



Universität Hamburg

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Das Institut für Germanistik (IfG) und das Institut für Medien und Kommunikation (IMK)  
laden ein zu einem Vortrag

**Donnerstag, 29. November 2018, 16-18h (c.t.)**

**Überseering 35, Raum 08026**

**Prof. Dr. Tina Thode Hougaard**

Universität Aarhus

## **The language of mourning and death on social media**

In this talk I take a particular interest in existential and affective publics that arise on Facebook groups that deal with the diagnoses, treatment and terminal consequences of child cancer. More specifically, I focus on the language created and used to shape these publics in relation to personal stories of illness, dying and mourning. “Language” in this talk does not refer to the abstract grammar of, or system behind, digital media, but rather to the actual utterances, signs and expressions that people use in interaction on social media. I want to understand the role of both ritualized phrases, e.g. *RIP*, and what we could call “affective language”, e.g. emojis and interjections and other forms of expressive interactive writing, in these publics. And I want to understand how this language can be used to explore shared affective processes of digital affect cultures on social media groups that concern events that profoundly disturb but also necessarily become part of everyday life practices for the involved families and followers.

**Prof. Dr. Tina Thode Hougaard**, PhD, Associate Professor an der Universität Aarhus, School of Communication and Culture, Dept. of Scandinavian Studies. Ihr aktuelles Buch, *The Language of Illness and Death on Social Media: An Affective Approach*, ist 2018 bei Emerald Publishing erschienen. Ebenfalls 2018 ist ihr Lehrbuch *Sprog i sociale medier* (mit Tine Durp und Louise Balleby) erschienen. Prof. Hougaard ist Herausgeberin der Zeitschrift *Scandinavian Studies in Language* (<https://tidsskrift.dk/sss>).

**Interessierte Kolleg/innen und Studierende sind herzlich willkommen!**

gez. Prof. Dr. Jannis Androutsopoulos