

Detailed Programme

THURSDAY 3 RD SEPTEMBER			
13:00	Registration (COM 126)		
14:00	Welcome and Opening (COM 120)		
14:30	Plenary 1: THEO VAN LEEUWEN (COM 120) <i>The End of Grammar: Language and Technology</i>		
15:30	Short break		
	Session 1		
	Strand A (COM 104) Chair: tbc	Strand B (COM 226) Chair: tbc	Strand C (COM 228) Chair: tbc
16:00	ASTRID ENSSLIN: <i>Prims, Sims and the Aesthetic Commodification of Language: Neo-capitalist Metapragmatics in Second Life</i> ®	NURIA LORENZO-DUS & ANNIE BRYAN: “ <i>This Snatched Few Seconds of Mobile Video</i> ” – <i>Embedding ‘New’ Media into the Television Coverage of the 2005 London Bombings</i>	KATE ALLEN & JOHN INGULSRUD: <i>Appropriating Popular Media for Learning: Analyzing Patterns of Interdiscursivity</i>
16:30	ANJALI PANDEY: “ <i>Linguaphobia</i> ”: <i>Analyzing the Politics of Pseudo-Plurilingualism in 21st Century Hollywood</i>	DEAN HARDMAN: <i>Crafty Magician or Bad Accountant? Constructed Identity and Ideology and in British Newspaper Editorials</i>	JAYNE LAMMERS, YOONHEE LEE & ELIZABETH HAYES: <i>The Discourse of Pedagogic Practice in a Game-Based Internet Fan Community</i>
17:00	CHRIS FEATHERMAN: <i>Transnational Political Identity in a Digital Borderland: Hybridity, Metaphor, and the Role of English in an Indian Economics Blog</i>	SILVIA DE CANDIA: <i>Representation of Speech and Thought in TV News Heteroglossia: Dialogic Contraction vs. Dialogic Expansion</i>	DAVID BARTON: <i>Making the Local Global: Using Flickr to Develop Global Identities and New Vernacular Practices</i>

Session 1 continues ...

17:30	HELEN KELLY-HOLMES, SARI PIETIKAINEN & MAIREAD MORIARTY: <i>Linguistic Normalisation and Language Ideological Processes on the Web: The Case of Irish and Sami Tourist Websites</i>	KAY RICHARDSON: <i>Discourse, Drama and Divisions of Labour: How to Write Dialogue for Television</i>	AGNIESZKA KNAS: <i>Co- presence in British and Polish Text-Messages: Cross-cultural Perspectives</i>
18:00	Reception in the Grieg Garden (18:00 to 20:30)		

FRIDAY 4 TH SEPTEMBER			
09:00	Plenary 2: RODNEY JONES (COM 120) <i>C Me Sk8: Discourse, Technology and 'Bodies Without Organs'</i>		
10:00	Short refreshment break (COM 204)		
	Session 2		
	Strand A (COM 104) Chair: tbc	Strand B (COM 226) Chair: tbc	Strand C (COM 228) Chair: tbc
10:30	MELANIE WAGNER: <i>Luxembourgish on Facebook: Language Ideologies and Writing Strategies</i>	GIORGIA AIELLO: <i>Mediatizing Europe: A multimodal discourse analysis of the European Capital of Culture scheme</i>	ARATA MIYAZAKI: <i>Deconstructing Boundaries Between Modes of Communication: How Labels (Mis)Represent the Image of (New) Media</i>
11:00	JAFFER SHEYHOLISLAMI: <i>Kurdish and New Media: Legitimizing and Maintaining a Minority Language Digitally.</i>	PRAPAIPAN PHINGCHIM: <i>Metrosexuality in Advertisement's Pages in Thai Men Magazines</i>	CARMEN LEE: <i>What are You Doing Right Now?" Facebook Status Updates as Hybrid Literacy Practices</i>
11:30	AOIFE LENIHAN: <i>Facebook – An Example of 'Bottom-up' Language Policy in the New Media?</i>	LAUREL KAMADA: <i>Constructing a 'New Normalcy' among 'Invisible Friends' on a Listserve for Parents of Severely Disabled Children</i>	GIANNA TARQUINI: <i>The Metalanguage of Video Games</i>
12:00	Lunch in McMahon Hall (12:00 to 13:30)		

