Workshop Social Media Communication in English as a Lingua Franca

05 November 2022
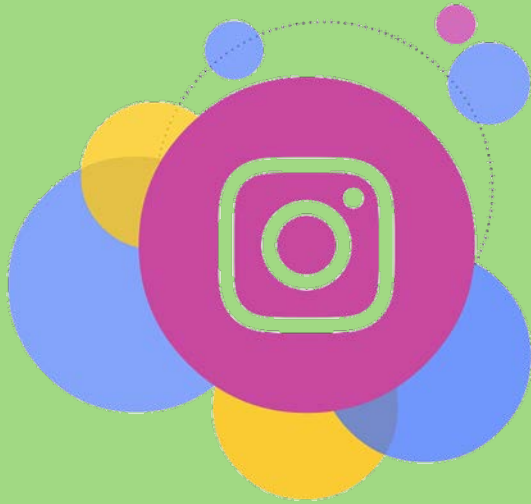
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# Why this workshop?

Digital communication needs to be taught

"In terms of the L2 learner, as Dudeney and Hockly (2016) pointed out, we need to move away from the concept that our learners are 'digital natives' (Prensky, 2001), totally immersed in and competent in the use of their various digital devices. Instead, we should recognize that L2 learners do need to be taught the potential of those affordances and how to make use of them in the most effective manner (Lomicka & Lord, 2016).

(Elola & Oskoz 2017)

Digital literacy – more than a set of skills

- Multimodal competence (Kress 2003)

- Ability to understand, manipulate and transform social media (New Media Consortium 2005)

- Learning and understanding genre-based frameworks (Hyland 2001)

- Understanding linguistic choices, e.g. through (Thorne & Reinhardt 2008):

  - Observation and collection

  - Exploration

  - Creation and participation
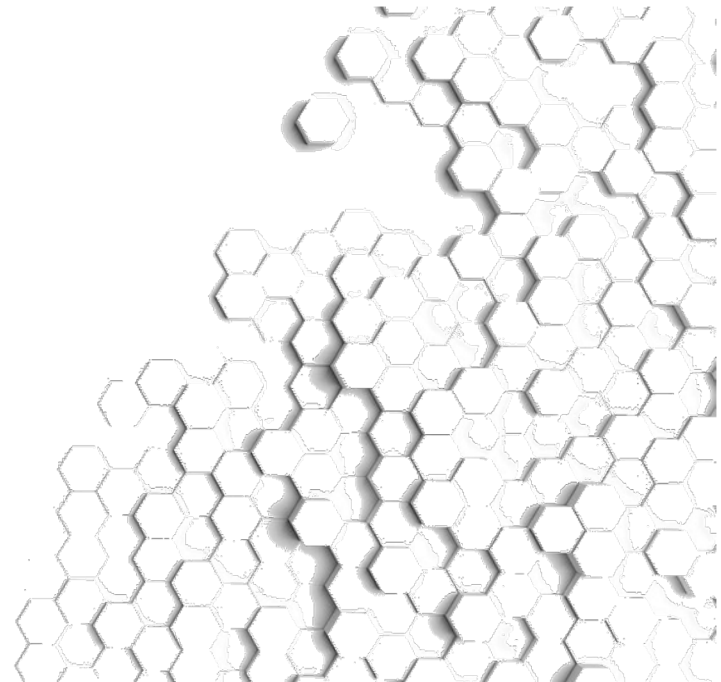
Genres in social media: Examples
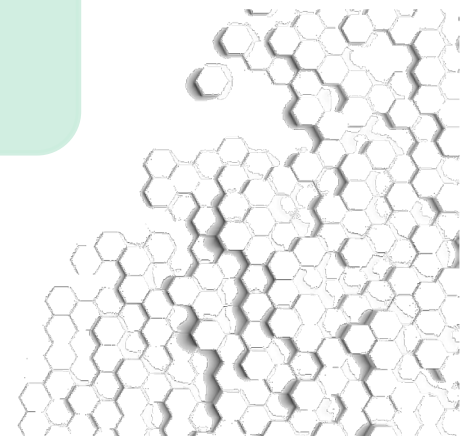
Business Communication
- Branding and description
- Persuasion
- Webcare
- Crisis communication

Specialized discourse (Fachsprachen)
- Lifestyle: Cooking blogs
- Instructions: Recipes, Unboxings
- Descriptions: Hauls
- Narratives: Travel blogs

Informal peer communication
- Storytelling
- Conversations
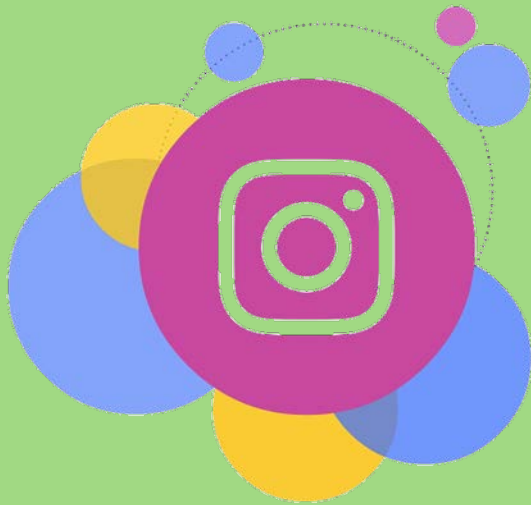- Interaction & feedback,
- (Dis)alignment and stancetaking

Setting the scene…

InDi: Researching international communication
Language setting: English as a Lingua Franca
Social Media: A Pandora's Box?
Your own experiences

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InDi:
Researching International and Digital Communication

The digital economy in a nutshell

Global Market

Disruption

Digital products and services

Data becomes valuable

Dynamic environment

Integrating research and language teaching

Research background

- Collecting and optimizing company practices on social media, focusing on multilingual resources

- International, cross-cultural, cross-platform analysis

- Interaction of text and multimodal elements

InDi

Institut für Internationale &
Digitale Kommunikation
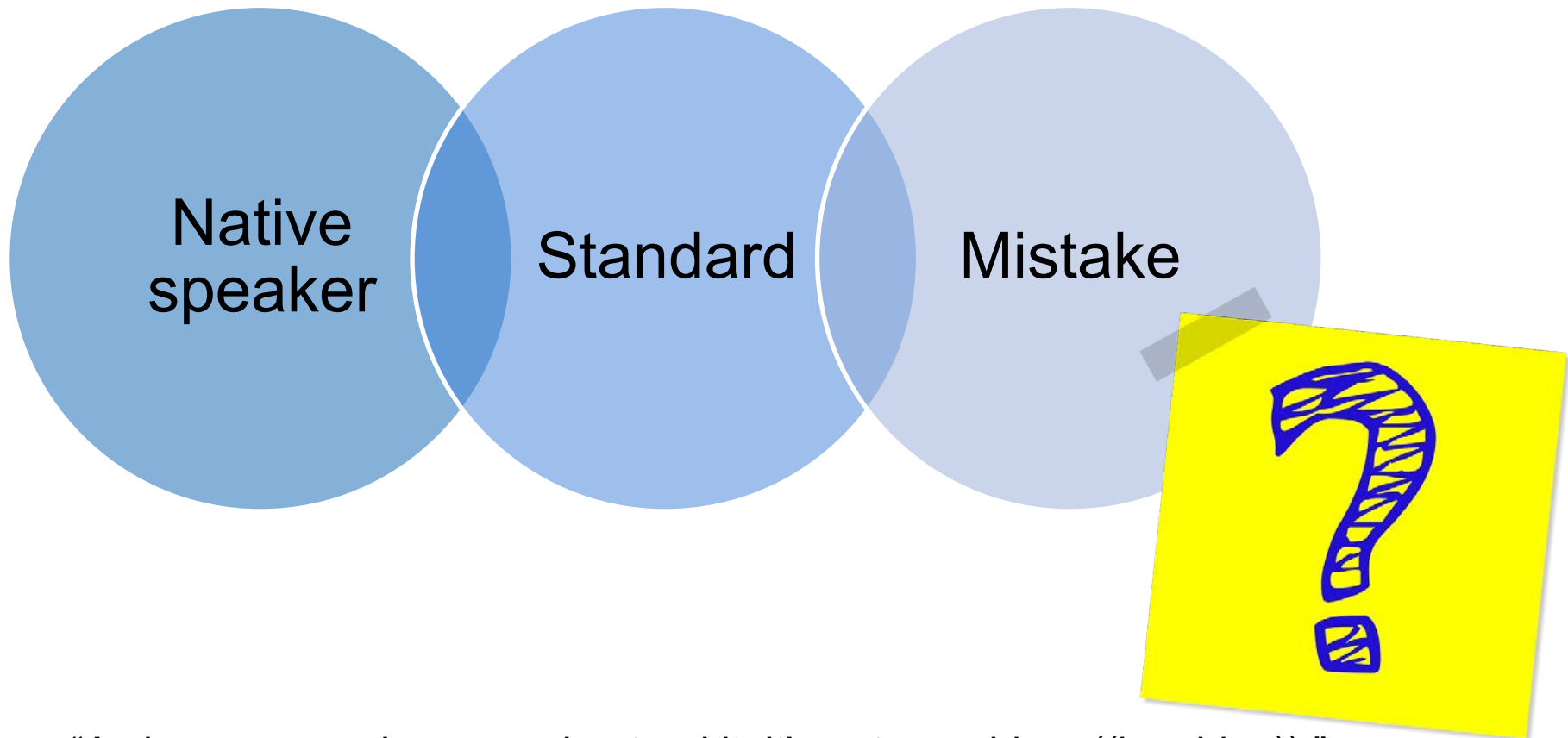
- Marketing & Digitalization
- Applied Linguistics
- Law & Mediation
- Didactics & Methodology

