Martin Luginbühl

Online newspaper comments as a new emergent genre

Printed newspaper texts and their online equivalents are - at the very first sight - the same. But as their different medialities (Jäger 2015) come along with remediation (Bolter/Grusin 1999) and different affordances (Gibson 1977, Zipoli Caiani 2014), online newspaper genres are hybrids of old and new aspects (Heyd 2016). They have - compared to the printed versions - different layouts, segmentations, contexts and sometimes even different purposes. Therefore they have to be characterized as 'bridging' (Herring et al. 2005) or 'adapted' (Crowston/Williams 2000) genres.

These genres can also be characterized by new possible actions that can be performed by the reader (from liking to sharing and commenting) - and new ways of exploiting these possibilities. My talk will focus on the question which kind of actions readers can perform and how they exploit them in the case of online newspaper comments and what consequences can be observed with regard to public and privat spheres (Toepfl/Piwoni 2015, Lander/Jucker 2011).

Références

Bolter, Jay David, & Grusin, Richard. (1999). Remediation. Understanding New Media. Cambridge, Mass., London: MIT Press.

Crowston, Kevin, & Marie, Williams. (2000). Reproduced and Emergent Genres of Communication on the World Wide Web. The Informations Society, 16(3), 201-216.

Gibson, James. (1977). The theory of affordances. In John Bransford & Robert Shaw (Eds.), Perceiving, acting, and knowing. Toward an ecological psychology (pp. 67-82). Hillsdale: Erlbaum.

Herring, Susan C., Scheidt, Lois Ann, Bonus, Sabrina, & Wright, Elijah. (2005). Weblogs as a Bridging Genre. Information, Technology & People, 18(2), 142-171.

Heyd, Theresa. (2016). Digital genres and processes of remediation. In Alexandra Georgakopoulou & Tereza Spilioti (Eds.), The Routledge Handbook of Language and Digital Communication (pp. 87-102): Routledge.

Jäger, Ludwig. (2015). Medialität. In Ekkehard Felder & Andreas Gardt (Eds.), Handbuch Sprache und Wissen (pp. 106-122). Berlin: de Gruyter.

Landert, Daniela, & Jucker, Andreas H. (2011). Private and public in mass media communication. From letters to the editor to online commentaries. Journal of Pragmatics, 43, 1422-1434.

Toepfl, F., & Piwoni, E. (2015). Public Spheres in Interaction: Comment Sections of News Websites as Counterpublic Spaces. Journal of Communication, 65(3), 465-488.

Zipoli Caiani, Silvano. (2014). Extending the notion of affordance. Phenomenology and the Cognitive Sciences, 13(2), 275-293.