

DiscourseNet 15

International conference:  
Discourses of Culture -  
Cultures of Discourse  
March 19-21, 2015  
Belgrade

A topic of controversial debate today, "discourse & culture" points to fundamental questions in contemporary society such as the role of mass media in the construction and transformation of reality, the interrelationships between high and mass culture, or the interpellations of subjects in their communities. Discourse is seen as a set of enacted processes that establish, protect, or change conventions and thus reassemble the wide area of both the material and immaterial environment. Therefore, the question of how discourse affects culture through a long chain of mediated actions and reactions stands at the focal point of many discourse researchers. The main aim of the DN15 conference is to open an interdisciplinary dialogue concerning discourse and culture. Contributors are invited to make (sub-)culture(s) a central concern within discourse studies or to explore discursive phenomena in terms of culture. DN15 welcomes critical reflection upon the discursive and cultural aspects of meaning, identity, and communication.

This conference welcomes new methodological and theoretical approaches dealing with the nexus of discourse and culture. Contributors are invited to focus on inter- and transdisciplinary approaches in media studies and digital humanities, sociology, political studies, linguistics, literary criticism, and cultural studies. The meeting also presents the opportunity to join the DiscourseNet network and to develop new projects and cooperations. The working language is English, all contributions will be recorded (with the consent of the presenters), and a publication is planned.

**contact & follow:**

**[discoursenet15@ubsm.rs](mailto:discoursenet15@ubsm.rs)**



[@DiscourseNet](https://twitter.com/@DiscourseNet)



[www.facebook.com/DiscourseNet](https://www.facebook.com/DiscourseNet)



University library  
"Svetozar Markovic"

ERC DISCONEX



Faculty of  
Philology



Panel overview  
19.3.2015

<p>Welcome Speech 9.15-9.30 Organiser's note 9.30-9.45 Key Note 9.45-10.30</p>	<p>1) <b>Aleksandar Jerkov</b> Welcome to the University Library „Svetozar Marković“ 2) <b>Jan Krasni</b> DiscourseNet in Belgrade. Interdisciplinary and Internationally 3) <b>Johannes Angermüller</b> Beyond Representation? Studying Discourse and Culture Today</p>
<p>10.30-10.45</p>	<p>Discussion</p>
<p>Media and the Social 11.00 – 13.05</p>	<p>1) <b>Tim Trausch (chair)</b> Discourses of/in Chinese “Mainstream Culture” 2) <b>Cristóbal Pagán Cánovas</b> The NewsScape Library of News Broadcasts: Big data for the comparative study of media and culture 3) <b>Jan Zienkowski</b> Cultural and neoliberal logics in the Flemish nationalist project of the New Flemish Alliance 4) <b>Ana-Maria Teodorescu</b> The practices and genres in media as discursive conventions-romanian case-from a cultural perspective 5) <b>Ana Plavsic</b> “Immigrants as ‘the Other’ in the British online media and society”</p>
<p>Language and Cultural Discourse 11.00 – 13.05</p> <p>Part II: 14.30-14.55</p>	<p>1) <b>Ronny Scholz (chair)</b> Investigating culture in political discourses on Europe since 1979. The notion <i>Europe</i> in German, French and British election manifestos. 2) <b>Ruxandra Boicu; Mirela Lazăr</b> Discourses on European Culture and Language 3) <b>Wolfgang Teubert</b> The primacy of discourse 4) <b>Gordana Djerić</b> The archaeology of discourse analysis as its futurology: Dubravko Škiljan's approach 5) <b>Igor Ž. Žagar</b> Argumentation in Critical Discourse Analysis: The Use of Topoi Revisited 6) <b>Anna Mattfeldt</b> Discourses about culture - (how) do culture concepts vary in English and German media discourses?</p>
<p>Multimodality and Crosscultural Discourses 14.30 - 16.10</p>	<p>1) <b>Steven Surdiacourt (chair)</b> Story – Discourse – Text: Reflections on Narrative Representation 2) <b>Michele Zappavigna, Sumin Zhao</b> What is an author?: Re-examining interpersonal dimensions in personal digital photographic practices 3) <b>Ave Ungro</b> Meaning-making on the Book Covers of the Contemporary Mexican Crónicas Related to the Illicit Drug Trade – Critical Analysis of Multimodal Discourse 4) <b>Ivana Zovko</b> A discourse without frontiers: video blogs and the involvement of absent viewers</p>