Language setting:
English as a Lingua Franca
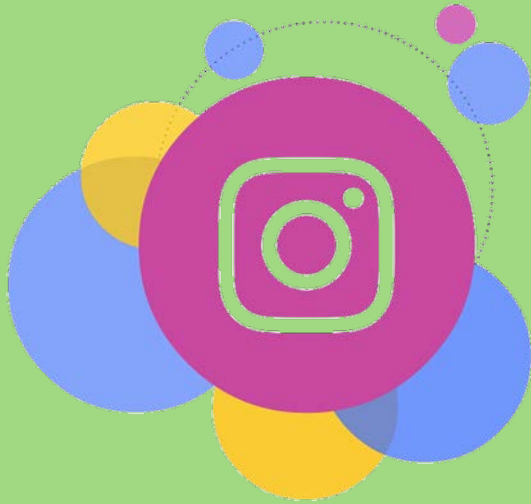
The "native speaker" disappears: ELF

Native speaker   Standard   Mistake

"As long as people can understand it, it's not a problem ((laughing))."
(ViMELF)

English goes global

Change from outside the 'native speaker' paradigm

ELF features

What is ELF?

mutual comprehension

set of strategies

cooperation

adaptability

robust

creativity

affiliation

co-construction

multilingual resources

(B)ELF – (Business) English as a Lingua Franca

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ELF

- "Any use of English among speakers of different first languages for whom English is the communicative medium of choice, and often the only option" (Seidlhofer 2011: 7)

- A set of strategies that "orients to achieving mutual comprehension" between speakers of different language and cultural backgrounds (Mauranen 2012: 7)

BELF

- Similar to ELF but "communicating *facts"* & "communicating *with people*" (Ehrenreich 2010: 419)

BELF on Social Media (see also Brunner & Diemer 2019)

- Widespread use of English as a lingua franca for business purposes by internationally active companies on social media

- Even localized profiles often multilingual, with English as a key medium in both company posts and interactions

- Social media as ideal source of BELF customer interaction data

ELF as intercultural communication

In (English as a) Lingua Franca settings, speakers

- Create and index national or regional identities (Brunner et al. 2018)

- Move between local and global identities (Pölzl & Seidlhofer 2006, Pitzl 2012)

- Create shared multilingual and multicultural identities (Cogo & Dewey 2012)

- Align with dynamic or virtual communities of practice (Vettorel 2014, Mortensen 2017)

- Embrace "third-place," mediating or fluid, non-named identities ("transcultural communication", Baker 2015, 2018)

Setting: Language in an interconnected world

Everyday mundane diversity is multilingual, multimodal and multisensory (Pennycook 2018)

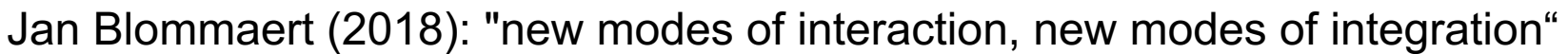Superdiversity (Vertovec 2007)

The online, globalized world challenges traditional concepts and baselines of interaction

Intertwined online and offline universe (Blommaert 2018)

Virtual „languagescape" (Pennycook 2003)

On- and offline spatiotemporal entanglements (Pink et al. 2018)

Jan Blommaert (2018): "new modes of interaction, new modes of integration"

How multilingual is ELF?

- Frequent 'instances of other-language use' (Klimpfinger 2009), including hybrid uses (Brunner et al. 2016) in ELF

- ELF speakers shown to make use of their multilingual repertoire to communicate successfully (Seidlhofer 2009, Jenkins 2015)

- Languaging as key strategy in ELF interaction (Cogo 2009, Klimpfinger 2009, Pennycook 2010), ELF "commonly and effectively employed [...] without causing problems of intelligibility" (Vettorel 2014: 211)

- Key means of creating rapport (cf. Brunner, Diemer & Schmidt 2017, Brunner & Diemer 2020)

Languaging

- Concepts of codes and code-switching become difficult to maintain as language backgrounds become more complex and norms more fluid
→ Use of all linguistic resources independent of proficiency

Super-diversity

Code-switching

Code-mixing

(Trans)Languaging

Fluid Repertoires

ELF in the language classroom

- Setting the scene: Create an ELF language learning setting where creative and self-assured language use is supported, not penalized, allowing a focus on successful communication

- Raise language and intercultural awareness by demonstrating ELF use in business interaction

- Raise ELF competence by providing ELF strategies based on real language examples, trained in the classroom
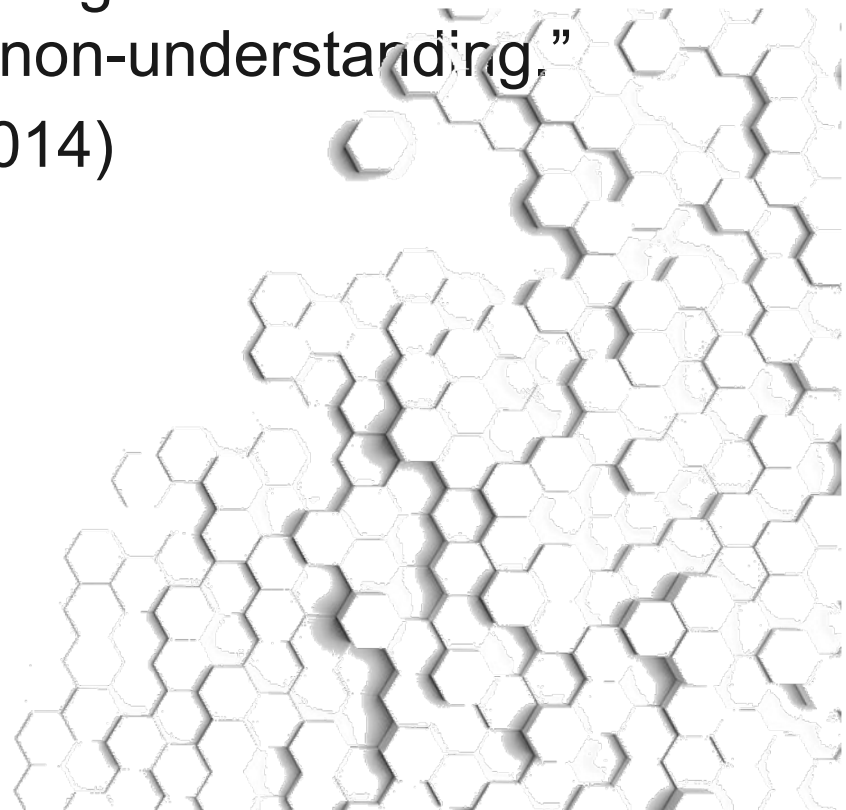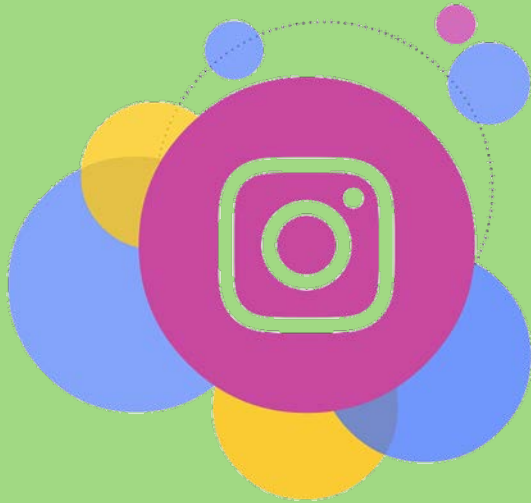
→ ELF Education

Pragmatics = Meaning in context

Pragmatic strategies =

"Speakers actively and skillfully shape and co-construct the language […]. What this means is that speakers […] establish communicative strategies to facilitate understanding and overcome non-understanding."

(De Bartolo 2014)

Social Media:
A Pandora's Box?

Social media: Definition?

