

Call for Papers, 31st LIPP Symposium: *Digital Linguistics On- and Offline*

This conference aims to explore how language use is shaped by digital spaces and how digital tools and data have revolutionized the fields of linguistics and language learning. Digital linguistics has developed into a thriving interdisciplinary field at the intersection of pragmatics, media linguistics, and applied language studies. The multifaceted field includes research ranging from multimodality (Bateman & Wildfeuer 2014), contextualization strategies (Androutsopoulos 2023), stance-taking (Du Bois 2007; Merten 2025; Spitzmüller 2013), internet memes (Dancygier & Vandelanotte 2025), digital identity (Zhao 2005), to the pragmatics of platform affordances (Bucher & Helmond 2018).

Recent work in multimodal pragmatics (Kabatnik et al. 2024; Mondada 2016; Bateman et al. 2017; Wildfeuer et al. 2020) and digital method studies (Tagg et al. 2017) underscores the need for analytical frameworks that can account for the complex interplay of linguistic, visual, acoustic, and interactional resources in digital settings. Moreover, new communication formats such as livestreams, voice notes, short videos, and reaction content on platforms like TikTok, Instagram, and Discord challenge the divide between factual and fictional discourse (e.g., Burger & Luginbühl 2014; Tschannen & Meier-Vieracker 2024). The linguistic conception of utterances is also changing with regard to digital communication, e.g., in chat messages and online communication, where the boundaries between written and spoken language are increasingly blurring and written language can certainly assume patterns of oral communication (Crystal 2001; Koch & Oesterreicher 2011; McCulloch 2019).

At the same time, digital linguistics offers new ways to both collect and engage with language data. The collection and analysis of data across digital and hybrid contexts can offer flexible approaches to data collection and analysis, as well as offering the opportunity to create and work with large-scale data sets. There is growing interest in how digital technologies themselves, whether used as research tools or objects of analysis, shape the research process, including ethical concerns about consent and algorithmic influence, especially in the age of large language models (Markham 2015; Caliandro & Gandini 2016).

The conference *Digital Linguistics On- and Offline*, which will take place **11–13 November 2026** in **Munich**, provides an interdisciplinary platform for researchers working on different aspects of digital linguistics and communication. We welcome theoretical, empirical, and methodological contributions that explore these dynamics of language and communication in online contexts as well as online methods to collect and archive on- and offline data. The contributions can focus on, but are not limited to, the following topics:

- **Language practices and social interaction**, e.g., online pragmatics and communication, stance-taking in digital spaces, identity construction through linguistic means in online spaces
- **Language and media environments**, e.g., multimodality in digital contexts, linguistic variation and change online, platform-specific language use (e.g., TikTok, Twitter, Reddit)
- **Methods and tools of digital linguistics**, e.g., digital fieldwork methods on- and offline, analysis tools and AI-based approaches, digital data repositories, archives and corpora
- **Applications**, e.g., online teaching, digital didactics and pedagogy, online outreach and science communication

Presentations on **any language or variety** are welcome. While the main language of the conference will be English, **abstracts may be submitted in English or German**. If you wish to give a talk or present a poster, please send your **anonymized** abstract (max. **500 words, excl. references**) to the following e-mail address symposium@lipp.uni-muenchen.de by **April 1st 2026** with the following information: **name, affiliation, preference for talk or poster in the e-mail**. Notifications of acceptance will be sent out by mid-May.

References:

