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Center for the Study of Language and Society

Das **CSLS** lädt herzlich ein zum **VORTRAG** von:



Adam Jaworski

University of Hong Kong

***Television as Art: Style, Individualism
and the Mediation of Engagement***

Tuesday 10 March

10:30 - 12:00

Raum F-113

UniTobler

Lerchenweg 36

3012 Bern

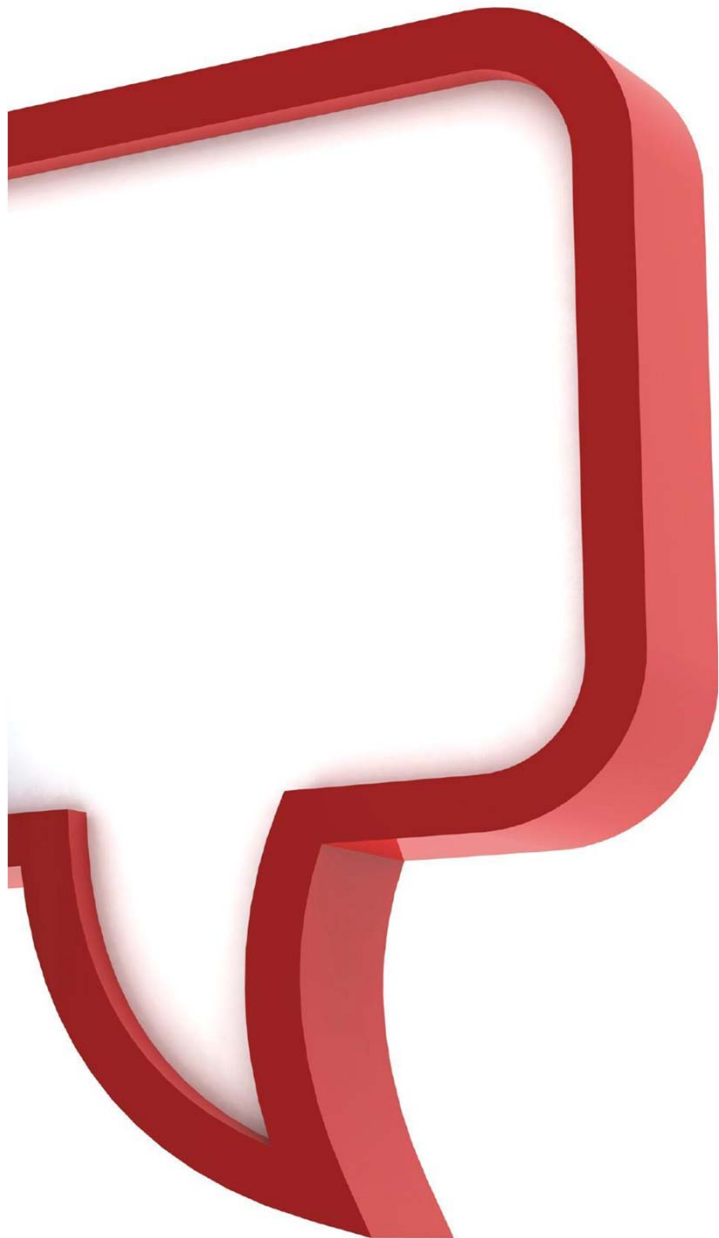
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ABSTRACT: Drawing on art historical and sociolinguistic approaches to *style*, this presentation aims to assess the relationship and interplay between mediated linguistic style and mediated art style. In the context of a TV documentary programme on contemporary art, it examines what is individuating in each of the two dimensions. In the linguistic track, the artists–presenters manage their personas at the socio-acoustic and discursive levels, while also styling their talk as part of their own or other artists’ artworks. More specifically, this paper examines how several artists’ individual styles are recontextualized in a television art documentary to create both mass mediatized pieces of (video) art, and an imagined, ‘mediated value-community’ (Coupland, 2010) of viewers or ‘art lovers’. The recognition of the individual artists’ styles is key to viewers’ self-styling as individual connoisseur-members of the mediated community. My data is drawn from the PBS *Art in the Twenty-first Century* series featuring interviews with 100 artists grouped into 3–4 episodes around loosely titled segments such as ‘Place’, ‘Spirituality’, ‘Identity’ and ‘Consumption’. Each segment is introduced by a vignette created by a different artist, sometimes in collaboration with another ‘celebrity’ from the world of sports, film, dance or opera. Each introduction is created in the artist’s unique style, or with clear references to his/her work, and can be seen as a work of (video) art in its own right.

Adam Jaworski is Professor of Language and Communication at the School of English, University of Hong Kong. He has published on such topics as language and globalization, display of languages in space, media discourse, nonverbal communication, and text-based art. His most recent publications include *The Discourse Reader*, 3rd edition (Routledge, 2014), a special issue of the *Journal of Sociolinguistics* on *Sociolinguistics and Tourism* (2014), and a special issue of *Social Semiotics* on *Typographic Landscaping* (2015). He co-edits the Oxford University Press book series, *Oxford Studies in Sociolinguistics*.