→ Online medium with an interactive component

Social networks, microblogs, blogs, video blogs, messaging services, professional & business platforms & networks, collaborative projects, virtual communities, discussion forums, image, video & media sharing sites, creator sites, gaming platforms, online business platforms and communities, offline retailers with online forums, matching & dating apps, rewiew and booking websites, transportation or delivery apps, ...

Global social media
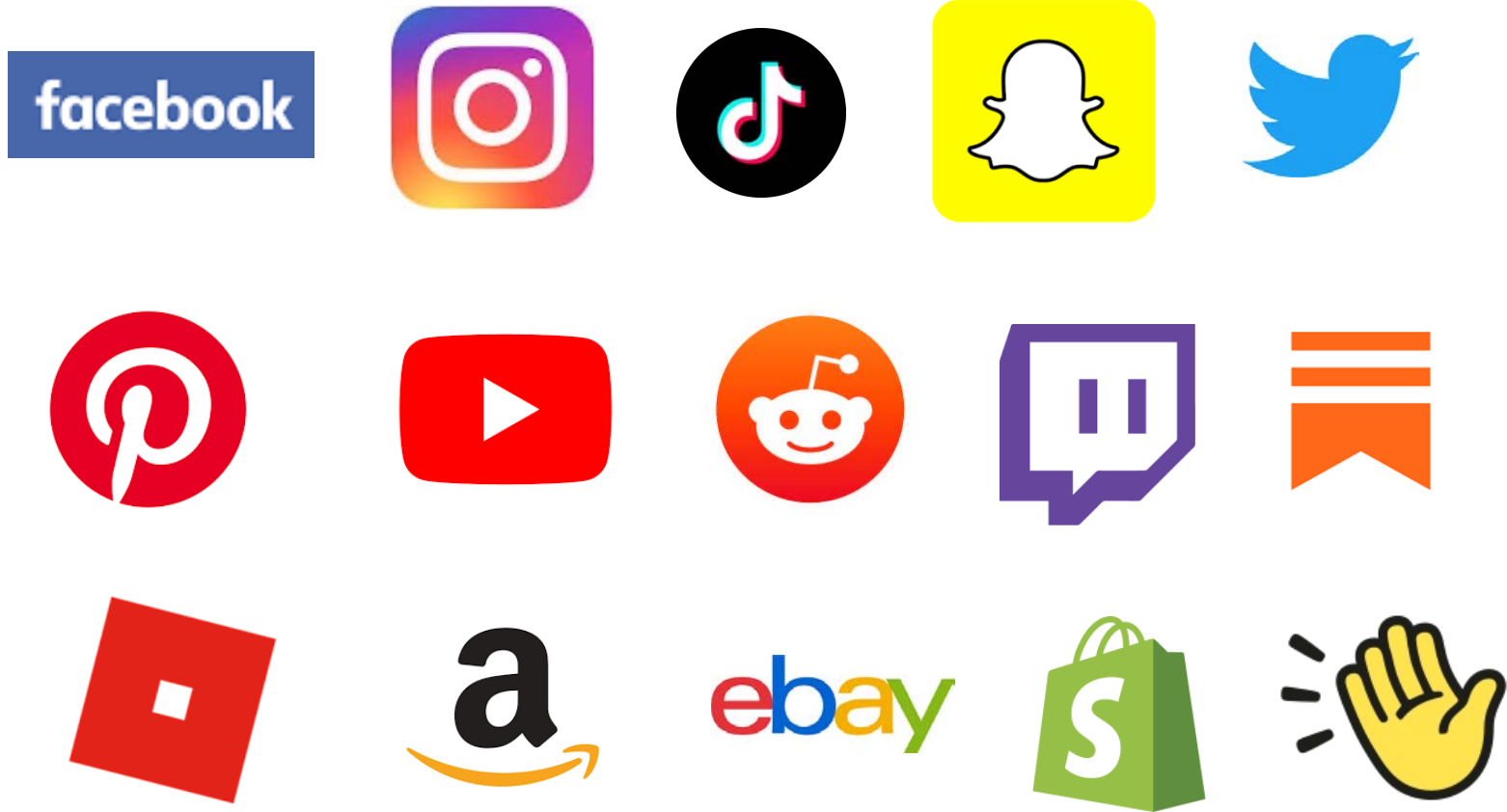
(as of October 2022)

Global social media

Facebook: text-based, multimedia, more trustworthy to collect data, more options, busin

Instagram: more visual, more personalized, celebrities

TikTok: video-based, some ads, based on preferences, influencers, trends, not for grow

Snapchat: video, image sharing, fun, personal, private option

Twitter: many options like facebook, images, videos, celebrities, immediate, fast webcar

forums

Pinterest: pictures, e.g. fashion, creator-based, quality

YouTube: changed from video service to social medium, business focus, but also conter

vlogs, stories

Reddit: discussion threads, questions, forum-based, wide range of topics

Twitch: video sharing and feedback, many genres, esp. gaming

Substack: paid newsletters

Roblox: online games, paid programming

Amazon: large business platform, deliveries, content, data storage

Ebay: marketplace, easier, security, banking

Shopify: small business platform for selling

Clubhouse: exclusive discussion forum

(as of October 2022)

China

(as of October 2022)

China

Pindonduo: group rebate
Xiaohongshu (Little Red Book)
JD.com
Alibaba
Taobao
Meituan (group rebate)
Douyin (ByteDance, short video)
Freshippo (Alibaba)
7Fresh (jd.com)
Kuaishou (short video)
Tencent
ByteDance

(as of October 2022)

Other regional players

(as of October 2021)

Other regional or specialized

South-East Asia: Grab, GoTo, Sea
India: Jio
Latin America: Mercado Libre
Europe: LinkedIn
France: Vova
US: Instacart, DoorDash, UberEats,
LinkedIn
Academia
Craigslist,
Tinder

Others?
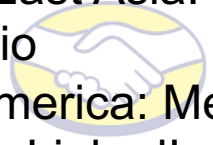
(as of October 2022)

Social Media in the classroom
- Your own experiences, issues, expectations?

Five-Minute Break

https://www.youtube.com/watch?v=6fnLKyRJsrs
Office Yoga
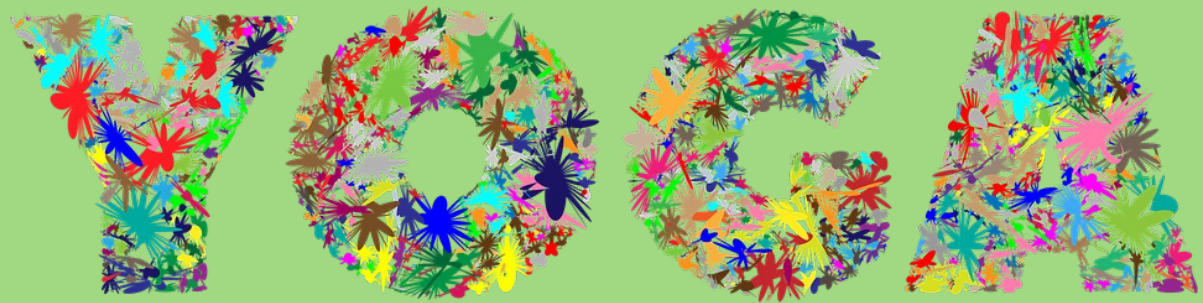
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Social media communication in use…

Examples:
Pragmatic strategies & persuasion

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Pragmatic strategies on Social Media: Focus on Instagram
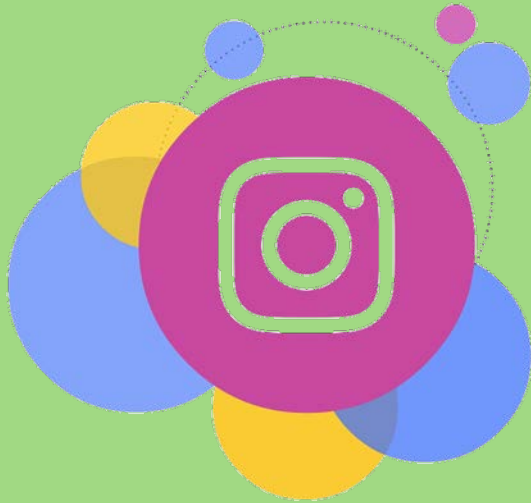
52 30

(as of October 2022)

Why Instagram as example for social media?