Session 3			
	Strand A (COM 104) Chair: tbc	Strand B (COM 226) Chair: tbc	Strand C (COM 228) Chair: tbc
13:30	LAUREN SQUIRES: <i>Voicing 'Sexy Text': TV News Representations of the Detroit Text Messaging Scandal</i>	BEE ENG WONG & SIEW HUA NG: <i>A Comparative Critical Discourse Analysis of Two Mainstream Newspaper Editorials: In-group and Out-group Representations</i>	LAURIE HENRY & LISA ZAWILINSKY: <i>Language Development through Online Dialogue Journals: Enhancing Higher Order Thinking Among Middle School Students</i>
14:00	TIM SHORTIS: <i>Standard Language and Languages Standards: The Deregulation and Re-Regulation of Orthographic Choice</i>	CARMEN MAIER: <i>The Role of Language in the Digital Representation and Communication of New Environmental Business Identities</i>	PORNPAVEE SUKRUTIT: <i>Hybridity in Language Learning in the Realm of Voice-Based Chat Rooms</i>
14:30	BEV PLESTER, KAREN LITTLEJOHN, MARJA-KRISTIINA LERKKONEN, HELENA RASKU-PUTTONEN & LAURI LINJAMA: <i>A Comparative Study of Finnish and UK English Pre-Teen Children's Text Message Language and its Relationship with their Traditional Literacy Skills</i>	EKIN YASIN: <i>GO GREEN!: An Exploration of the "Green" Techniques of Power</i>	SUSAN CHOGE: <i>Mobile Phones' SMS Technology and Political Discourse in Kenya</i>
Session 4			
	Strand A (COM 104) Chair: tbc	Strand B (COM 226) Chair: tbc	Strand C (COM 228) Chair: tbc
15:00	CARMEL VAISMAN: <i>Doing (Sub)Culture through Playing with Orthography: Gender and Language on Hebrew-Language Adolescent Blogs</i>	NORIAKI TAJIMA: <i>Approaching Ideological Formations of/about Japanese Cell Phone Novels: A Network Approach</i>	POLINA VINOGRADOVA: <i>New Media and Second Language Education: Giving Voice to Cultural Identity through Dialogic Power of Digital Stories</i>

15:30	ASTA ZELENAUSKAITE & SUSAN HERRING: <i>Evaluating Claims of Cross-Modal Similarity: Nonstandard Orthography in Italian IRC and iTV SMS</i>	CORNELIUS PUSCHMANN: <i>Diary or Megaphone?: The Pragmatic Mode of Weblogs</i>	JUDIE CROSS: <i>Overseas Trained Teachers (OTTs) and Technologies</i>
16:00	Short refreshment break (COM 204)		
16:30	Plenary 3: JANNIS ANDROUTSOPOULOS (COM 120) <i>Researching Language in Web 2.0 Environments: Developing a Screen-based Approach</i>		
17:30	Free time		
19:00	BBQ on McMahon Patio (19:00 to 21:30)		

SATURDAY 5TH SEPTEMBER

Session 5			
	Strand A (COM 104) Special panel on stance	Strand B (COM 226) Chair: tbc	Strand C (COM 228) Special <i>Voices Project</i> panel
08:30	ALEXANDRA JAFFE: <i>Postsecret: Stance Genre and Medium at the Intersection of the Material and Virtual</i>	CAROLYN OLDHAM: <i>Daytime Drama and CMC: Community and Identity at a Media Website.</i>	ANN THOMPSON: <i>Finding a Voice</i>
09:00	SHANA WALTON & ALEXANDRA JAFFE: <i>"Stuff White People Like": Stance, Class, Race and Internet Commentary</i>	LISA NEWON: <i>Negotiating Virtual Authority: Modal Directives in Expert/Novice MMORPG Interactions.</i>	BETHAN DAVIES, WILL TURNER & TOMMASO MILANI: <i>Voices and Discursive Spaces: The BBC Voices Website as a Mediatized Site of Language Ideological Reproduction</i>
09:30	ANTHONY GUNERATNE: <i>Speechless Acts: On the Speed of the Now from the Classical Postcard (1868) to the Internet Multimedia Card</i>	SAIJA PEURONEN: <i>English as a Way of Creating Interactional and Social Meanings in a Finnish Web Discussion Forum</i>	----

