

Genre Emergence

The new media initially inspired a gold-rush movement: Researchers tried to detect and describe the new ways in which they assumed users communicated in online environments. The gold-rush was brought to a halt when it was discovered that, in fact, there was not that much novelty in online communication after all (e.g., Heyd 2009). Consequently, the focus shifted towards uncovering genres from traditional media that interlocutors drew on in CMC environments (see, e.g., Miller & Shepherd's 2004 study on blogs). This paved the ground for a third wave in which the view was broadened to inter- and intramedial genre networks and the question of how genres interact, form hybrids or differentiate into distinct genres to accomplish communicative tasks (Hauser & Luginbühl 2015). In this strand of research, numerous patterns of genre change and emergence in and across various media have been described (Allori et al. 2014, Hauser et al. 2014, Luginbühl 2014).

In this volume, we follow the third wave outlined above. Specifically, this volume aims to look more closely at instances of genre *emergence*. Here, the following questions are asked:

- When, and under what conditions, do genres emerge (or even re-emerge)?
- What does it take, for us as researchers, to assume the emergence of a new genre instead of assuming some degree of variation of an existing one?
- What general patterns of genre emergence can be detected – across various media and historical periods?

On the basis of these questions, we would like to invite empirically-grounded papers from various disciplines (media studies, linguistics, computer sciences) and with different foci (theoretical, methodological, case study, meta study).

DATES & GUIDELINES

1 July 2017

Potential contributors are asked to hand in an abstract of ca. 300 words (excl. references), which should particularly emphasise how the planned chapter is connected to the key questions of the volume. The language for contributions is English.

1 September 2017

Notification of acceptance

31 December 2017

Contributors hand in their drafts of approx. 15 pages (including abstract, excluding references). Details on the style sheet will be sent with the notification of acceptance.

The volume will appear in the series *Language and Text Studies* at Peter Lang Publishers.

EDITORS

Prof. Dr. Alexander Brock is an Associate Professor at the English department at Martin-Luther-University Halle-Wittenberg. Besides his pronounced focus on humour research, he pursues interests in media linguistics with a particular emphasis on the migration of text types. Together with Dr. Annette Schiller, he edits the series *Language and Text Studies*.

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