<p>Discourse, Education, Capitalism 14.55 - 17.45</p> <p>Part II: 16.25-17.45</p>	<p>1) <b>Jens Maesse (chair)</b> "Elitism" in Economics. The Construction of Global Academic Discourses after the Bologna-Process</p> <p>2) <b>Mehdi Galiere</b> Discourses on education in late capitalism</p> <p>3) <b>Maria Becker, Marcus Müller</b> Establishing Identity and Alterity in Epistemic Cultures</p> <p>4) <b>Dr. Santosh K. Patra; Sumana Khan Patra</b> Dying Voices in Modern Democracy &amp; Culture of Politics: A Sociological Discourse Analysis (SDA) of <i>HokKolorob</i> Student Movement of Jadavpur University, India</p> <p>5) <b>Delia Badoi</b> Discourses about the reflexivity of social knowledge and society: an ethnographic perspective on the role of sociologists in changing social reality</p> <p>6) <b>Margareta Bašaragin</b> Gender Sensitive Textbooks Analysis For Serbian In Eighth Grade – The Case Of Educational Identity Politics</p>
<p>Analysing Digital Media Discourses 16.25-17.45</p>	<p>1) <b>Abdul Halik Azeez; Carmen Aguilera-Carnerero (Chair)</b> "It's not Islamophobia, it's Islamorealism": the Discourse of Hate Speech and Cyberculture</p> <p>2) <b>Milica Vučurović</b> Changed context of renamed and reclassified short media on Internet, as part of a "memified" virtual reality</p> <p>3) <b>Márton Petykó</b> Intention attribution and discursive identity construction in computer-mediated discourses – The case of trolls on Hungarian political blogs</p>

20.3.2015

<p>Keynote - Theory &amp; Research 9.15-10.00</p>	<p><b>Uwe Krüger</b> Journalism as integral part of the elite discourse and the elite culture (and not as fourth estate): empirical findings and theoretical reflections</p>
<p>Keynote - Praxis &amp; Reflection 10.00-10.30</p>	<p><b>Kathrin Senger-Schäfer</b> The cultural room</p>
<p>Discussion 10.30-11.00</p>	<p><b>Between Censorship and Ethics. Controlling Media in Post-Humanism</b></p>
<p>Film and Discourse Studies 11.15 - 13.00</p>	<p>1) <b>H. James Bix (chair)</b> Evolutionary Reflections on <i>2001: A Space Odyssey</i> (Overcoming Cultural Limitations)</p> <p>2) <b>Victoria Baltag</b> Visual media and its limits: the genre of documentary films</p> <p>3) <b>Martin Siefkes</b> Towards a model of intersemiotic discourse relations: A formal representation of the interactions between semiotic modes in film</p> <p>4) <b>Eduardo Brito</b> 9'43": Museum representations in fiction films</p>