10:00	Short refreshment break (COM 204)		
	Session 6		
	Strand A (COM 104) Special panel on stance (cont.)	Strand B (COM 226) Chair: tbc	Strand C (COM 228) Special panel
10:30	ILANA GERSHON: <i>“It’s Complicated”</i> : Stance and the Facebook Relationship Status	YOKO MATSUMOTO-STURT: <i>A Japanese Flame War - An Analysis of User-generated media as Discourse</i>	E. MOORE QUINN: <i>The Ideological Call Line and How to Answer It: Designing a New Direction for the Teaching of Methods in Expressive Culture</i>
11:00	ELAINE CHUN & DAVID WALTERS: <i>Stancetaking and Invoked Audience in a YouTube Video of The Axis of Evil Comedy</i>	CHELSEA NOLEN: <i>Overcoming Language Barriers in New Media: Observations and Questions Regarding Innovative Communication Strategies in Multilingual Contexts</i>	JOLANDA-PIETA VAN ARNHEM: <i>Growing Pains: The Challenges and Rewards of Developing New Technologies in Tandem with New Ideologies of Expressive Culture</i>
11:30	ADAM JAWORSKI & CRISPIN THURLOW: <i>The Obligatory ‘Holding Up the Leaning Tower of Pisa’ Photo: Stance-Taking, Self-Presentation and Social Judgement in Online Photo Albums</i>	CHRISTA DÜRSCHIED: <i>Email Communication – Attributes and Stereotypes</i>	JERRY SPILLER: <i>Moving Beyond Comfort Zones: Time, Space and Proficiency in the Choice of Technologies for the Presentation of Expressive Culture</i>
12:00	Lunch in McMahon Hall (12:00 to 13:30)		
	Session 7		
	Strand A (COM 104) Chair: tbc	Strand B (COM 226) Chair: tbc	Strand C (COM 228) Chair: tbc
13:30		OTAVIA CÉ: <i>The Many Voices of the Virtual Dialogue: An Analysis about the Big Brother Cosplay Brasil</i>	WALTER GIORDANO: <i>Itanglish: The Language Of Texas Holdem’poker Becomes Italian</i>

14:00	----	PATRICK GALBRAITH: <i>Nico Nico Douga: 'Matsuri' Consumption of Media Mythology as Viewing Ritual</i>	YASUTAKA HIWATARI: <i>Anglicisms, Globalisation and Performativity in Japanese Internet Bulletin Board System</i>
14:30	----	YUKIKO NISHIMURA: <i>Linguistic Ideologies of Literacy in Japan: Observations from Japanese Mobile Phone Novels</i>	ALEXANDER WAHL: <i>The Global Path of Mediatized Style: California in Southern Africa</i>
15:00	Short refreshment break (COM 204)		
15:30	Plenary 4: NAOMI BARON (COM 120) <i>Control Freaks: How Online and Mobile Communication is Reshaping Social Contact</i>		
16:30	Free time (see recommended campus walks below) Conference certificates issued in COM 126		
19:30	Conference dinner in the Walker Ames Room (19:30 to 22:00)		

Some “free time” activities

Knowing that many people will be heading off first thing on Sunday 6th, we have created a reasonable space in Saturday’s programme for some free time. Here are a number of easy-access activities you might enjoy:

- take a stroll through campus: the Quad, the medicinal herb garden, Drumheller Fountain
- do some shopping at the up-market [University Village](#) shopping center
- talk a walk to the university’s [Center for Urban Horticulture](#)
- wander up and down “[The Ave](#)” (University Way) next to campus
- catch an express bus downtown (# 71, 72 or 73) for a quick look-around

Saturday 5th September will be a busy day in Seattle (with the famous [Bumbershoot](#) festival) and especially here on campus because the University of Washington is hosting an American football game against Louisiana State University ([see here for more information](#)). There will be lots of visitors to campus wearing purple and gold – the official colours of both the UW and the LSU – which we hope will be an ethnographic spectacle for our international delegates!