

Examining identity with multimodal (inter)action as methodological framework

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Multimodal (inter)action analysis

- Theoretical foundations (Scollon, 1998, 2001; Wertsch 1998; Norris, 2019)
- All actions are identity-telling (Scollon, 1997; Norris, 2011)
- Origins in:
 - socio-cultural psychology (Wertsch, 1998)
 - sociology (Goffmann, 1959, 1963, 1974, 1981)
 - interactional sociolinguistics and discourse analysis (Gumperz 1982; Tannen, 1984; Schiffrin, 1987; Hamilton, 1998)
 - social semiotics (Kress and Van Leeuwen 1996, 2001; Van Leeuwen 1999)
- First developed by Norris (2002)

Multimodal (inter)action analysis

- Identity elements
- Layers of discourse
- Site of engagement

Identity Elements

(Norris, 2002, 2011, 2020)

Identity Elements

- Identity elements are produced through the performance of actions and interactions
- Identity elements can be produced simultaneously (horizontally)
- Identity elements are also layered (vertically):
 - Central layer of discourse – the concrete action being performed
 - Intermediary layer of discourse – the concrete mediate action produced in connection to the social actor's networks
 - Outer layer of discourse – the concrete mediated action produced by the social actor in connection with concrete institutions

Layers of discourse

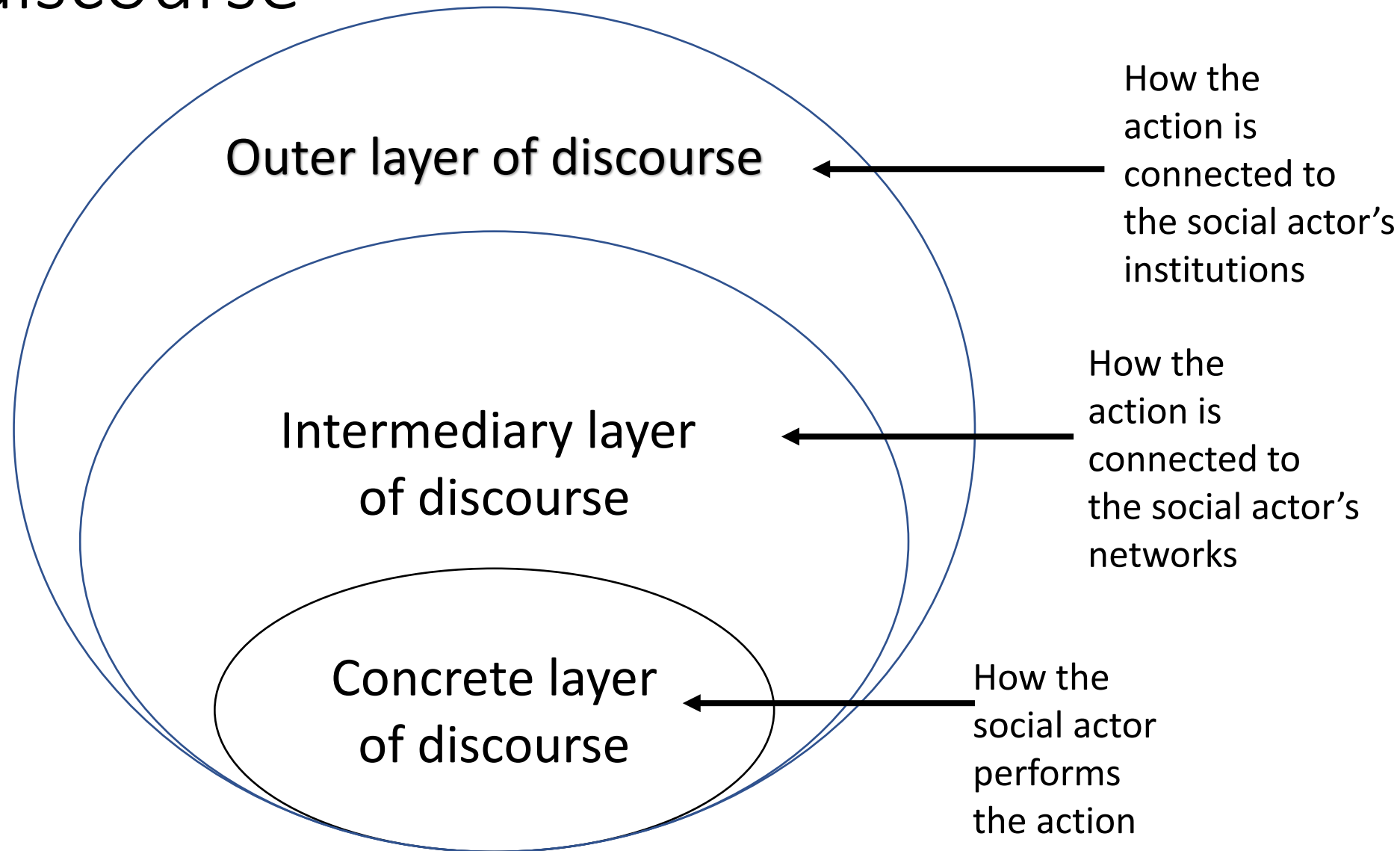
(Norris, 2002, 2011, 2020)



