UNIL | Université de Lausanne

Centre de linguistique
et des sciences du langage
(CLSL)

WORKSHOP

Digital Practices. Platforms, Affordances & Ideologies

University of Lausanne (Géopolis, room 2129 & 2121),
14-15 December 2017.

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

Participants.
Korina Giaxoglou (The Open University London), Piia Varis (Tilburg University).

Organizer.

Marcel Burger, University of Lausanne.

Program.

Thursday *(Géopolis room 2129)*

14 :00	*Welcoming and introduction.*
14 :15-15 :15	**Digital media as *context*:** **Platforms, affordances & media literacies** Piia Varis, *Tilburg University, The Netherlands.*
15 :15-15 :45	*Discussion*
15 :45-16 :15	Students' presentation 1: Anaïs Gasser & Elodie Lopez
16 :15-16 :45	COFFEE BREAK
16 :45-17 :15	Students' presentation 2: Ryan Fluckiger & Laura Imhof
17 :15-17 :45	Students' presentation 3: Lucille Tonerre & Justine Sarrasin

09 :30	*Welcoming coffee*
10 :00-11 :00	**Sharing stories of life and death online:** **curating last(ing) moments as small stories** Korina Giaxoglou, *The Open University, London, UK .*
11 :00-11 :30	*Discussion*
11 :30-11 :50	Students' presentation 4: Jérémy Bichon & Mélanie Barbousa
11 :50-12 :10	Students' presentation 5: Valentin David & Selim El Madani
	End of the workshop

Abstracts.

Korina Giaxoglou, Open University, London, UK.

Sharing stories of life and death online: curating last(ing) moments as small stories

This presentation focuses on the impact of the increased *(social) mediatization* of everyday life on the way we tell and share stories of life and death in and across online environments. Based on the examination of a select set of cases attesting to this phenomenon, this paper will explore how social media affordances combine with narrative affordances for creating tellable and shareable stories that prompt specific types of positions for (co)tellers and networked audiences. The findings of the analysis suggest that social-mediatized practices of sharing stories of life and death online involve the curation of last(ing) moments; these practices contribute to the emergence and negotiation of participatory spectacles of affect in and through which reactions to death get personalized and upscaled as mourning activities. The presentation provides a *small story* lens on sharing practices (Androutsopoulos, 2014; Georgakopoulou, 2013; 2015). It aims to shed light on the forms, norms, and implications of emotional communication online in the context of an attested shift to personal experience as *sharing* (John, 2017).

Piia Varis, Tilburg University, The Netherlands.

Digital media as context: Platforms, affordances and media literacies

Digital media, as any other context of human interaction, comes with its own affordances framing and mediating our interactions. However, except for branches of research which specifically study the shape of our media (platform studies; software studies), scholars surprisingly often ignore or give scant attention to the specific affordances of each medium, and the ways in which these shape digital interactions. Consequently, it seems that one 'context' of digital communication remains largely unexamined. Using privacy, digital privacy practices and surveillance literacy as an example, my talk focuses on the shape and role of digital affordances, and the ways in which digital ethnographic research can address these aspects of communication.

References

Androutsopoulos, J. (2014) Moments of sharing: Entextualization and linguistic repertoires in social networking (*Special Issue on Participation & New Media* edited by P. Blivtich & P. Bou-Franch), *Journal of Pragmatics* 73 (2014) 4—18.

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