- Continuously growing since its founding in 2010
- More than 1bn active users
- 400m stories every day
- Youngest social medium after Snapchat (68% of users < 35 yrs)
- More than 70% of US businesses use Instagram for marketing
- 80% of users outside the US
- Classical visual influencer medium adapted by companies, tonality: peer communication
- Increasingly immersive and cross-medial experience

(Instagram 2021; Statista 2021; Clark 2021; Enberg 2020, Brunner & Diemer 2019)

Instagram as a medium

- Interaction with the customer via image posts and initial comment
- Followers see posts and can comment, discuss, and interact in the comment thread and limited answer threads

@Innocent (Innocent Instagram 2018, in Brunner and Diemer 2019)

"Insta-Discourse"

Instagram

- Distinct branding
- Specific aesthetics
- Interplay of modes
- Positive tenor and reinforcement
- Easy dissemination
- Community engagement & peer marketing

Generic example: Webcare

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- Webcare: "**online damage control**" / "the act of engaging in online interactions with (complaining) consumers, by actively searching the web to address consumer feedback" (Van Noort and Willemsen 2012: 115)

- Customer complaints should be encouraged since successful complaint management (and generous compensation) is an "**effective tool for customer retention**", this effect is increased the more competitors are in the market (Fornell & Wernerfelt 1988: 296)

- **Different intentions** play a role in social media interaction based on company's idea of individual digital return (Brunner & Diemer forthcoming)

Webcare strategies

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- Companies use a **range of strategies** when addressing critical customer feedback, focusing on personal, brief messages that specifically and individually address the respective issues (cf. Zhang & Vásquez 2014, Einwiller & Steilen 2015), confirmed in our data

- **Positive customer experience** on social media enhances stable customer relationships (Wibiwo et al. 2021), increasing
  - purchase intention and loyalty
  - participation, e.g. providing information to and interacting with others

- **Positive and active customer engagement** on social media (Wu et al. 2019), e.g. building rapport, promoting action, increases
  - number of customer interactions and positive tonality
  - customer liking and sharing

- **Conversational Human Voice** important (Decock et al. 2020)

→ **Successful complaint management** (Decock et al. 2020:18) features
  - "inclusion of individual names and personal pronouns"
  - "accommodating to someone's language style" (formal/informal)
  - "variation in wording across organizational responses […] to create the impression of addressing customers on an individual basis."

Using an IG corpus in the classroom

1. **Resource for teachers:** Examples can be curated and used to illustrate pragmatic strategies

2. **Classroom activity:**

   1. **Key strategies are presented with curated examples from an existing or self-collected corpus**

   2. **Students can then select an IG company or influencer account, ideally in small teams**

   3. **Students follow the accounts over one week and collect examples (screenshots, copy & paste examples)**

Further advice and examples see also Vasquez (2022)

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Our Data: Some ideas

IG accounts (Since 2017, collection ongoing)

Ca. 50 companies, e.g.

- *Cosmetics & Fashion:* Kylie Cosmetics, Yves Rocher, LVMH, Purelei, Hellobody, Pandora, Nike, Adidas, Rituals

- *Food:* Bitburger, Karlsberg, Mymuesli, Zec+, Innocent, True fruits, Wendy's, Starbucks, Hellofresh, Ritter Sport

- *Manufacturing:* Audi, Mercedes, Tesla, Renault, BMW, chilly's bottles, soul bottles, 24bottles, myequa, nvidia, Adidas, Nike

- *Retail & Wholesale:* Aldi, dm, Target, Supermaxi, Ebay

- *Software, Services & Entertainment:* SAP, Eventim, Sixx, Paypal, Lieferando, Disney+, Netflix, Spotify, Bird, Lime, Airbnb

- *Social Entrepreneurship:* Vivaconagua, Waterdrop, Ecosia, Bottegaverde, Toogoodtogo

Webcare strategies on Instagram

Complaint management – reacting to negative feedback

Providing and reacting to positive feedback to build trust

Persuasion strategies

Complaint management – reacting to negative feedback

Quick, personal, brief and to the point

@innocent - Explanation

g_____ Shame on you @innocent #boycottinnocent @innocent is a brand of @cocacola #boycottcocacola #gazaunderattack #freepalestine

4 Wo.   Gefällt 4 Mal   Antworten

innocent Hello there. Coke did indeed invest in us a while ago and are technically our parent company. We still run as a standalone company though so we can't really speak for them, but do know they have some information on their website you might be interested in googling 'funds coca cola Israel'. Hope that helps.

4 Wo.   Antworten

@innocent – Offer to remedy
After a post on the topic of progress in recycling in Scotland…

a_____ That's nice to hear 👏, you could do something about plastic straws in innocent smoothies for kids. My kids love them, but I feel guilty when buying them because of that. 😟 🌍

5 Wo.   Gefällt 3 Mal   Antworten

—— Antworten verbergen

innocent ✔ You'll be happy with a little change to our kids drinks in a couple of weeks Alma - let us know how you get on.

Complaint management – reacting to negative feedback

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@innocent Apology

innocent ✓

innocent ✓ WIN YOUR PET AS A TINY LITTLE WOOLLY HAT

How would you like to have your pet IMMORTALISED in wool? Just post a picture of your pet, tag us in it, and use #KnitMyPet.

Right, now that we've got your attention by dangling a little woolly carrot in front of you, we'd just like to mention that the Big Knit is back. We're asking the nation to knit and crochet as many little hats as they can to raise money for Age UK. Actually on further inspection that isn't a woolly carrot we're dangling, that's a goldfish. Bit concerning that we get those two confused, seeing as we make several smoothies containing

Gefällt 1.641 Mal
21. APRIL

qu[____]

I'm in the states can I still enter my pet?
4 Wo.Gefällt 1 MalAntworten

innocent
We're sorry to say that this time round is just for people and furry friends based in the UK. Really sorry about that, Marie. But we'll never say no to a pet picture if you do fancy tagging us anyway.
4 Wo.Gefällt 1 MalAntworten

45

Apology and plurilingual & multimodal interaction

BMW **bmwclassic** ✓ • Follow

bmwclassic #24DaysofJoy with photos and holiday greetings from BMW fans around the world, today featuring @ssszphoto (#Germany): Das schönste Geschenk ist schon ausgepackt. Wir wünschen allen BMW Fans auch fürs nächste Jahr weiterhin viel Freude am Fahren!
#bmw #alpina #b7 #turbo #e28
#bmwclassic @petrolicious

th⬜⬜ Super clean alpina! 💣

ka⬜⬜ This is love BMW

ri⬜ @lu⬜⬜

xd⬜ #e28

ai⬜ It's an e28, not an e12

mi⬜ Love the e28 body! One of the pretties BMWs ever made!

68⬜ E28!!!

ge⬜ Come on BMW, it's an e28 not an e12 😑

si⬜ E12 hashtag ? Wow we thought you guys employed geniuses ..... actually we have quizzed them at the dealer and they are brand new too !

lo⬜ That's an E28, not an E12... Lol

bmwclassic @ai⬜ Thank you for bringing this to our attention, we corrected it. That's what happens when you are distracted while writing the hashtags because you are drooling over the photo. 😊

ai⬜ @bmwclassic I'll let you guys off ✌ might have a pic of my pair of red e36 and e30 3 series together for you some day anyway.

bmwclassic @ai⬜ We're always looking for great content, so just send us a DM with your photos! 😉

Providing and reacting to positive feedback to build trust

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Showing appreciation and responding to praise contributes to a **positive image and increases engagement and trust**

Complex multilingual patterns

ar[____] Why is this cute car named after a mix of 3 dances twist swing and tango

n[____] Q auto 😍😍🇦🇷 💪💪👏👏

ca[____] Baby let's do one picture like this pls @ci[____]

ci[____] @ca[____] of course, just tell me when and where

cr[____] La de ostias por ver un Twingo por la calle

da[____] @el[____]

el[____] @da[____] asi sera en nuestros Meganes, a esos creo que no le rechinan las puertas! Jajajaja

ma[____] @va[____] 😎

va[____] @ma[____] 🚗💨

va[____] Rah je suis c'est passé à la ligne

lu[____] @pu[____]

pu[____] @lu[____]es una maniobra peligrosa, pero la he hecho

os[____] @la[____]

al[____] My first car 🤗🤗

hm[____] @le[____] la beauté de cette voiture 😍

mr[____] Nice shot by @dingophoto

zu[____] @tw[____]

mi[____] @ba[____]

sk[____] @jp[____]

ja[____] 👌👌👌👌

jp[____] @sk[____] 😂

ed[____] 👍

sr[____] that was still time 👌!!! and today you can dream of having success with the new twingo!!!!!!!

il[____] Twingo

se[____] 😍

kl[____] @grouperenault amazing car!

13[____] @de[____] richtiger Kasallaschlitten

- Four different languages (English, Spanish, French, German) and emoji ;)
- Responses to initial post
- 4 side interactions among customers
- Customer dissemination (peer marketing)

grouperenault ✓ • Follow

grouperenault Look what we found in our archives... 😊 Time to get your family albums out!

It's a match! For 120 years, own a #Renault is one of the first rules to choose a partner 🧡

To celebrate #Renault120Years, share your memorable pictures with us 📸
The most beautiful ones will be published on our Instagram account! ✨
To participate:
✅ Find your best souvenir ✅ Follow @GroupeRenault
✅ Share your photo with the hashtag #Renault120Years & tell us the behind-the-scene
✅ Cross your fingers 🤞

Load more comments

4,272 likes
DECEMBER 3, 2018

Add a comment...