Layers of discourse

- Central layer of discourse - a concrete mediated action being produced by a social actor
- Intermediary layer of discourse - a concrete mediated action being produced by a social actor in connection with their social networks
- Outer layer of discourse - a concrete mediated action produced by the social actor in connection with concrete institutions and society that the social actor is a part of

Layers of discourse



Site of engagement

(Scollon, 1998, 2001; Norris & Jones 2005; Norris, 2002, 2011, 2019, 2020)

Discourses

Practices



Site of engagement



Discourses =

Practices with an institutional or ideological dimension

Practices



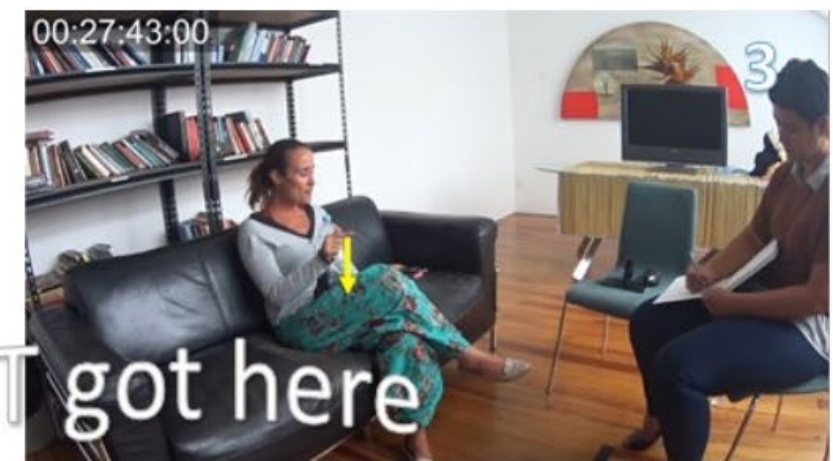
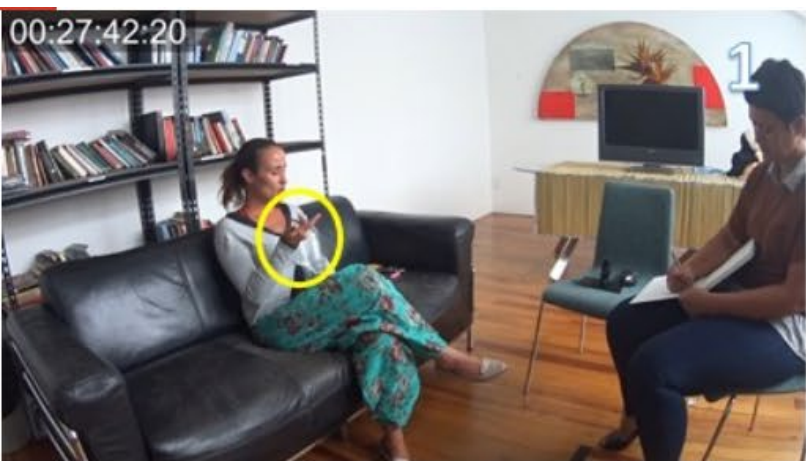
Site of engagement



An illustration



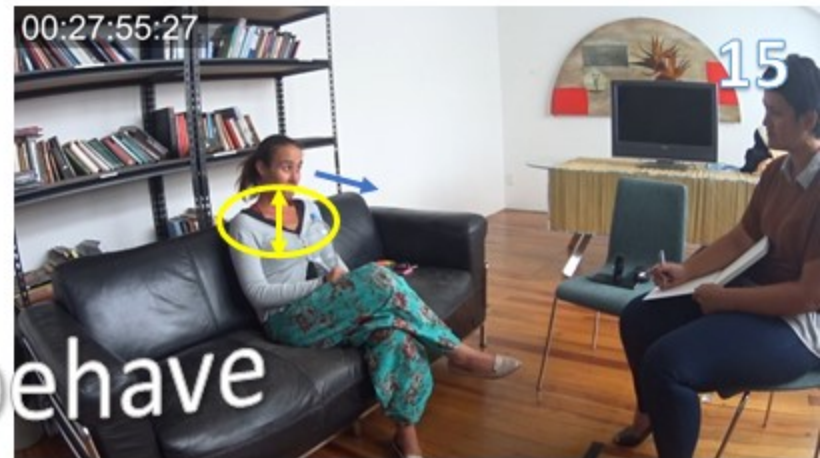
Conflict between continuous and general identity element



