears to be less welcomed or not mentioned at all. Moreover, within their parameters, these discourses seem to create a broader space for voice hearers to define their voice-hearing and how to live with it at their own discretion.

Transnational migration and mediated communication among Turkish immigrants in the USA

This paper explores the relationship between contemporary processes of transnational migration and mediated communication practices across the transnational social space, specifically in the case of Turkish immigrant community in the USA. The theoretical framework of transnational studies and diasporic media studies is articulated for understanding the appropriation of mediated texts by immigrants and the formation and transformation of identities of immigrants through transnational Turkish-language media. Based on a discourse analysis of first page news and visual materials from daily Hürriyet and Zaman newspapers, it is explored transnational Turkish-language media contribute reproducing nationalism among Turkish immigrants in the USA. These newspapers are printed both in Turkey and United States. Therefore it was possible to compare the daily issues in order to observe any differences between the versions. Looking at both versions from Turkey and US provides a useful method for analyzing the changing dynamics of identity formation within the transnational community from Turkey as well as how long-distance nationalism is narrated through daily newspapers.

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Sky Pay TV Rampant: New Zealand's strange tale of monopoly, free markets & convergence

The return of the National party to power in November 2011 sees the continuation of free market media policies and rejection of moves towards the UK and Australian model of a converged regulator floated under Labour. In recent moves Rupert Murdoch is stepping closer to the NZ monopoly pay platform Sky TV, alongside other connections into the kiwi media world, by taking over as chairman of News Limited, the Australian business from which he launched his media empire. Sky TV in New Zealand plays down its links with Murdoch, but has a close relationship with BSkyB in the UK. In November, during the election week, TVNZ, the state broadcaster, which has no public service requirements since its recent new Act, announced a partnership with Sky to launch a low-cost ‘Freeview plus’ (or sky-lite) pay tv model. Sky, in the meantime, has cross-media rights to key imported television brands. As analogue turn-off approaches and ultra-fast broadband options emerge it has to be asked: is Sky TV out of control? Is the increasingly monopolistic practices of unfettered Sky TV interests across broadcasting-like content in a converging media market constraining content diversity and news for New Zealanders? The Commerce Commission has asked for submissions into a ‘Broadband services Demand-side study’ which will form the background to a conference to be held in February.

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Construction of International Women’s Day in the Post-Soviet Press

International Women’s Day has been observed since the early 1900’s. From its very beginning, the holiday has had distinct socialist roots and celebrated women’s participation in the workforce and their engagement in the fight for workers’ rights. It was intended to unite the workers of the world and progressive intelligentsia around a set of common goals. After the Russian October Revolution in 1917, International Women’s Day was officially established as a Communist holiday by the initiative of Vladimir Lenin and Clara Zetkin, and in 1965, by the decree of the USSR Presidium of the Supreme Soviet, in commemoration of the outstanding merits of Soviet women in communistic construction and in the defense of their Motherland during the Great Patriotic War, International Women’s Day was declared a nonworking day, which increased the importance of this holiday in Russia. After the collapse of the USSR, public discourses about the role of women in society changed. Media and public figures began to promote a more “feminine” and home-oriented image of women, which resonated well with broad segments of the population who blamed gender equality and women’s active involvement in the workforce for degradation of morality and weakening of the family. However, in Russia, International Women’s Day is still one of the most popular holidays. The present study explores the post-Soviet articulation of this holiday during the last ten years (2002-2011) in Izvestia, a popular Russian newspaper that attracts a wide and diverse readership. My analysis of International Women’s Day coverage employs Laclau and Mouffe’s discourse theory and the method of discourse analysis based on it. The analysis was driven by the following questions: What discourses does the articulation of International Women’s Day draw on? Do different discourses define the holiday in different ways? If so, how are those differences managed within the body of the analyzed texts? Which meanings are taken for granted across different discourses? What other discourses do they reproduce? What group identities are discursively constructed?

