CONFERENCE PROGRAMME

LANGUAGE IDEOLOGIES
AND MEDIA DISCOURSE:
TEXTS, PRACTICES, POLICIES

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3 – 5 September 2007

UNIVERSITY OF LEEDS

SCHOOL OF MODERN LANGUAGES AND CULTURES

DEPARTMENT OF LINGUISTICS AND PHONETICS

Sponsored by:

Arts & Humanities Research Council

PROGRAMME OVERVIEW

KEY TO ROOMS:

- Registration, coffees and lunches: Business School Foyer
- Plenaries and Strand A papers: Yorkshire Bank Lecture Theatre (YBLT)
- Strand B papers: Room 1.33
- Strand C papers: Room 1.32
- Evening meals: Great Woodhouse Room, University House

	Monday 3/09/07	Tuesday 4/09/07	Wednesday 5/09/07
9.00		Session 3	Session 7
9.30			
10.00		Coffee	
10.30		Session 4	Coffee
11.00			Session 8
11.30	Registration	Plenary: Adam Jaworski	
12.00			Plenary: Monica Heller
12.30	Buffet lunch	Buffet lunch	
13.00			Buffet lunch
13.30	Welcome	Session 5	
14.00	Plenary: Jan Blommaert		
14.30			
15.00		Coffee	
15.30	Session 1	Session 6	
16.00			
16.30	Coffee	Plenary: Richard Bauman	
17.00			
17.30	Session 2	Free time	
18.00			
18.30			
19.00	Free time	Wine reception sponsored by Continuum	
19.30	Buffet dinner	Conference dinner (open-ended)	
20.00			
20.30			
21.00	Visit to *The Victoria Family and Commercial* pub, Great George St, Leeds	Visit to *The Terrace Bar,* (in Students' Union)	

DETAILED PROGRAMME

Monday 3 September			
11.30	**Registration**		
12.30	**Buffet lunch**		
13.30	**Welcome to conference**		
14.00	**Plenary: Jan Blommaert** (University of London) "A market of accents" Chair: Sally Johnson		
Session 1	**Strand A Chair: Ensslin**	**Strand B Chair: Cotter**	**Strand C Chair: Vandenbussche**
15.00	ANDROUTSOPOULOS: Ideologizing ethnolectal German: processes of language ideology in fiction, performance, and metalinguistic reports	BLACKLEDGE: "Doing more harm than good." Media discourse and ideologies of languages other than English	WEBB: Constructing an inclusive language community out of two mutually excluding ones: the third Afrikaans language movement
15.30	BLEICHENBACHER: Swiss German and Standard German in the newspapers	BLEASDALE: Metaphors of threat: British news media portrayals of asylum seekers and the implications for democracy	YAMADA: The discursive reconstruction of regional identity through Ulster Scots language planning
16.00	PERRIN: Idée suisse: language policy, norms and newswriting practice as exemplified by Swiss radio and television	BANG: Representations of foreign countries in two US newspapers: how are speech acts of foreign country leaders represented?	FURUKAWA: The use of media for Hawaiian language revitalization
16.30	**Coffee**		

Session 2	Strand A Chair: Kelly-Holmes	Strand B Chair: Blackledge	Strand C Chair: Holmes
17.00	JAFFE: The "voice" in "Voices" and "Do you speak American": the semiotics of visual and graphic representation of spoken variation	DAVIES: Racist, classist or 'just' ignorant: media constructions of problematic language	KAMADA: Language ideology as top-down policy in Japan: discrediting early EFL learning as a cause of worsening Japanese ability
17.30	ENSSLIN: 'Black and white': language ideologies in computer game discourse	LISCHINSKY: Show, don't tell: racism in the visual depiction of the other in high school textbooks	BRAY: Speaking their language: media use and misuse of celebrity linguists in the promotion of post-14 language learning in the UK
18.00	MOSHIN & THURLOW: What the f#@$!* - representing the unmentionable: repression, omission, euphemism and taboo language in the media	No paper	No paper
18.30	**Free time**		
19.30	**Evening Buffet Meal** (Great Woodhouse Room, University House)		
21.00	**Visit** to *The Victoria Family and Commercial* pub, Great George Street, Leeds. (Meet by the entrance of University House at 9pm if you would like to join us.)		

The table above has a spanning header row:

Monday 3 September - continued

Tuesday 4 September - morning			
Session 3	**Strand A Chair: Wagner**	**Strand B Chair: Bauman**	**Strand C Chair: Thurlow**
9.00	PAFFEY: Globalising standard Spanish: the promotion of "panhispanism" through the Spanish press	COTTER: Reporting diversity and maintaining stereotypes: representations in news stories	PUCKEY: A critical discourse analysis of power ideologies in metal music
9.30	LAISI: The discourse on language presented in the indigenous and alternative press and the changes in language policy in Guatemala	MYERS: Televising the white house press briefing: regions and teams	JOUSMÄKI: Border discourse: the case of Finnish English-language Christian heavy metal lyrics
10.00	**Coffee**		
Session 4	**Chair: Milani**	**Chair: Myers**	**Chair: Davies**
10.30	MATSUMOTO-STURT: An intercultural and multimodal discourse analysis of untranslated Japanese orthography in *Spirited Away*	LORENZO-DUS: Ventriloquizing as a form of social regulation and self-display on reality television	JEFFRIES: Hegemonic practices in the press: lessons from stylistics
11.00	HIWATARI: Globalisation, performativity and anglicisms in Japanese popular culture	ROBERTS: The use of humorous discourse as "off-record" communication in BBC's *Question Time*	SARACENI: The grammar of ideology: between form and meaning in language education
11.30	**Plenary: Adam Jaworski** (Cardiff University) "Global TV: watching uneven geographical development" Chair: Crispin Thurlow		
12.30	**Buffet lunch**		

