

ENACTED SUBJECTS – DIGITAL PRACTICES

Discursive Positioning Strategies in CMC

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Dr. Ruth Maria Mell

Research Interests

- Discourse Analysis
- Expert Communication Discourses
- Power-Based Negotiation Processes
- Positioning Theory
- Computer-Mediated Communication

So ... your research topic is about **CMC**, the Cologne Mani Codex?

Wow! 😎

No, I'm referring to Computer-Mediated Communication – CMC 😊

Self-Positioning

Ok. That's interesting. In my community this acronym obviously means something different. So, what's your poster about? The topic ...?

Negotiation Process

I work on discursive positioning strategies in CMC. I will show and systematise specific categories of positioning practices in CMC ...

Negotiation Process

- Self positioning (inclusion / exclusion)
- expert discourse

Specifically, I focus on 'digital subjects' (less recognised by linguists ... yet ...) 😊

Self positioning also plays an important role ...

Counter-discourse!

Sounds interesting – and what kind of **data** do you use?

Different digital communities will be analysed: Wikis (Wikia, Wikipedia), SIS (Twitter), Bulletin Boards (for e.g. MMORPGs) ... to name a few 😊

CMC data

Well ... and what's the connection to discourse?

I'm going to analyse how (digital) identity is created by semiotic and discursive strategies ... In this context discourse is defined as an institutionalised use of language and language-like sign systems. Discourse can be interpreted as a multifaceted and plurivocal public process through which meanings (and reality!) are progressively and dynamically achieved.

Ref.: Davies, B./Harré, R. (1990) Positioning: the discursive production of selves, Journal for the Theory of Social Behaviour, 20(1): 43-63.

Is there a specific **method/theory** you use?????

I combine linguistic discourse analysis and positioning theory (cf. Davies/Harré 1990).

Ref.: Muhlhausler, P./Harré, R. (1990) Pronouns and People. Oxford, Blackwell. Hafner, C.A. (2015) Identity in virtual worlds for children, in R. H. Jones, A. Chik and C.A. Hafner (eds) Discourse and digital practices, 97-111, London: Routledge.

For further information cf. Muhlhausler/Harré 1990, Hafner 2015. 🐼

Thanks for the project description. Ok ... does that mean ... You will show that self positioning in digital discourses is a product of discursive practices ... like posting and sharing? And that there are multiple kinds of digital representations of the self ... like a multiple digital selfhood?????

We'll see ... 😊

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