

Arguments in Online Discourses: A Linguistic Analysis Including Frame Semantics

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Classic arguments base upon data and warrants that lead to a conclusion. Online discourse in comparison are often characterized by other forms of legitimizations of statements. Van Leeuwen indicates in this context: authorization, moral evaluation, rationalization, mythopoesis. In addition, you can mention the well-directed use of images, that are intended to support the message of the text.

But there are also images that the text itself creates. George Lakoff stated that our language processing is frame-based. Words create mental interpretation frames in our heads and thus shape our understanding of a situation. My talk analyzes the arguments of a contribution on Instagram and shows how the frames that it evokes help to support a thesis.