<p>Oral Poetic Discourses 11.15 - 13.00</p>	<p>1) <b>Cristóbal Pagán Cánovas (Chair); Mihailo Antović</b> Construction grammar and oral formulaic theory 2) <b>Nemanja Radulović</b> Oral epics as a source of an emerging culture: two models in 19th century Serbia 3) <b>Lidija D. Delić, Mirjana I. Detelić</b> Epic colors – basic colors? 4) <b>Dragoljub Perić</b> The Traditional Episodic Structure and Serbian Epic Poem (the Function and Meaning of "Text within Text")</p>
<p>Arts and Culture within Discourse Studies 14.30–16.15</p>	<p>1) <b>Kate Maxwell (chair)</b> Discourses of Authorship in the 'Imaginary Museum' of Culture 2) <b>Barbara Keszei</b> Transparency in print media: when it's not about the political system 3) <b>Fátima Chinita</b> "Musicals as auratic discourse through entertainment" 4) <b>Aleksandrija Ajduković</b> The Discourse of an Animal Print</p>
<p>Othering and Discourse 14.30–17.20</p> <p>Part II: 16.30-18.35</p>	<p>1) <b>Tatyana Skrebtsova (chair)</b> The Formation and Transformation of Social Stereotypes: Refugees and Labour Migrants in Russian Public Discourse 2) <b>Iryna Semeniuk</b> 'Meritocrat' Identity and Meritocratic Discourse 3) <b>Justyna Pierzyńska</b> Brothers in Arms: Constructing Georgians and Georgia in the Polish media discourse. 4) <b>Sascha Finger</b> The prismatic role of media in the construction of stigma and identity of Hungarian sex-workers in Switzerland 5) <b>Júlia Vrábl'ová; Jaspal Naveel Singh</b> Reviving the silenced voices of the other 6) <b>Robert Imre</b> Radicalization and Technology: The Discourse of Mediatizing Radicals?</p>
<p>Discourse Studies and Argumentation 16.30-18.35</p>	<p>1) <b>Igor Žagar (chair)</b> Tackling Visual Argumentation: A Short Exercise In Methodical Doubt 2) <b>Andrew Haas</b> On Discourse and Implication 3) <b>Péter Bálint Furkó</b> The discourse functions of general extenders across languages, genres and contexts 4) <b>Michael Rinn</b> The Creation of an Islamic Hate Culture on the Net. A Multimodal Rhetorical Analysis of Radical Discourse</p>
<p>Institutions and Discursive Othering Part I: 17.20-18.35</p> <p>Part II: following day 9.00-9.25</p>	<p>1) <b>Yannik Porsché (chair)</b> Dimensions of Culture and Discourse in Museum Institutions 2) <b>Camelia Cmeciu</b> Online Discursive (De)legitimation of the Roma Community 3) <b>Silvia Brane</b> Television Programmes and Global-Local Discourse. Case study: Romania and Hungary 4) <b>Abdul Halik Azeez; Carmen Aguilera-Carnerero</b> The Frenemy Nexus: The Alternative Othering of Protestants, Catholics and Muslims in Irish Cyberdiscourse</p>

21.3.2015

<p>Discourses of Culture in the Making of Social Boundaries 9.00-13.50</p> <p>Part II: 11.20-12.10</p>	<p><b>Ivana Spasić (chair)</b></p> <p>1) <b>Ali Türünz</b> Music, Competence and Values: The Process of Symbolic Boundaries Setting within Turkish Choirs in Germany</p> <p>2) <b>Marina Simic</b> Recursive strategies of positioning in Serbia: culture and the aesthetics of "kitsch"</p> <p>3) <b>Stefan Wellgraf</b> Discursive Practices: Ghetto-Adaptions in Berlin</p> <p>4) <b>Nemanja J. Krstić</b> Symbolic Struggles in Daily Newspapers in Serbia – National Interests Legitimation Issue</p> <p>5) <b>Marina V. Gavrilova</b> Culture and Political Discourse in Post-Soviet Russia</p> <p>6) <b>Daniela Petrovska</b> Via information media to creation of the image of the Other</p> <p>8) <b>Tamara Petrović-Trifunović</b> Culture in Serbian Media Discourse: The Curious Case of Ana Kokić's Talent</p>
<p>Multidisciplinary Theoretical Considerations 9.25-11.05</p>	<p>1) <b>Dušan Ristić; Dušan Marinković (chair)</b> Discourse and Identity in the Cyberspace and Emergent Forms of Knowledge/Power/Space</p> <p>2) <b>Maria Erofeeva</b> Media development and social interaction change</p> <p>3) <b>Lazar Cvijić</b> Connection between marketing and mass-media in construction of reality</p> <p>4) <b>Ana Kedveš</b> "This is what positive change looks like": Positive discourse analysis of "No Hate Speech" campaign blog</p>