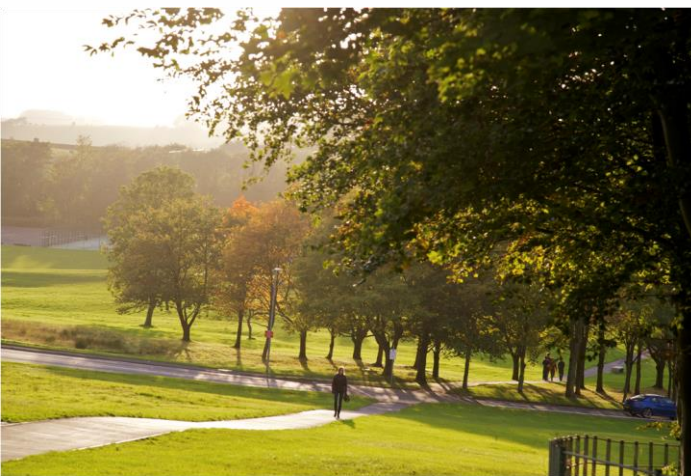# Discourse and Media

LAEL-Ghent Symposium
Lancaster, March 23, 2017

About the event

This symposium is part of a new partnership between the Departments of Linguistics and English Language at Lancaster University and the Department of Linguistics at Ghent University. Each year, we organize two symposia, one in Lancaster and one in Ghent. The first symposium of this series is taking place on March 23, 2017, at Lancaster University and will focus on "Discourse and Media".

For more information on our partnership and on the symposium, please visit our website: http://wp.lancs.ac.uk/lancaster-ghent/. To get involved in the initiative, please email Dr Patrick Rebuschat (p.rebuschat@lancaster.ac.uk).

Sponsorship

View from the summit of Loughrigg Fell

Important information

Location

- The symposium will take place in County South C89 (building 18 on campus map, http://www.lancaster.ac.uk/media/lancaster-university/content-assets/documents/maps/campus-map.pdf.

Registration

- Participation is free but registration via Eventbrite is required:
- https://www.eventbrite.co.uk/e/discourse-and-media-lancaster-ghent-symposium-tickets-32637238860

Coffee breaks and lunch

- Coffee breaks and lunch will take place in the break-out area adjacent to the symposium venue. Coffee breaks and lunch are free.

Travel information

- For detailed travel information, please visit http://www.lancaster.ac.uk/contact-and-getting-here/
- Local taxi services can be reached on the following numbers: +44 (0)1524 32090; +44 (0)1524 35666; and +44 (0)1524 848848.
- Visitor car parking is available on campus 24/7 and is free after 6pm. If you are visiting the campus during the day then parking charges apply. These can be purchased from any of the eleven pay and display machines across campus at a cost of 2 GBP for two hours. Chip and pin card payment facilities are available at several machines. Alternatively, all-day visitor scratch cards are available from the cashiers' desk in University House priced at 5 GBP each.
- Bus service from town to the university: The bus station is situated on Damside Street in city center. Buses (services 2, 2A, 3, 4, X4, 42) leave for the University every five minutes on weekdays and most services also stop at Common Garden Street. Additionally, the 3A and X4 bus services run every 30 minutes between the Railway Station and the University (Monday to Saturday daytimes; hourly on Sunday afternoons and evenings).
- Bus service from campus to town: All buses drop off and collect passengers in the Underpass, situated underneath Alexandra Square. Additionally, services 3 and 4 serve the southern perimeter road around Alexandra Park. There are also bus stops directly outside the Sports Centre on the main drive.

Internet access

- To access the Visitor Wi-Fi network, simply select the "LU-Visitor" network, then follow the registration screens.

- Visitor Wi-Fi access will last for 24 hours. For longer access, you will need to register again.