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The linguistic relativity of situated action: Object requests in English and Polish families

Note that Abstracts will not be printed: please consult online or download from conference website
Does the language you speak make a difference for the form of your social life? Linguistic relativists have been narrowly focused on the consequences of language diversity for thought. But linguistic structures as well as normative conduct develop in situated action, and thinking itself is in the service of action. The more fundamental question is therefore: Do speakers or different languages participate in different social actions? This presentation fleshes out the idea of a linguistic relativity of situated action, taking as an example cross-linguistic differences in the dimensions of a social situation that speakers attend to in selecting a grammatical format for an object request. The analyses are based on video-recordings made by English, Polish, and bilingual ‘mixed’ families in their homes. The two most common formats for an object request in the English recordings are two polar question formats: Can you give me the x and Can I have the x (together about 80% of all object requests). The two most common formats for an object request in the Polish recordings are two imperative formats: perfective imperatives (“daj serwetkę”, give.PFV a tissue) and hendiadric imperatives (two verbs in imperative mood in one clause, such as “weź daj serwetkę”, take.PFV give.PFV a tissue) (together also about 80% of all object requests). The choice of request format in the English interactions was informed by how close to hand the requested object was for the request recipient. However, in the Polish family interactions the choice of request format was instead informed by whether or not the request recipient was already engaged in a participant framework that made them an unproblematic recipient of a request. The findings suggest that that the linguistic relativity of situated action might be a pervasive phenomenon that can be documented even by comparing languages that, in a global perspective, are closely related.

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Corruption and neoliberal ‘globalisation’: The spreading of a macrogenre

The paper will argue that corruption is generally expanding internationally and thereby of increasing relevance to social and economic politics and research. The phenomenon is reinforced through prevalent neo-liberal policies such as the transformation of state into private property, the deregulation of the economy and the liberalization of the market. While the predominant view still that corruption occurs when a public official violates his or her duties for private gains, the phenomenon is, however, not limited to illicit exchanges between bureaucrats and private individuals but occurs in the political, judicial, corporate, non-profit, administrative and educational sphere, as well. The author will in, a first instance, argue for a normative definition of the macro-genre of corruption before discussing, in a second step, the different lines of argumentations about the relationship between the phenomenon and neoliberal ‘globalization’. After these conceptual clarifications, a discourse analysis of actual acts of corruption (in Mexico) will be presented that show the essential hybridity that characterizes this genre and the interactional and discursive work which participants have to engage in and accomplish in order to come to an agreement.

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Voices of cancer patients: sharing narratives for facing chemotherapy.

Whereas in the area of Health Care Development there is a wide literature on medical-patient interaction (see Heritage, Maynard, 2006), very few empirical studies focus on everyday talk among patients. There is evidence that informal social interaction among patients (also through website and chat) supports facing the cancer treatment (Rini et al, 2007). Following a socio-psychological perspective and a conversational...
method (Drew, Chatwin, Collins, 2001), our research focus on this point and explores it in further details.

The data corpus consists of fourteen narrative interviews with women submitted to adjuvant (post-operative treatment) or neo-adjuvant (pre-operative treatment) chemotherapy for breast cancer in a public hospital of Rome, Italy. The interviews, which lasted 10-20 minutes, were audio recorded and transcribed using the Jeffersonian Transcription Symbols.

The analysis, still in progress, shows the presence of a pervasive informal interaction and small talk among patients both inside and outside the hospital. Through the interaction with others, patients share: practical information (i.e. where to buy the best or less expensive wig), time required for treatments or for the waiting room, an understanding of expected or unexpected chemotherapy consequences (for example level and the persistence of pain or sickness), questions to be asked to the health care team, future-oriented narratives about life after the cancer (Zucchermaglio, Fasulo, 1999; Fasulo, Zucchermaglio, 2008).

Sharing their experience of illness, allows patients to build a common narrative that constructs a framework which allows to conceive as “regular” and “ordinary” each individual illness story. Such a common narrative helps patients to see themselves as “cancer patient” and to gradually construct, accept and integrate this new identity. Patients who share interpretations of diagnostic and therapeutic events (compared to ones who don’t interact with other patients and experience a more lonely path) result to be more proactive in facing the treatment, to make more reliable predictions of their situation, to experience a better sense of control over their life.
This image comprises the 100 most frequently appearing substantive words in the Abstracts.