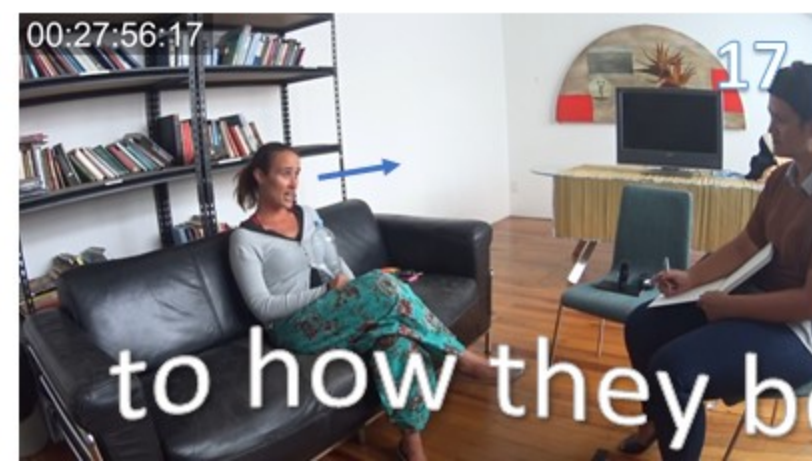
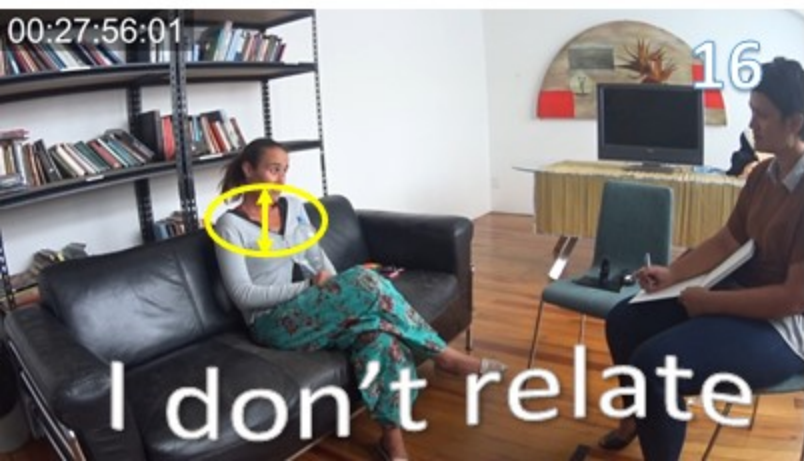
cause when I FIRST got here



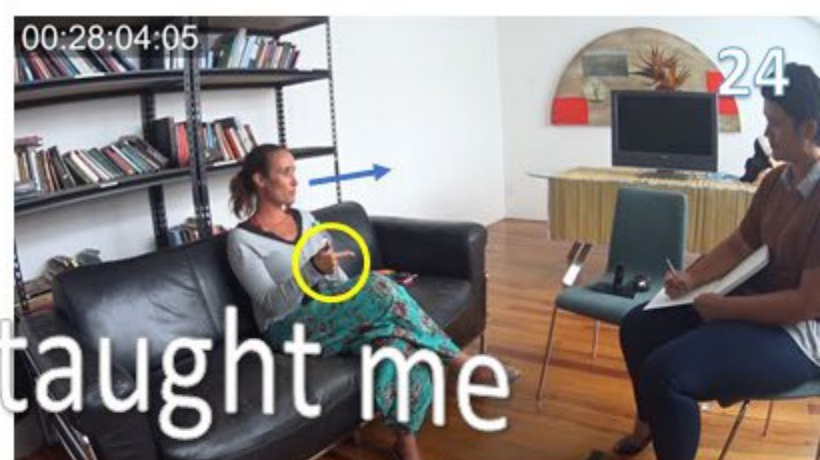
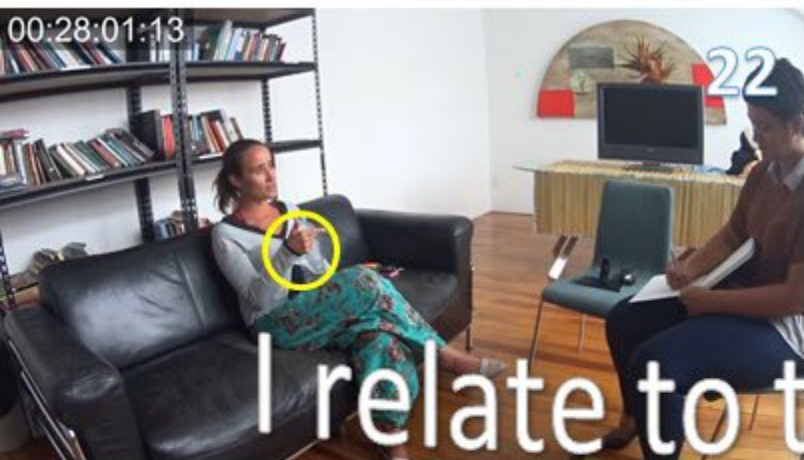
man these buggers



