

Post, react, stance, repeat: Exploring conversation formats in online discourse

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Abstract

Liking, quote-tweeting, using hashtags, posting reaction GIFs or memes: so many ways in which we interact and ‘converse’ online – and express our emotional stance around contents – have changed in the last decades, and pose interesting questions about traditional concepts and methods in linguistic analysis. In this talk, we will look at a host of different adaptations and innovations that can be related to conversation formats, including unusual forms of quote-tweeting, pretend dialogue formats (for instance in Me/Also Me or Bae Come Over memes), and ‘relabelling’ of dialogue lines in image-text memes (such as Anakin and Padmé or Beckham Be Honest memes) or of other interactive scenes (as in the Drowning High Five meme). Notions built on in this exploration will include stance (Du Bois 2007), quotations as ‘demonstrations’ (Clark & Gerrig 1990) or ‘depictions’ (Clark 2016), fictive interaction (Pascual 2002), and simulated interaction (Dancygier & Vandelanotte 2025).

References

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- Du Bois, John W. 2007. The stance triangle. In Robert Englebretson (ed.), *Stancetaking in Discourse: Subjectivity, Evaluation, Interaction*, 139–182. Amsterdam: John Benjamins.
- Pascual, Esther. 2002. *Imaginary Dialogues: Conceptual Blending and Fictive Interaction in Criminal Courts*. Utrecht: LOT.