Strategies of inclusion and exclusion in social media interaction
Università degli Studi di Catania, 16-18 September

Many studies have focused on the relationship between political correctness and gender in language (Hardaker & McGlashan 2016), focusing on themes such as personal identity and ideology. The conference aims at introducing a different, less common, perspective on the theme. Rather than analysing political correctness either from an abstract perspective, simply observing language behaviour, or from a militant one, which may trigger normative attitudes in relation to language choices, our perspective focuses on identity construction as an interactional practice. Starting from the awareness that every language behaviour has to be interpreted also in its social dimension, we believe a normative approach to language use may lead to foreseeable negative consequences as far as ideology and identity construction are concerned: a reduced communicative effectiveness, other than the symbolic positioning, and the likely emergence of other ideological counter positioning (Berzonsky, 2005; Erikson, 1968; Hermans & Hermans-Konopka, 2010). Our focus is then on the analysis of communicative practices that may either facilitate or hinder effective interaction. Given the emergence and widespread use of social media platforms, and the increasing public participation of a growing number of users, social media have become a preferred place both for identity construction, and for the interaction with other users. The analysis of interactive dynamics becomes particularly relevant if we focus on processes of community building, (collective) identity construction, and ingroup/outgroup strategies, through the study of both linguistic and multimodal resources.

Within this framework, topics that could be addressed include but are not limited to the following:
identity construction in online interaction
(im)politeness and social media
ingroup and outgroup practices online
effective politically correct communication
inclusive language strategies and gender studies
group identity and strategies of exclusion
social psychology of digital media
political correctness in different cultural and ideological contexts

We welcome papers which re-examine existing frameworks and apply new methodologies including but without being limited to:
Cognitive Linguistics
Conversation and Discourse Analysis
Corpus Linguistics
Ethnography of Communication
Gender Studies
Media and Mass Communication Studies
Multimodality
Philosophy of Language
Pragmatics
Semiotics
Sociolinguistics
Sociology

The following guests have confirmed their participation as plenary speakers:
Francesca Ervas, Università degli Studi di Cagliari
Federica Formato, University of Brighton
Majid KhosraviNik, Newcastle University
Federica Timeto, Accademia delle Belle Arti di Palermo

All papers will be allocated 20 minutes plus 10 minutes for questions. The language of the conference is English.

Abstracts of up to 500 words excluding references should be sent as MS Word attachment to mvenuti@unict.it before 15 may 2019. Please include in the body of the email but not in the abstract itself (1) your name, (2) affiliation and (3) email address. Notification of acceptance will be communicated by 30 May 2019.

No registration fee is required for participation in the conference. Nevertheless, for organisational purposes, all accepted participants need to confirm participation by 30 June. The costs for travel, accommodation and meals are at the expense of the participants.

For any further information, please contact us at mvenuti@unict.it.

Scientific Committee:	Organising Committee:
Davide Bennato	Emanuela Campisi
Emanuela Campisi	Ester Di Silvestro
Maria Carreras i Goicoechea	Lucia La Causa
Francesca Ervas	Valeria Monello
Federica Formato	Marco Venuti
Majid KhosraviNik	
Marco Mazzone	
Federica Timeto	
Marco Venuti	
Francesca Vigo	

References

Berzonsky, M. D. (2005). Ego identity: A personal standpoint in a postmodern world. *Identity, 5*(2), 125-136.

Erikson E. (1968). *Identity. Youth and crisis*. New York-London: Norton & Co.

Hardaker, C. & McGlashan, M. (2016). "Real men don't hate women": Twitter rape threats and group identity. *Journal of Pragmatics*, 91, 80–93.

Hermans, H. & Hermans-Konopka, A. (2010). *Dialogical self theory: Positioning and counter-positioning in a globalizing society*. Cambridge: Cambridge University Press.