Food and drink on campus and in town

- Below is a list of favorites, based on an informal survey of Lancaster linguistics staff and students.
- Options on campus (selection):

|		
o	Café 21	Nice vegetarian, vegan, and gluten-free food, with great views. Service can be slow at busy times.
o	Pizzetta Republic	Good restaurant for those who like pizza, late opening times. Good for coffee, too.
o	Grizedale Café Bar	Famous for Stone Willy's pizzas and hot wraps as well as dinky dipping hot donuts with a choice of sprinkles and sauces.
o	Sultan of Lancaster	Indian restaurant and takeaway, serves a variety of curries, chicken and wraps. Late opening times.
o	The Deli	Popular deli salad bar with fresh, homemade tartlets, a selection of meats and cheeses as well as hot roast sandwiches and filled focaccias.
o	The Lounge	Restaurant on campus close to the university guest rooms. Good food, though service can be slow if busy. Also good place for a sit-down coffee.
o	The Mill at Fylde College	A great choice of fresh toasties and sandwiches or for something more filling, try the burgers and burritos. They serve "Primal Feast burgers, with two to choose from weekly including camel, alpaca, elk and kangaroo." Open for dinner, too.
o	The Trough of Bowland	Traditional homemade pie served with potatoes and vegetables from 12.00. Open for dinner, too.
o	Trevor at Furness College	Freshly ground coffee, whole-leaf brew tea and a variety of cakes with gluten-free options.
o	Wibbly Wobbly Burger	Good burger place, not on the campus map, simply follow directions to Grizedale College. Open till late.

- Options in Lancaster town centre:

For restaurants, phone numbers are provided below. Reservations are recommended, especially for larger groups.

o	1725	Nice Tapas restaurant. Serves dinner until 21.30 (though open for drinks until 23.00). (Market Street, 01524-66898)
o	Full House Noodle Bar	Chinese, Malaysian. Very casual. Just walk through the shop and go upstairs. Shuts at 21.00. (21 Common Garden St, 01524-842888)
o	Kashish	Good Indian restaurant. Bring your own alcohol (which can be purchased at nearby Sainsbury's supermarket...). Open till 23.00. (32 Parliament Street, 01524-388 222)
o	Priory Hall	Serves excellent coffee from local, award-winning roastery (Atkinson's). Nice cakes, too. Shuts at 17.00. (10 China Street)
o	Sun Café	Very nice restaurant, Mediterranean cuisine. They also run Sun Pizza, a good pizza restaurant in the same street. (25 Sun Street, 01524-846252)
o	The Borough	Nice pub in town, has its own brewery. Serves food till 21.00, drinks till 23.30. (3 Dalton Square, 01524-64170)

Family days out in and around Lancaster

- Things to do in Lancaster:
  - Williamson Park – Lancaster's favorite park offers beautiful panoramic views of Lancaster and its surrounding area. The Ashton memorial, butterfly house, mini beasts (meet the new arrival of Lancaster's meerkats) and bird attractions make an entertaining visit.
  - Lancaster Castle – Take a tour of Lancaster's most historic building dating back to Roman times; owned (and recently visited) by Her Majesty the Queen.
  - The River Lune – Take a stroll along the River Lune. The pathway between Lancaster and Caton offers some interesting features on and around the river.
  - The Zone soft play – Found in central Lancaster, this offers play areas for babies, toddlers and juniors including sensory features, wall puzzles, bouldering wall and aerial slide.
  - Morecambe beach and promenade – Take the train or bus to our nearest seaside town. This long stretch of beach is ideal for sandcastles providing the English summer weather is kind to us.

- If you have your own transport:
  - Old Holly Farm – Located on the A6, 5.5 miles from the University, this farm offers the opportunity to meet their baby lambs, chicks and calves alongside other farmyard animals as well as an indoor play area, café and farm shop.
  - The Pudding House, Wallings Farm – Located close to the A6, 5.5 miles from the University, the Pudding House boasts homemade, fresh food including the best ice-cream sundaes to be found. Choose from a wide range of flavors, and visit the farm animals. N.B. Don't panic if you don't have transport; we have our very own Wallings farm ice-cream shop on campus (Alexandra Square)!