3800XB92

Social Media in the classroom:
Generic learning & communication strategies

- Instagram as complex multimodal and multi-genre medium
- Authentic language data with multimodal, intercultural and generic aspects
- Familiar medium to students
- Ideally suited for a wide range of classroom activities, from macro strategies to generic elements and speech acts

Examples:

- Complaint management – reacting to negative feedback
- Providing and reacting to positive feedback to build trust
- Persuasion strategies and other ELF communication strategies

With Instagram data, learners can explore and practice the important genre of business communication and increase their digital communication experience

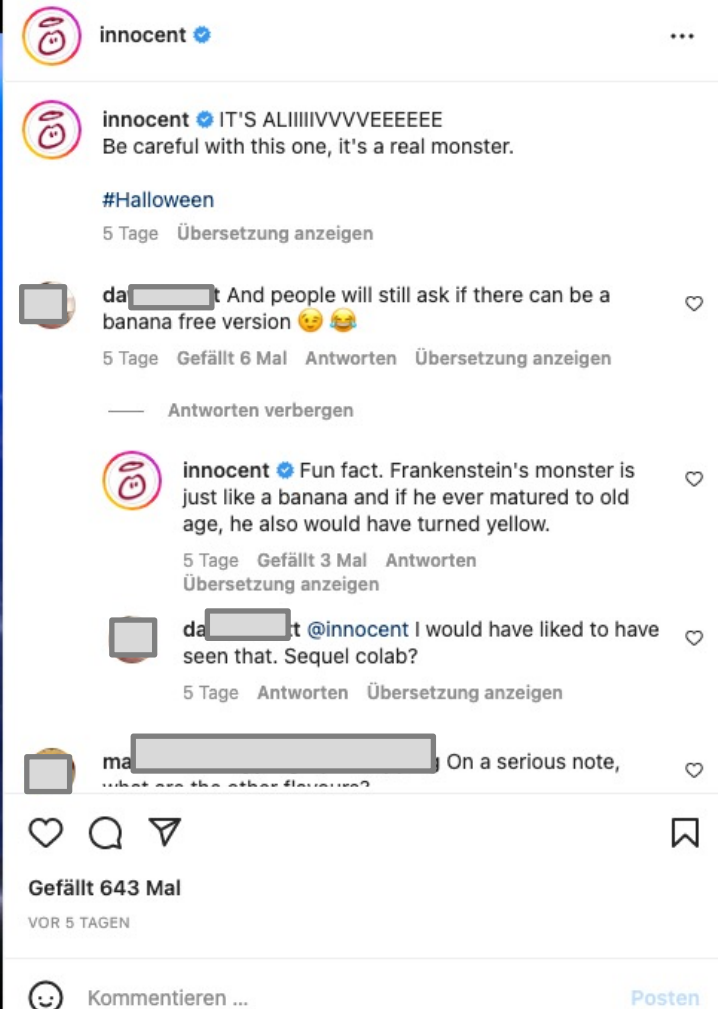# Exercise: Genre & Communication strategies

Breakout Session:
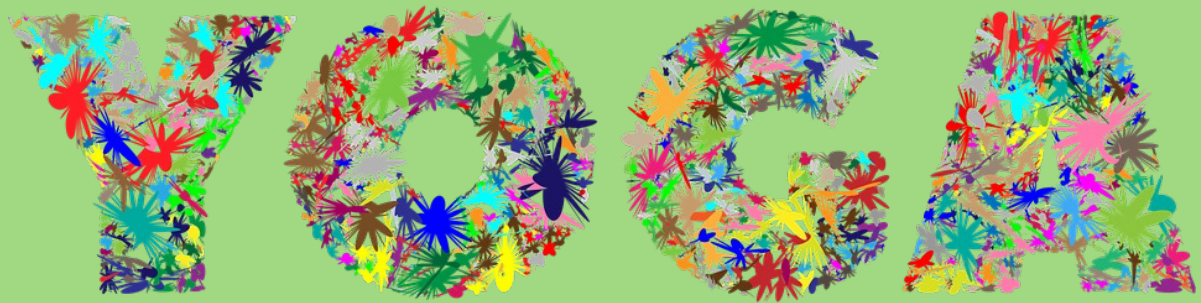Find an example for positive feedback provided by a company on IG

Possible companies:
Innocent, Starbucks, Target, Bird, Netflix, Pandora, Rituals Cosmetics

Or your own…

Breakout Session: Positive feedback

Five-Minute Break

YOGA

BEYOUTIFULLIVING

https://www.youtube.com/watch?v=6fnLKyRJsrs
Office Yoga

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Generic learning: Persuasion Strategies

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1. Storytelling & audience design

2. Branding

3. Testimonials

4. Entertainment & emotional involvement

5. Visual strategies

6. Interaction

7. Event marketing

1. Storytelling

@ritualscosmetics (Rituals Cosmetics 2021)

1. Storytelling

Checking if my precision is still there 😈😄
@laura__block

mor⬜⬜⬜⬜ 💪💪
mon⬜⬜⬜⬜ 🔥❤️
co⬜⬜⬜ Haha rad
kon⬜⬜⬜ 🔥🔥
dou⬜⬜ @em⬜⬜⬜ let's try this 😆
em⬜⬜⬜ @do⬜ absolutely not 😂

@wibmerfabio (Fabio Wibmer Instagram 2021)

2. Branding
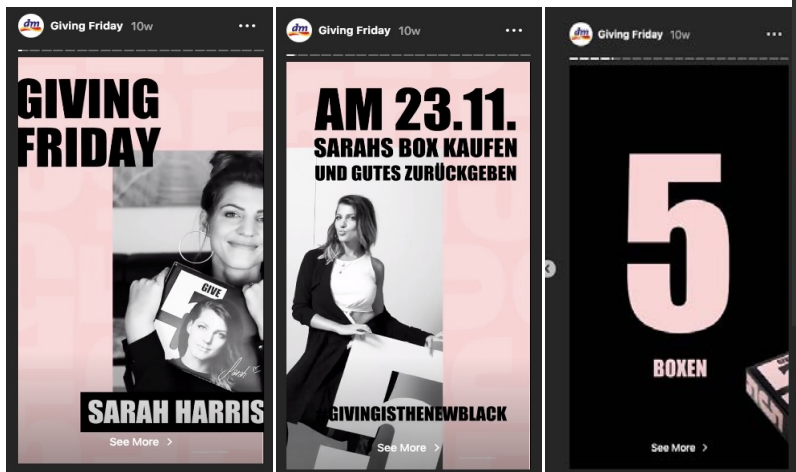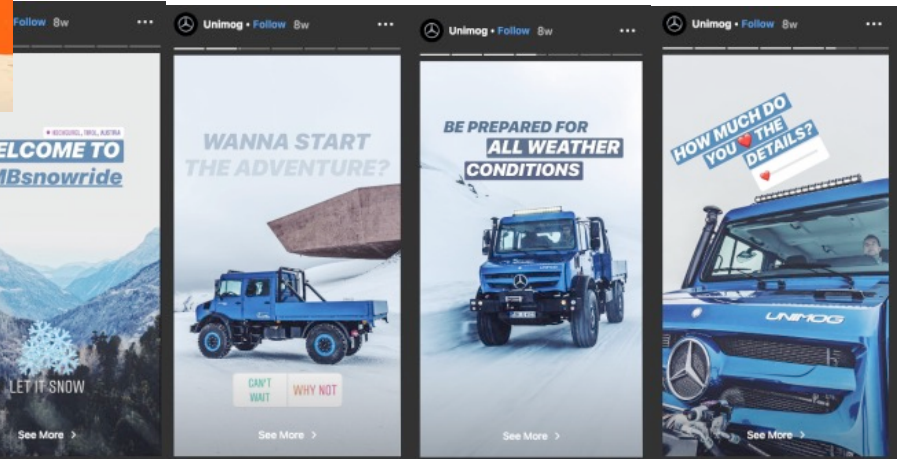
2. Branding: Social causes

adidas
We saw the possibilities in turning plastic waste into opportunity. That what's best for the athlete must be better for the planet. With products made to be remade and products made with nature, all people can see the possibilities too, in helping to end plastic waste, so we still have places to play.