- Androutsopoulos, J. (2023). Kontextualisierung digital: Repertoires und Affordanzen in der schriftbasierten Interaktion. In S. Meier-Vieracker, L. Bülow, K. Marx, & R. Mroczynski (Eds.), *Digitale Pragmatik* (pp. 13–38). Springer. https://doi.org/10.1007/978-3-662-65373-9_2
- Bateman, J. A., & Wildfeuer, J. (2014). A multimodal discourse theory of visual narrative. *Journal of Pragmatics*, 74, 180–208. <https://doi.org/10.1016/j.pragma.2014.10.001>
- Bateman, J. A., Wildfeuer, J., & Hiippala, T. (2017). *Multimodality: Foundations, research and analysis – A problem-oriented introduction*. De Gruyter Mouton. <https://doi.org/10.1515/9783110479898>
- Bucher, T., & Helmond, A. (2018). The affordances of social media platforms. In *The SAGE Handbook of Social Media*, edited by Jean Burgess, Thomas Poell, and Alice Marwick
- Burger, M., & Luginbühl, M. (2014). *Mediensprache: Eine Einführung in Sprache und Kommunikation in den Medien*. 2nd ed. Narr Francke Attempto. <https://doi.org/10.1515/9783110285925>
- Caliandro, A., & Gandini, A. (2016). *Qualitative research in digital environments: A research toolkit*. Routledge. <https://doi.org/10.4324/9781315642161>
- Crystal, D. (2001). *Language and the internet*. Cambridge University Press.
- Dancygier, B., & Vandelanotte, L. (2025). *The Language of Memes: Patterns of Meaning Across Image and Text*. Cambridge: Cambridge University Press. <https://doi.org/10.1017/9781108950855>
- Du Bois, J. W. (2007). The Stance Triangle. In R. Englebretson (Ed.), *Stancetaking in Discourse: Subjectivity, Evaluation, Interaction* (pp. 139–182). John Benjamins Publishing Company. <http://dx.doi.org/10.1075/pbns.164.07du>
- Kabatnik, S., Bülow, L., Merten M.-L. & Mroczynski, R. 2024. *Pragmatik multimodal*. Tübingen: Narr.
- Koch, P. & Oesterreicher, W. (2011). *Gesprochene Sprache in der Romania. Französisch, Italienisch, Spanisch*. 2nd ed. De Gruyter.
- Markham, A. (2015). Remix culture, remix methods: Reframing qualitative inquiry for social media contexts. In Denzin, N., & Giardina, M. (Eds.), *Qualitative Inquiry—Past, Present, and Future* (pp. 63–81). Left Coast Press.
- McCulloch, G. (2019). *Because internet - Understanding the new rules of language*. Riverhead Books.
- Merten, M.-L. (2025). Stancetaking als Analyseobjekt und Forschungsperspektive der Germanistischen Linguistik. Einblicke in eine Grammatik des sozialen Positionierens. In Bubenhofer, N.M. Habermann, H. Hausendorf, B.-M. Schuster (Eds.). *Germanistische Linguistik: Genese, Zustand und Zukunft eines Faches im Spiegel der RGL*. (pp. 135–162). De Gruyter. <https://doi.org/10.1515/9783111323725-007>
- Mondada, L. (2016). Challenges of multimodality: Language and the body in social interaction. *Journal of Sociolinguistics*, 20(3), 336–366. https://doi.org/10.1111/josl.1_12177
- Spitzmüller, J. (2013). Metapragmatik, Indexikalität, soziale Registrierung. Zur diskursiven Konstruktion sprachideologischer Positionen. *Zeitschrift für Diskursforschung*, 1(3), 263–287. <https://doi.org/10.5167/uzh-97551>
- Tagg, C., Seargeant, P., & Brown, B. (2017). *Taking offence on social media: Conviviality and communication on Facebook*. <https://doi.org/10.1007/978-3-319-56717-4>
- Tschannen, J. & Meier-Vieracker, S. (2024). Performing Science. Multimodale Analysen zu Wissenschaftskommunikation auf TikTok. In Jaki, S., Meiler, M., Pflaeging, J., & Wildfeuer, J. (Eds.), *Multimodalität in Wissensformaten* (pp. 285–322). Lang. <https://doi.org/10.3726/b22228>
- Wildfeuer, J., Bateman, J. & Hiippala, T. (2020). *Multimodalität: Grundlagen, Forschung und Analyse – Eine problemorientierte Einführung*. Berlin, Boston: De Gruyter. <https://doi.org/10.1515/9783110495935>
- Zhao, S. (2005). The digital self: through the looking glass of telecopresent others. *Symbolic Interaction*, 28 (3), 387–405. <https://doi.org/10.1525/si.2005.28.3.387>