- A little further afield:
  - Liverpool and Manchester can be reached within 1-1.5 hours by rail from Lancaster. Here you can visit a fantastic selection of museums, theatres, shops and parks.
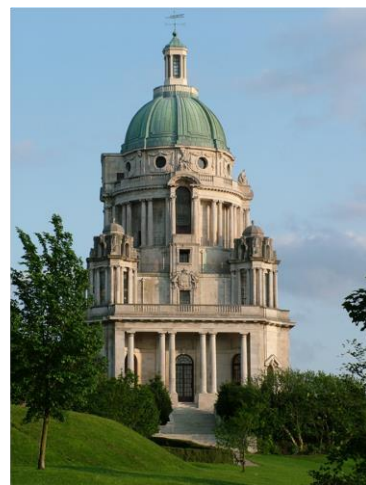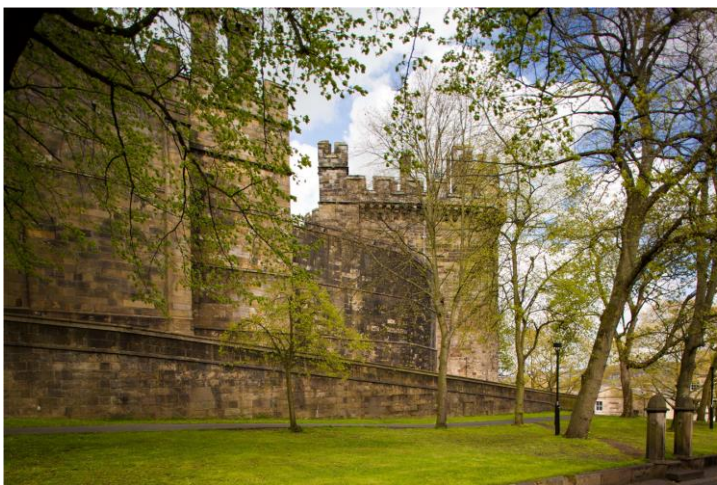
Lancaster Castle (left) and The Ashton Memorial (right)

Schedule

9.45 to 10.00   Welcome by Elena Semino (Lancaster), followed by Stef Slembrouk (Ghent)
Brief overview of Ghent Linguistics

10.00 to 10.30   Elena Semino (Lancaster)
Metaphors, identities and mutual relationships in online interactions among people with cancer

10.30 to 11.00   Eliza Kowal (Ghent)
Keep your mind sober: Addiction as an anti-modern phenomenon – discursive strategies of exclusion

11.00 to 11.30   Coffee break

11.30 to 12.00   Jana Declercq (Ghent)
Balancing journalists' and scientists' professional practices: Understanding the production of health news in a changing landscape of information and expertise

12.00 to 12.30   Sofie Busschop (Ghent)
Keywords and their conceptual metaphors: A cross-sectoral study of discourses of sustainability in Flanders as evidenced in media texts and focus groups

12.30 to 14.00   Lunch break and tour of LAEL

14.00 to 14.30   Geert Jacobs (Ghent)
Crafting science news: Backstage perspectives on the language work of university researchers, PR officers and science journalists

14.30 to 15.00   Daniela Ibarra Herrera (Lancaster)
Argumentative resources in Chilean political TV show tweets

15.00 to 15.30   Coffee break

15.30 to 16.00   Karin Tusting and David Barton (Lancaster)
Marketing the academic self: Academics and social media

16.00 to 16.30   General discussion and closing statements

Abstracts

Elena Semino (Lancaster): *Metaphors, identities and mutual relationships in online interactions among people with cancer*

This paper presents some of the findings of a systematic study of the metaphors used in a 500,000-word corpus of contributions to a UK-based online forum for people with cancer. A combination of qualitative analysis and quantitative corpus-based methods were used to identify and analyse metaphors in the data. It was found that contributors use a variety of different metaphors to describe and evaluate themselves and others on the forum, and to express their perceptions of their relationship with other forum users. For example, some contributors praise one other for being 'fighters' against the disease, while others express feelings of companionship and solidarity by describing one another as fellow travellers on the same 'journey'. On particular forum threads, contributors also negotiate their mutual relationships by re-using, modifying and extending one another's metaphors. It is suggested that the study has implications for understanding (i) the role of metaphor in the experience of illness, (ii) the importance of online peer-to-peer interaction for people with cancer, and (iii) the value of online forum data for the study of health communication.