What possibilities do you see?
#ImpossibleIsNothing

@adidas (Adidas Instagram 2018)
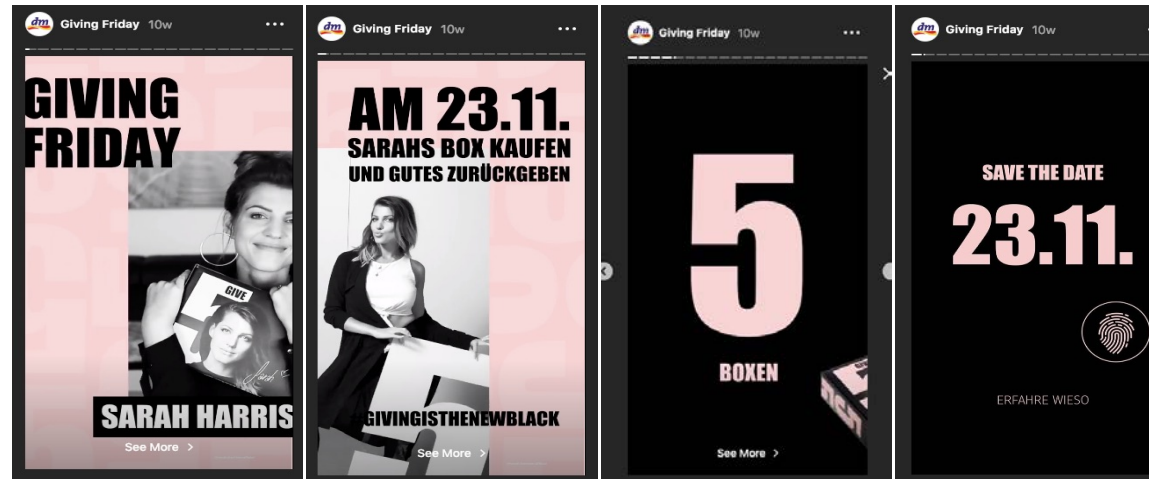
@dm (Dm Instagram 2018)

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3. Testimonials

douglas_cosmetics
Sylvie is already totally in summer mood.
And what's summerier than a light scent?
Nothing! That's why we love Alive by
Hugo Boss with its woody-fruity notes of
apple, jasmine and sandalwood. How do
you get in summer mood? 💛
#douglascosmetics #parfum
@sylviemeis @boss

(Original: German)

@ douglas_cosmetics (Douglas Instagram 2018)
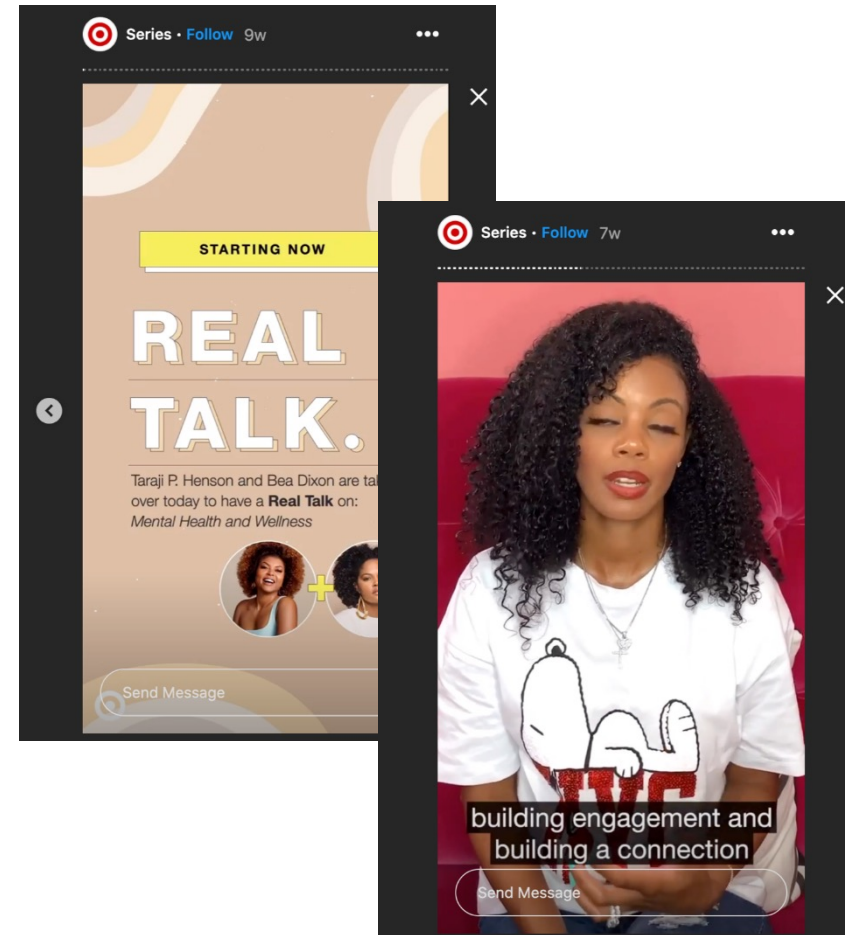
@target (Target Instagram 2020)

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4. Entertainment
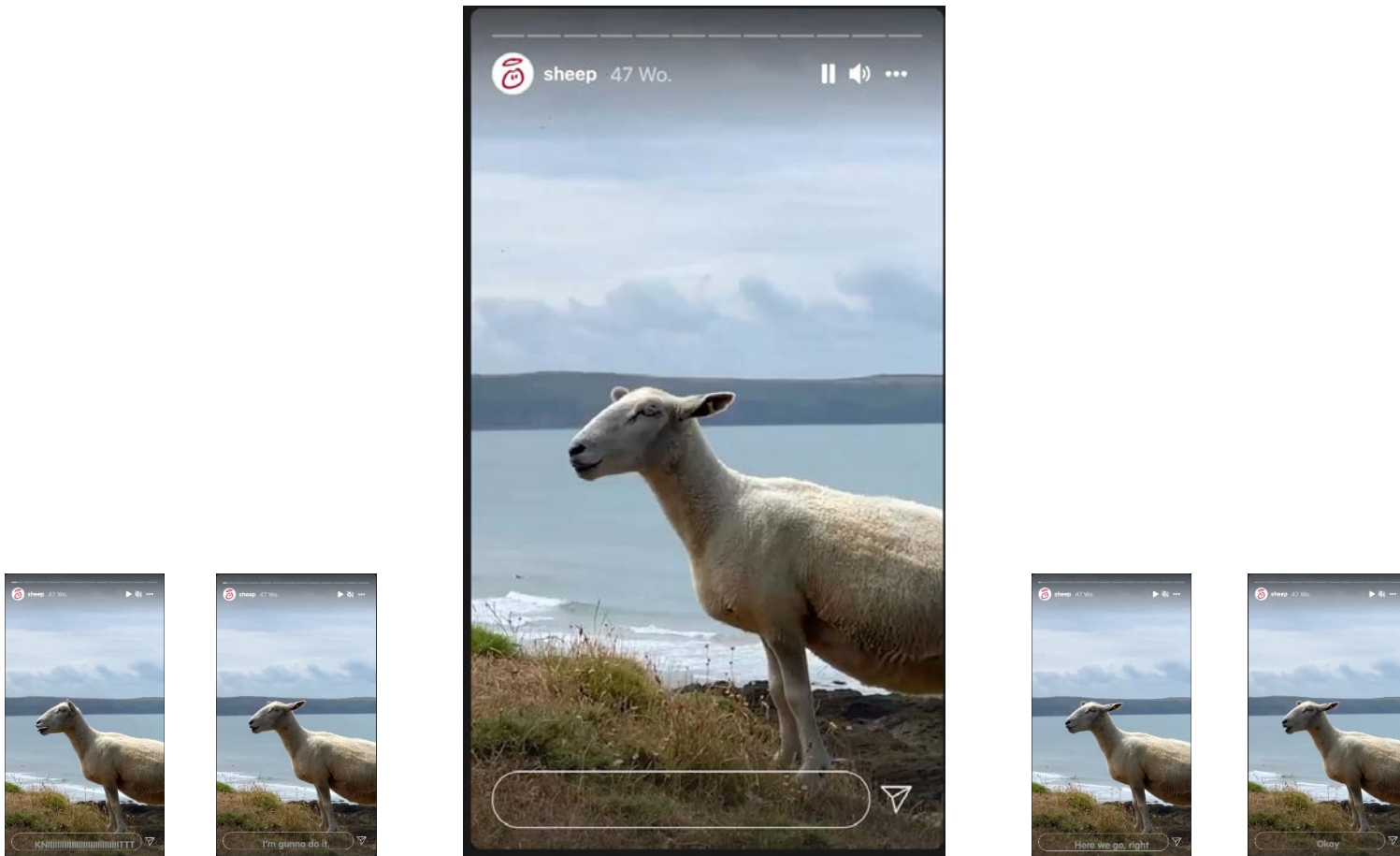
@Innocent (Innocent Instagram 2018)

4. Emotional involvement

@GroupeRenault (Renault 2018, in Brunner and Diemer 2019)

