Discourse and Computer-Mediated Communication (CMC)

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CMC

- Intro: communication through computerized technologies.

- Focus: blog

- Online context: social practices performed in online setting ''involve similar conventions'' as in offline spaces (daily life)(Davies, 2011).

- Social tasks: enacting friendship, exerting power, being polite etc

- New rituals and ways of signifying meaning are through: hyperlink, emoticons to symbolize how one feels (Davies, 2006 in Davies, 2011).

- In CMC analysis: images, emoticons, sound files, font design etc are considered essential as they represent ''semiotic resources'' in online context.

A case study

- Davies (2011) focuses on: how individual present themselves through text and connect with others through ''textual cohesion'' (Halliday and Hassan, 1985).

- It is in the field of ''The New Literacy Studies (NLS)'' seing text making and text production as social practices.

- The New Literacy Studies: some important concepts=> language is social semiotic (Halliday, 1985)

- NLS regards reading, writing and meaning-making are situated within social practices and discourses (Street, 2003).

- Being Literate therefore = communicative competent (Hyme, 1972)

NLS

- This research adopt ''ethnographic spirit'', involving observation and extrapolation of what seems to be socially significant cues and rituals (p.230).

- What are to analyze? => patternings, routines, conventions, and practices across many blogs.

- *The Fabric of the text: multi-modality and semiotic resources*.

- Mode is socially shaped and culturally given semiotic resource for making meaning. Image, writing lay-out, music, gesture, speech, moving image, sound tract, and 3 D objects are examples of modes used in presentation and communication (Kress, 2010, p.79).

- Facebook photo album = a biographical story of facebooker

- Flickr?

Blog: Combing my Hair

- The local expert blog
- Presenting the Expert – Self as Expert
- The Profile –Saying and Showing the Self
- Up Close and Personal
- Ventriloquism and Hyperlinks—to YouTube
- Locality and Familiarity
- First person—seeing the world like me
- (See p.231-242)

What Bloggers do?

- Myers (2010) explains that: ''Bloggers use a range of devices, direct and indirect, that can make readers feel like they are being talked to, included in a group and involved in the blog'' (p.77).

- Bakhtin (1981) highlights how a writer can incorporate the voices of others in their own narratives through quotation and other forms of inter-textuality. This is called 'double voicing' or 'ventriloquism' (cited in Davies, p.235).

- Places to link: other blogs; mainstream media; Websites that are not blog (Meyer, 2010)

- Davies add: link within the same blog (self-referencing), link to other user-generated sites (e.g. YouTube, eBay, Flickr)

- Blog as Hubs of Digital Identity

Other Social Networking Sites

- Facebook (classroom discussion)
- Twitter (classroom discussion)

Possible topics for thesis

1. Zhao, S., Grasmuck, S. & Martin, J. 2008. Identity construction on Facebook: Digital empowerment in anchored relationships. *Computers in Human Behavior*, 1816–1836

2. Page, R. 2012. The linguistics of self-branding and micro-celebrity in Twitter: The role of hashtags. *Discourse and Communication*, 6, 181-201.

- 3. Polito, R.S. 2011. Language and Power in Blogging: A Critical Discourse Analysis. *International Conference on Humanities, Society and Culture. IPEDR Vol.20 © (2011) IACSIT Press, Singapore.*

Concluding Remarks!

Thank you for being part of my class in this semester and good luck for your future studies

Thank You

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