Live reporting and audience participation in online sports commentaries

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The talk addresses some of the pragma-linguistic implications arising from the recent shift of the mainstream media to online platforms. This has led not only to the emergence of new genres – such as live online news – but also new patterns of audience participation. After describing the genre characteristics of live news in general, the talk discusses the hybrid nature of written sports commentaries in British online news sites by identifying some of their linguistic and structural features aligning them with such genres as spoken broadcast commentary and asynchronous discussion boards. The unique narrative structure of online sports commentaries, based on the active participation of readers, appears to be closely tied to the dual function of this genre to inform and to entertain. As a result of the changed role of the audience, which has shifted from the recipients to the co-creators of the media texts, the participation framework of these communicative encounters need to be reconsidered: the news site has been transformed into a site of multiple interactions and textual encounters.

Bio

Dr. Jan Chovanec is Assistant Professor in English linguistics at the Department of English and American Studies, Masaryk University of Brno (CZ). He works on interactional aspects of media communication from the point of view of linguistic pragmatics, discourse analysis and CDA. His publications include Pragmatics of Tense and Time in News: From Canonical Headlines to the Textual Rhetoric of Online News (John Benjamins, 2014), Language and Humour in the Media (co-edited with Isabel Ermida, Cambridge Scholars, 2012) and Participation in Public and Social Media Interactions (co-edited with Marta Dynel, John Benjamins, 2015). His current research involves a project on the discursive construction of otherness in online newsreader comments. For more info see: http://www.muni.cz/phil/people/463