- Nostalgia through emotional image
- Community creation

5. Visual strategies
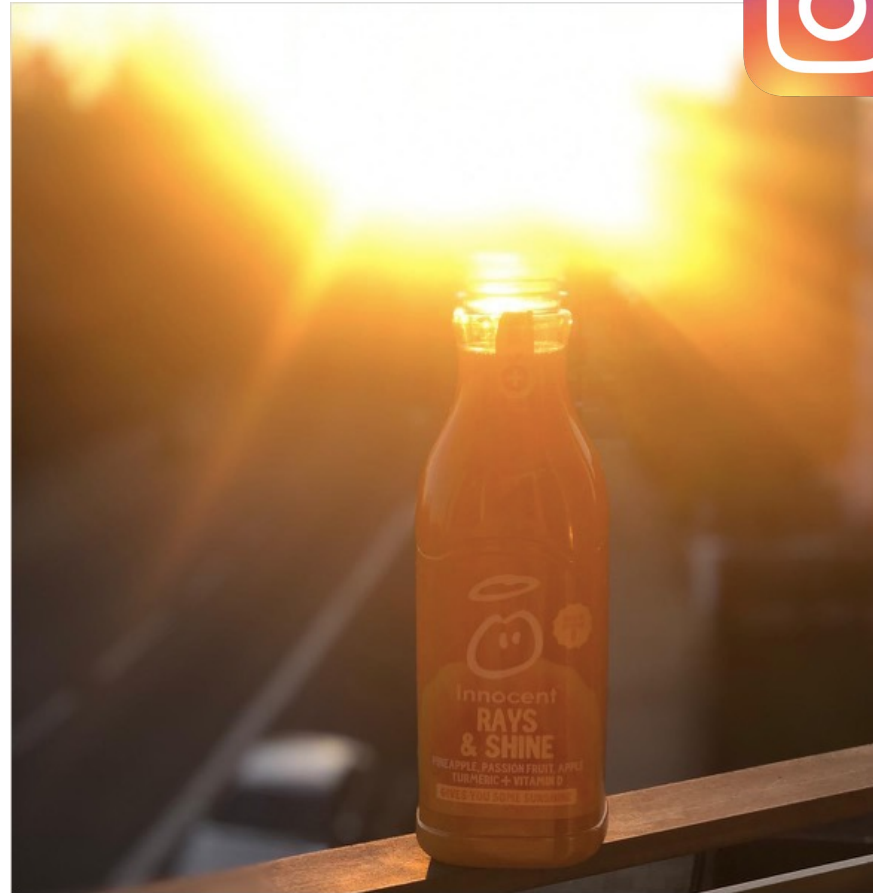
@loccitane_uk_ire (L'Occitane Instagram 2021)
@innocentdrinks (Innocent Instagram 2022)

6. Interaction

@loccitane_uk_ire (L'Occitane Instagram 2022)
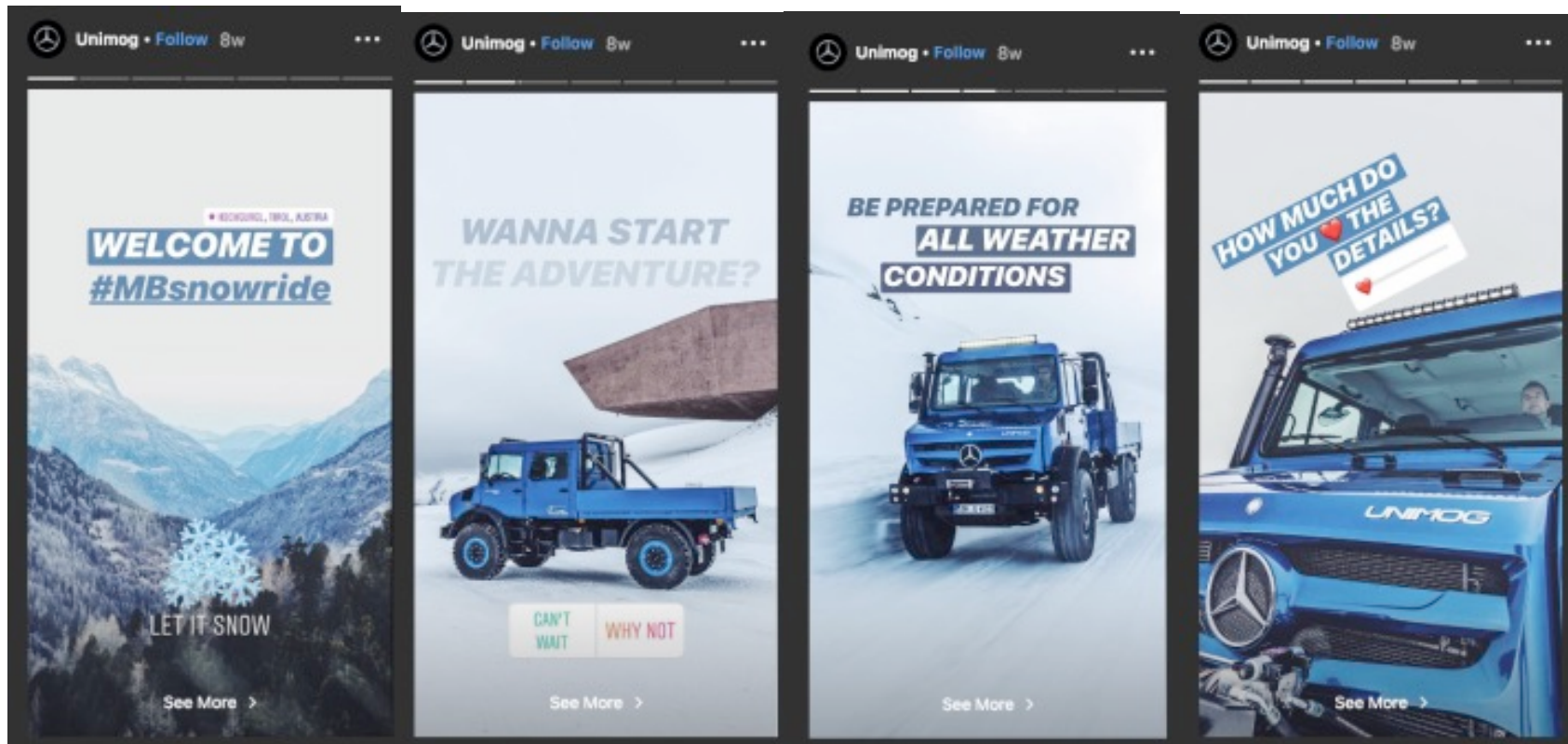
6. Interaction

@MercedesBenz (Mercedes Benz Instagram 2018)