	Tuesday 4 September – afternoon		
Session 5	**Strand A** **Chair: Heller**	**Strand B** **Chair: Jeffries**	**Strand C** **Chair: Block**
13.30	HORNER: Flagging the nation: discourses of Luxembourgish nationalism in cyberspace	KOSETZI: Subtle sexism: the case of the Greek TV series 'Almost Never'	HOLMES: A newly literate community: choices of identity and representation
14.00	LEPPÄNEN & PIETIKÄNEN: Looking for Father Christmas: the post-authentic construction of Christmas in tourism websites	DE GREGORIO-GODEO: 'Newmannism' and 'laddishness' at the crossroads: Analysing language and ideology in UK men's magazines' problem columns	CHANG: Indigeneous language planning, ideology and language practice: an ethnographic case study of a Pangcah primary school classroom in Taiwan
14.30	BACHMANN: *Planeta Brasil*: the construction of transnational spaces in Brazilian TV abroad	GRAY: Representations of gender and the commodification of feminism in textbooks for the teaching of English as an international language	AZMAN: Change in the language of instruction policy and representations of readiness among the role players in tertiary education
15.00	**Coffee**		
Session 6	**Chair: Moschonas**	**Chair: Jaffe**	**Chair: Perrin**
15.30	VANDENBUSSCHE: Media and language norms in Flanders in the 21st century	BHATT: Gender ideologies, code-switching and the politics of nostalgia	GILLEN: A virtual island: clashes of discourses around a 'Teen Second Life' online project
16.00	WAGNER: Linguistic choices made in Luxembourgish private writing during WWII	FILIPOVIĆ: Language standardization, gender and power: traditional gender ideology in standard Serbian	SAFFORD & KELLY: Blogging and sport: exploring the linguistic field
16.30	**Plenary: Richard Bauman** (Indiana University, Bloomington) '"It's not a telescope, it's a telephone': encounters with the telephone on early commercial sound recordings" Chair: Alexandra Jaffe		
17.30	**Free time**		
19.00	**Wine reception** with book series/project launch sponsored by Continuum (Great Woodhouse Room, University House)		
19.30	**Conference Dinner** (Great Woodhouse Room, University House)		
21.00 (approx.)	**Visit** to *The Terrace Bar* (in Students' Union next to University House)		

	Wednesday 5 September		
Session 7	**Strand A** **Chair: Paffey**	**Strand B** **Chair: Jaworski**	**Strand C** **Chair: Horner**
9.00	MOSCHONAS & SPITZMÜLLER: Metalinguistic discourse in and about the media: on some recent trends of Greek and German prescriptivism	LAZAR: Language ideologies and government imperatives: the strategic use of Singlish in public media discourse	BLOCK: On the metaphor of loss, identity and language maintenance
9.30	SPILIOTI: Popular representations of text-messaging in Greek newspaper discourse	RASUL: Language hybridization in Pakistani media: redefining ideology	HOLBOROW: Language, globalization and the "strong discourse" of Neoliberalism
10.00	GEORGIOU: Representations of linguistic varieties in TV series in Cyprus	KYTÖLÄ: "I think this match rigging" – an online trajectory of intentionally ungrammatical English as a source for humour, discrimination, identity and expertise?	YAMAGUCHI: Non-understanding as a heuristic to constructing cultural models
10.30	**Coffee**		
Session 8	**Chair: Spitzmüller**	**Chair: Upton**	**Chair: Lazar**
11.00	PARK: Language games for the imagined community: linguistic nationalism as entertainment on Korean television	TURNER: Spinning spin	BHALLA: English language proficiency as a tool to lucrative careers in the Indian corporate job market
11.30	ANDERSON: Code-switching in Ghanaian television advertisements	LITHERLAND: Television, language and politics in Italy's second republic	CHAN: Emergent critical issues from a new English language policy
12.00	**Plenary: Monica Heller** (University of Toronto) Connect the dots: ethnographies of discourse and ideologies* Chair: Tommaso Milani		
13.00	**Buffet lunch**		
14.00	*Conference ends*		

*Visit sponsored by The Centre for Canadian Studies, University of Leeds
(**http://www.leeds.ac.uk/canadian_studies/**)

CALL FOR PAPERS

LANGUAGE IDEOLOGIES AND MEDIA DISCOURSE: TEXTS, PRACTICES, POLICIES

We would like to put together a book proposal arising from this conference to be submitted to Continuum for the 'Advances in Sociolinguistics' series.

To this end, we would like to receive good quality, previously unpublished articles based on papers presented at the conference for a collection to be edited by Sally Johnson and Tommaso M. Milani, and published in 2009.

Contributions should be of no more than 7,500 words in length and should conform to Continuum editorial guidelines (see www.continuumbooks.com and/or the previous volume *Language in the Media*). The initial submission must also be accompanied by a 500-word abstract (which will be used in the preparation of the proposal but not the publication itself.)

Please send articles and abstracts as both hard and soft copy to:

> Sally Johnson & Tommaso M. Milani
> Department of Linguistics and Phonetics
> School of Modern Languages and Cultures
> University of Leeds
> Leeds LS2 9JT, UK
> s.a.johnson@leeds.ac.uk/t.milani@leeds.ac.uk

Please note that we will prioritise papers which:

- focus directly on the relationship between language ideologies and media discourse, including a consideration of theoretical/methodological issues relating to their analysis;
- deal with language contexts other than those typified by the use of (standard) English;
- conform to Continuum guidelines and do not exceed the specified length;
- are written by authors who did not contribute to the previous volume *Language in the Media* (Continuum, 2007).

Deadline for submission: 31 January 2008.