Eliza Kowal (Ghent): Keep your mind sober: Addiction as an anti-modern phenomenon – discursive strategies of exclusion

The proposed paper presents both theoretical and empirical insights into the discursive constructions of addiction as one of the main contemporary social problems. Addiction is proven to be understood as a highly anti-modern phenomenon that prevents the addicts from a full participation in modern societies and therefore becomes a label that serves as a tool of exclusion and often a basis for institutional intervention and surveillance. Weimer's (2003) idea of collating the notion of modernity with the American 'war on drugs' is developed in this paper by taking into account various types of addiction (including the behavioral ones) and extending the analytical perspectives by applying a theoretical and methodological mix that gives insights into the discursive tendencies related to constructing addiction. The notions of modernity and late modernity define most contemporary societies and are the main reference points: rooted in, among others, capitalist economical order, ideals of mass democracy and extended institutional networks (Giddens and Sutton 2014), modernity cherishes values such as individual freedom, human agency, rationality and self-development (Weimer 2003), expecting citizens' productivity and engagement in a constant (re)production of the modern order. Addiction would in that sense be constructed, by contrast, as a purely anti-modern condition that deprives a person of these values, making them isolated and irresponsible and therefore 'abnormal'. Reference to norms and strict criteria of diagnosis are the basic tools of 'diagnosing' and can be explained by the notions of biopower (Foucault 1999) and medicalization of society (Binczyk 2002) that see human bodies as objects of scientific analyses, examinations and descriptions. Addiction understood through these terms becomes a label that enables mechanisms of exclusion based upon the binary oppositions such as sanity-insanity, truth-illusion, purity-contamination, productivity-uselessness. These theoretical considerations will be illustrated by international examples of public awareness campaigns published by governmental and non-governmental institutions, regarding a broad scope of addictions, including substance

dependence (alcohol, cigarettes and illicit drugs) and psychological dependence (gambling, shopping, computer addiction). The corpus consists of textual, visual and audiovisual materials which were analyzed with the tools offered by Critical Discourse Analysis (Fairclough 1995; 2003) and multimodal discourse analysis (Kress and Van Leeuwen 2001). Results, namely the discursive strategies of exclusion, are grouped in the following categories: stigmatization of the body; constructs of truth and normality as reference points; individualism and self-development as alternatives for addiction; metaphor of war as a communicative strategy of 'defending modernity'.

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Foucault, Michel. 1999. Narodziny kliniki. Wydaw. KR.
Giddens, A. , and P.W. Sutton. 2014. Essential Concepts in Sociology. Cambridge: Polity.
Kress, Gunther, and Theo Van Leeuwen. 2001. Multimodal Discourse. London: Arnold.
Weimer, Daniel. 2003. Drugs-as-a-Disease: Heroin, Metaphors, and Identity in Nixon's Drug War. Janus Head 6(2): 260–281.

Jana Declercq (Ghent): Balancing journalists' and scientists' professional practices: Understanding the production of health news in a changing landscape of information and expertise

Today, health news is on the rise, and impacts laypeople's health knowledge, their behaviour, the public agenda and governmental policy (Hallin & Briggs 2016; Grilli et al. 2002; Weishaar et al. 2016). At the same time, health-related media content is often criticized for being inaccurate, sensationalist, badly framed, and unable to engage in a meaningful dialogue (Amend & Secko 2012). This is generally attributed to the difficulty of linearly 'translating' scientific findings into journalistic findings, resulting from the collision between scientific and journalistic frames and practices. However, our fieldwork at the editorial board of a infotainment show on food and nutrition points to that fact that the production of health news is more complex than linear translation from the realm of science to the realm of journalism.

First, discursive analysis of a brainstorm meeting shows that the editors draw on traditional journalistic practices and frames, but also include several scientific(-like) practices and concepts in their discourse and decision-making process. Moreover, the editors not only change the language and 'translate' it; they produce frames and interpretations, and more implicitly, particular views on health, and anticipate how the audience will attend to these. Second, as illustrated by the analysis of an interview with a presenter and a representative of a coconut sugar firm, health information and knowledge is no longer exclusively produced by experts from the biomedical field. Especially in the field of food and nutrition, expert-like stakeholders have emerged, using discourses that are similar to the discourse of biomedical research and experts. Consequently, the editors also have to reflect on these different forms of expertise, and construct which forms are valid, and which are not.

Based on discursive analysis of ethnographic data, we suggest that the difficulty of producing health news nowadays is not the translating or interpreting of biomedical information, but the fact that the production of health-related content takes place in this already highly biomediatized and 'pseudo-biomediatized' landscape. Journalists, health professionals, scientists, audiences and pseudo-scientific stakeholders have diverse opinions on and ideas of biomedical research, public health, and the role of the media and news. For a producer of health news, be it a journalist or a health professional, producing health news is not just reformulating research findings into an understandable message for lay audiences, but contextualising it in these existing discourses. When addressing the (potential) problems of reporting on health and biomedical sciences, it is this complex interplay of actors, discourses and circumstantial factors in which the problems must be situated.