6. Interaction
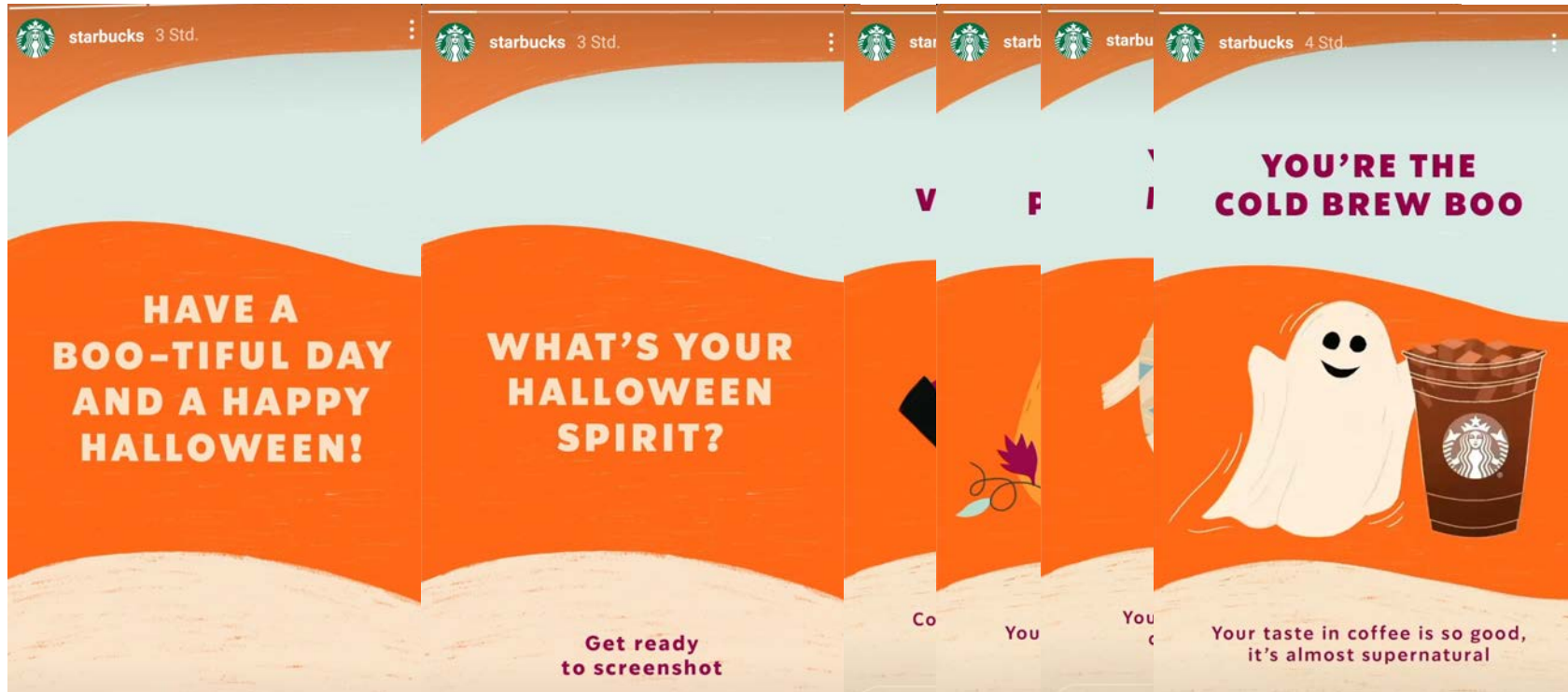
@starbucks (Starbucks Instagram 2020)

7. Event marketing
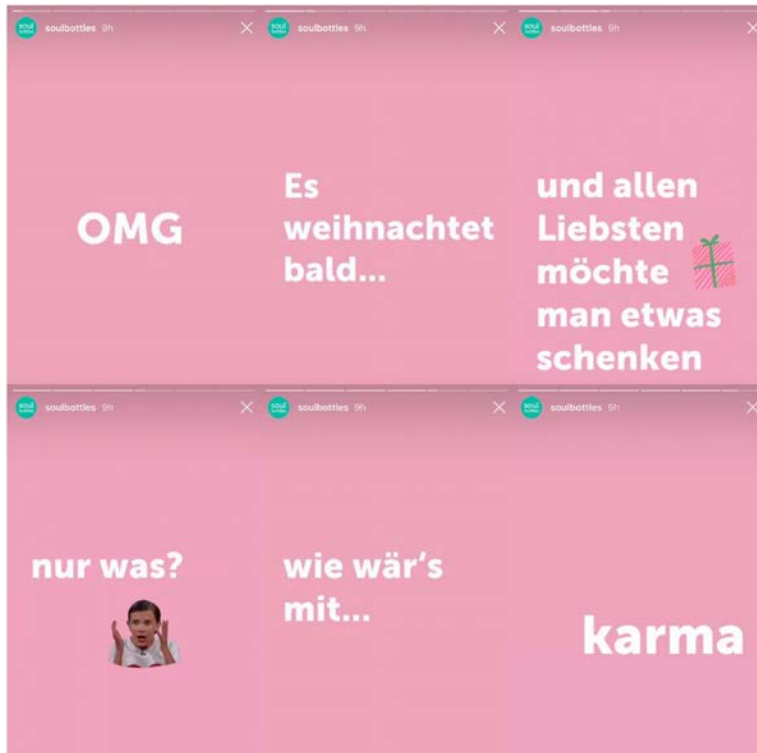
@soulbottles (IG 2019, in Clodo 2019)

toogoodtogo.uk
GIVEAWAY! (...)

To be in to win,
☝ Make sure you're following @upcirclebeauty
and @toogoodtogo.uk

👇 Leave a comment to tell us how you're treating
yourself this bank holiday weekend

@toogoodtogo.uk (IG 2021)

Exercise: Persuasion strategies

Breakout session: Find an example for a successful persuasion strategy by a company on IG

Possible companies: Innocent, Starbucks, Target, Bird, Netflix, Pandora, Rituals Cosmetics

Or your own…

Breakout Session: Persuasion

the innocent halloween costume generator

Step 1:
Use the initial of your first name

A - Muscly
B - Scary
C - Miserable
D - Sensible
E - Retired
F - Creepy
G - Tiny
H - Exploding
I - Wet

J - Sticky
K - Bossy
L – Aggressive
M – Smelly
N – Angry
O - Former
P - 10-foot-tall
Q – Majestic
R – Confused

S – Naughty
T – Furry
U – Orange
V – Boring
W – Overgrown
X – Cruel
Y – Athletic
Z – Sexy

Step 2:
Use the initial of your second name

A - David Attenborough
B – Mime
C - Willy Wonka
D - Baker
E - Squirrel
F - Werewolf
G - Cockroach
H - Volcano
I - Woodlouse

J - Mussel
K - Pigeon
L - Demon
M - Chicken
N – Walrus
O - Smoothie
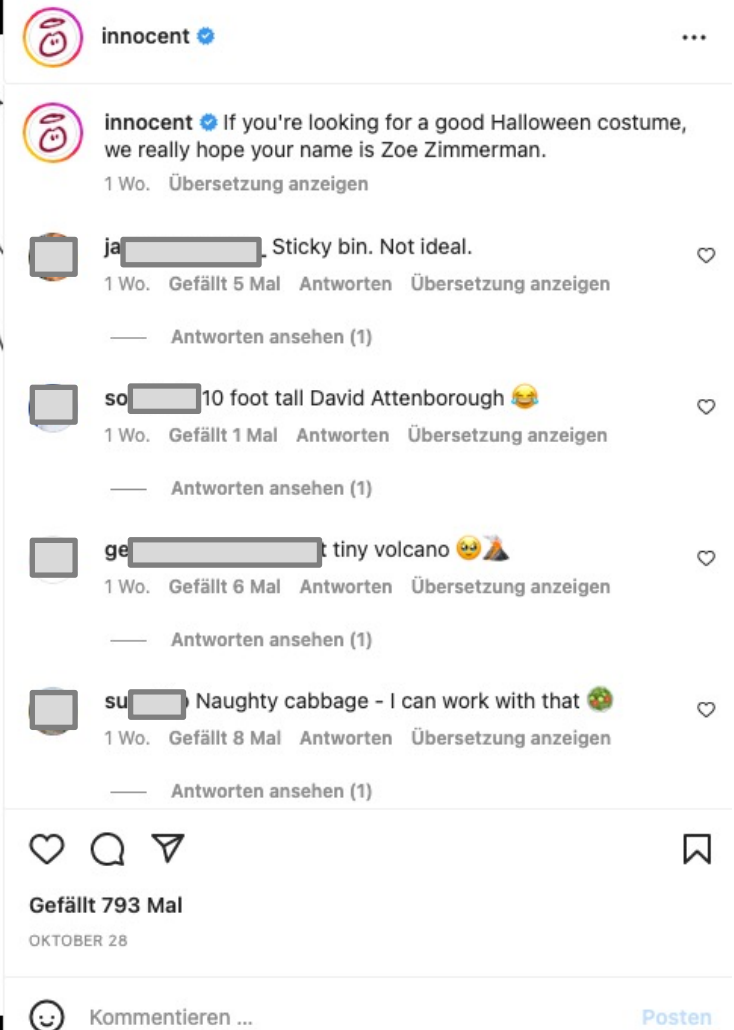P - Teletubby
Q - Tree
R - Rubik's Cube

S - Bin
T - Conker
U - Sea Snake
V - Koala
W - Cabbage
X - Pineapple
Y - Elephant
Z - Paul Hollywood

---

innocent ✓

innocent ✓ If you're looking for a good Halloween costume, we really hope your name is Zoe Zimmerman.
1 Wo.   Übersetzung anzeigen

ja████████, Sticky bin. Not ideal.
1 Wo.   Gefällt 5 Mal   Antworten   Übersetzung anzeigen
—— Antworten ansehen (1)

so███ 10 foot tall David Attenborough 😂
1 Wo.   Gefällt 1 Mal   Antworten   Übersetzung anzeigen
—— Antworten ansehen (1)

ge█████████ t tiny volcano 😳🌋
1 Wo.   Gefällt 6 Mal   Antworten   Übersetzung anzeigen
—— Antworten ansehen (1)

su███ Naughty cabbage - I can work with that 🥬
1 Wo.   Gefällt 8 Mal   Antworten   Übersetzung anzeigen
—— Antworten ansehen (1)

Gefällt 793 Mal
OKTOBER 28

Kommentieren …   Posten

Conclusion: Learning social media competence

- Multimodal competence (Kress 2003), e.g. through IG story analysis
- Ability to understand, manipulate and transform social media (New Media Consortium 2005), e.g. through analyzing and performing generic communication such as webcare
- Learning and understanding genre-based frameworks (Hyland 2001) such as persuasive strategies in business communication
- Exploring communication strategies in online settings
- Understanding linguistic choices, e.g. through (Thorne & Reinhardt 2008):
    - Observation and collection (e.g. of pragmatic strategies)
    - Exploration (e.g. tonality, interaction and feedback)
    - Creation and participation (e.g. through discussing and building best practices

With social media (in particular IG) data, learners can explore, practice and understand digital genres and expand their communication strategy repertoire

Discussion
Q&A

Diskussion

Thank you!

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