

Discourse Analysis and Online Ethnography

Workshop held at Berlin Graduate School Muslim Cultures and Societies, Altensteinstraße 48

Date:

20 November 2012, 10 am – 1pm

Preparatory Meeting:

13 November 2012, 10 am – 11 am

Participants:

doctoral students of the BGS MCS,
(doctoral) fellows of other faculties

Speakers/Mentors:

Prof. Babak Rahimi

Format:

lecture/discussion

Readings:

Robert V. Kozinets, ***Netnography: doing ethnographic research online.***

Los Angeles, California, London: Sage 2010.

- “Cultures and Communities online” 1-20.
- “Understanding Culture Online” 21-40.
- “Researching Online: Methods” 41-57.
- “The Method of Netnography” 58-73.
- “The Advancing Netnography: the Changing Landscape” 174-184.

Brian Paltridge, ***Discourse Analysis: An Introduction***, London; New York: Continuum, 2007.

- Chapter 1 “What is discourse analysis” 1-21.
- Chapter 2 “Discourse and Society” 23-50.
- Chapter 8 “Critical discourse analysis” 178-197.

Requirements:

Doctoral students are expected to read the assigned material and participate in the workshop discussions.

Credit Points:

1 CP

Application:

The deadline for application is 12 November (via e-mail to office@bgsmcs.fu-berlin.de).

Contact:

For any queries or questions, please contact:

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Workshop Outline:

This workshop looks at the relationship between research methods of discourse analysis and online ethnography of the study of communities, cultures and politics created in cyberspace. In particular, the workshop focuses on the cultural analysis and representation on the level of face-to-face interactions and narratives of self and other in online networks and communication practices.

Draft Programme:

Three hours.

1 hour: lecture

break: 15 minutes

2 hours: discussion