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Sofie Busschop (Ghent): Keywords and their conceptual metaphors: A cross-sectoral study of discourses of sustainability in Flanders as evidenced in media texts and focus groups

Over the last decades, sustainability has emerged as a buzzword, a key concept adopted in the discourses of different sectors of society. The wide use of the term has made it a grateful subject of discourse-analytical studies, which have studied sustainability within particular sectoral contexts, and established sector-specific interpretations of the term. Due to the abstract and complex nature of the concept, attention to the conceptual metaphors surrounding the term's use have been constructive to our understanding of its conceptualization. Within the context of a larger cross-sectoral approach, in which I study the adaptability of sustainability ("duurzaamheid" in Dutch) as a keyword in different discourses through its conceptual metaphors, I will present a first introduction to the use of conceptual metaphors surrounding sustainability in a number of media texts. In this introductory analysis, I use a quantitative analysis in order to map the conceptual metaphors surrounding the term in this limited corpus and will then further discuss these metaphors.

Geert Jacobs (Ghent): Crafting science news: Backstage perspectives on the language work of university researchers, PR officers and science journalists

This paper presents linguistic ethnographic work on one of the key linkages between the media and scientific communities, namely that between university researchers and science journalists, and on how it is mediated by university press officers. Previous research has

explored the relationship between science journalists and researchers in terms of tension, or of a gap, with journalists engaged in criticism and entertainment and researchers seeking scholarly communication and public education. Drawing on fieldwork at a one-day on-campus training program organized by my university's PR department to prepare senior researchers for contacts with journalists as well as at one of the university's monthly press conferences, I will demonstrate how the relationship between science journalists and university researchers can variously be characterized in terms of symbiosis (in the training programme) and antagonism or indifference (in the press conference). Drawing on previous work on sourcing practices in news production (Jacobs 1999, NT&T 2012), I will show that science - other than business news, for example - does not always need to be preformulated. I conclude with reflections on the future of the professional language work of university press officers.

Daniela Ibarra Herrera (Lancaster): Argumentative resources in Chilean political TV show tweets

The main aim of this research is to explore the argumentative resources of the political discourses in tweets related to political TV shows in Chile in the last years (2015-2016). Previous studies in political discourse and social media (KhosraviNik & Unger, 2015; KhosraviNik & Zia, 2014) have suggested that critical discourse studies, and specifically the discourse-historical approach (Reisigl & Wodak, 2015) can be particularly useful to explore the argumentative strategies and linguistics resources involved in the discourse on political issues on Twitter and TV.

Given that Twitter allows users the opportunity to discuss and debate (Anstead & O'Loughlin, 2011), the focus of this study is the argumentation present in their tweets, which will be characterised with emphasis on the Chilean political contingency. To achieve this, a qualitative investigation that incorporates principles from critical discourse studies (Meyer & Wodak, 2015) will be carried out for the analysis of the resources employed by Twitter users to present their political discourse views in this type of digital media.

This pilot study analyses 5000 hashtagged tweets from four Chilean political TV shows broadcasted in October 2015, which encourage their audience to extend the debate in a social media environment, showing hashtags and tweets. The analysis shows that in these type of tweets, the viewers directly address the guests and political figures in their tweets, with different purposes (interaction, attacks, etc.), draw on multimodal resources (infographics, images and videos) and hyperlinks as a form of "evidence" by using topoi (argumentative shortcuts) related to numbers and authority.

References
Anstead, N., & O'Loughlin, B. (2011). The Emerging Viewertariat and BBC Question Time: Television Debate and Real-Time Commenting Online. The International Journal of Press/Politics, 16(4), 440–462.
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Karin Tusting and David Barton (Lancaster): *Marketing the academic self: Academics and social media*

This presentation draws on research from a recent ESRC-funded project studying the writing practices of academics, "the Dynamics of Knowledge Creation" (https://wp.lancs.ac.uk/acadswriting/). We worked closely with academics across a range of disciplines and institutions, seeking to understand how changes in the contemporary university landscape affect writing practices. One significant change has been the shift to predominantly digitised forms of communication, and, more recently, the rise of social media, both in society as a whole and in academia. Having a professional presence on social media used to be seen as an optional extra for academics - even, in some contexts, actively discouraged. With the increasing importance of the impact agenda, and the development of metrics for measuring online engagement, this has changed. Most of the academics in our study felt they were encouraged to produce representations of themselves and their work online. However, their responses to this varied a great deal, from active enthusiasm to explicit resistance. This talk will explore the differing values and affective responses expressed by academics in our study around presentation of their professional selves on social media, and what factors appear to influence these responses.

