

The construction of ordinariness in mediated public talk:

Accountability of communicative action and the private-public interface

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We analyse the discursive construction of ordinariness in two genres: commenting on politicians' speeches, parliamentary debates and Facebook, as well as commenting on opinion-editorials in online newspapers.

From a cross-cultural perspective, we test the hypothesis that speech communities vary in terms of (1) the conceptualization of (non-)ordinariness, (2) the contexts whereby (non-)ordinariness is made an object of talk, (3) the array of discursive strategies and strategy-specific linguistic constructions, and (4) the degrees of explicitness and redundancy underlying the foregrounding of ordinariness.

The discursive strategies and strategy-specific linguistic constructions to be analysed include, among others, first-frame meta-pragmatic comments on ordinariness and non-ordinariness; semantic prosodies; self- and other-naming, address terms and deictic expressions used for self- and other-reference; quotations from ordinary people's talk; ironic criticism of (non)ordinariness; small stories and self-disclosures; subjectification and conversationalisation.