Discourse and Media
Lancaster, March 23, 2017

LANCASTER UNIVERSITY CAMPUS MAP

Conference Venue

Find us!

http://wp.lancs.ac.uk/lancaster-ghent/
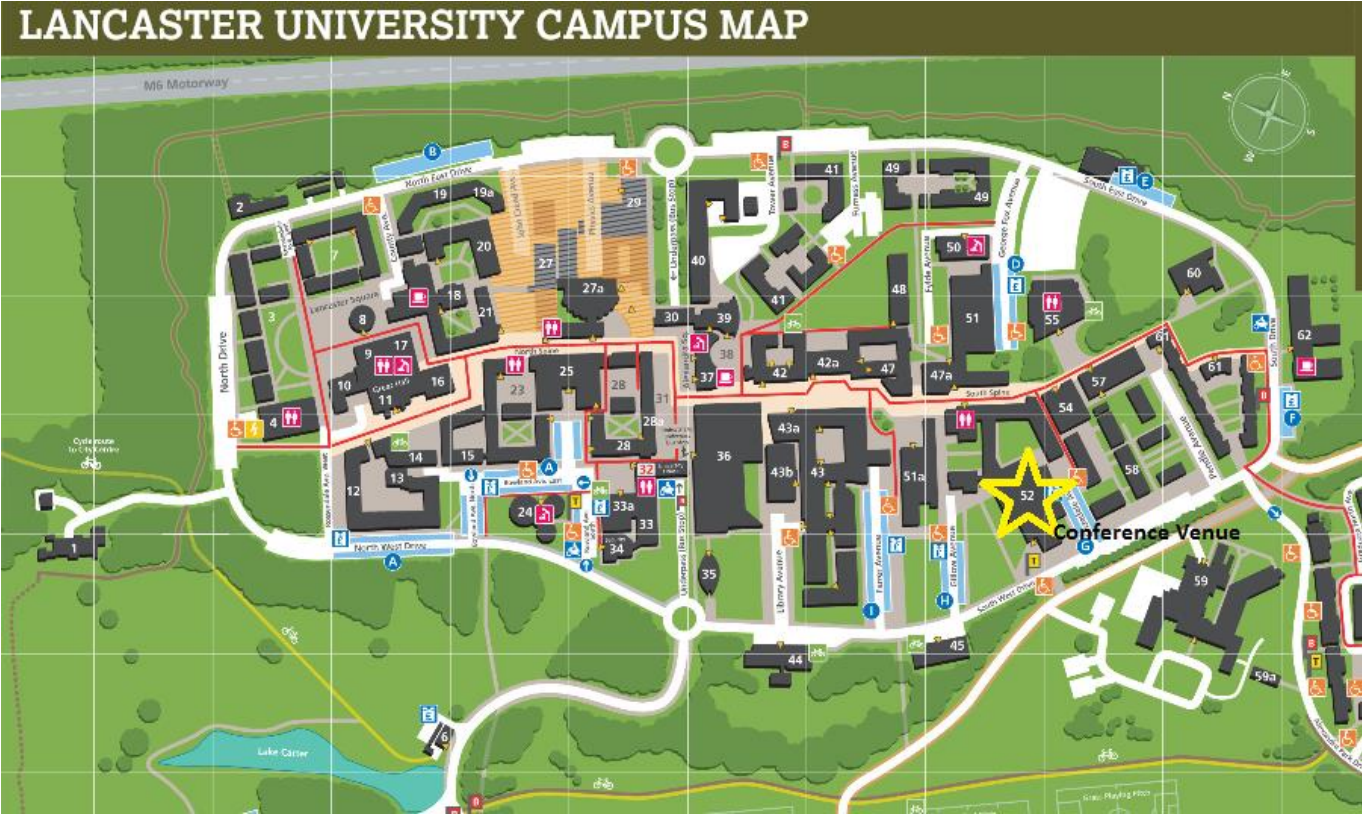
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