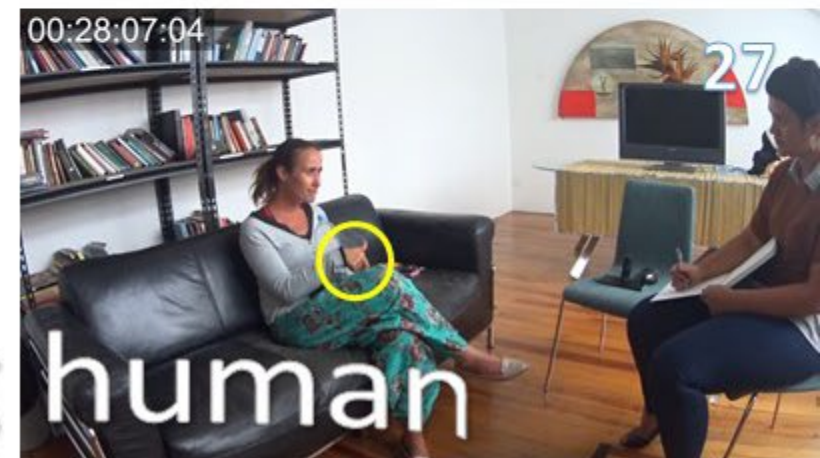
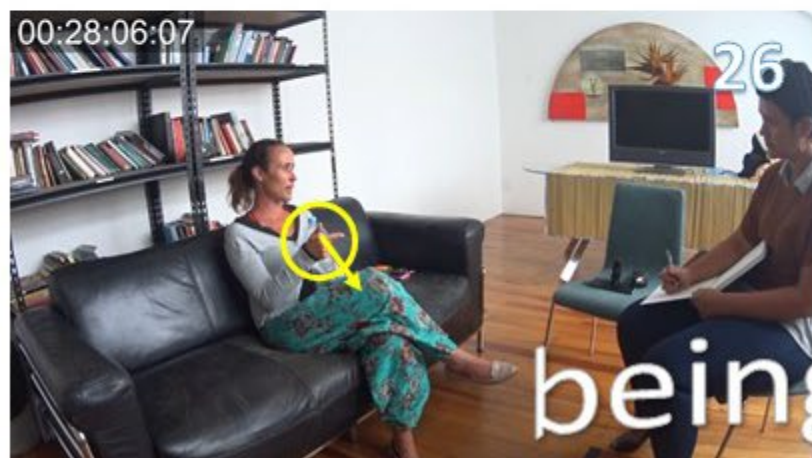
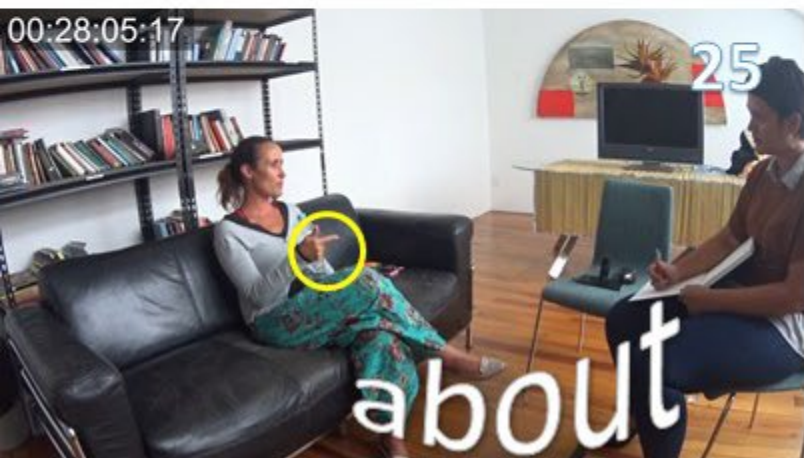
I don't like the way they behave



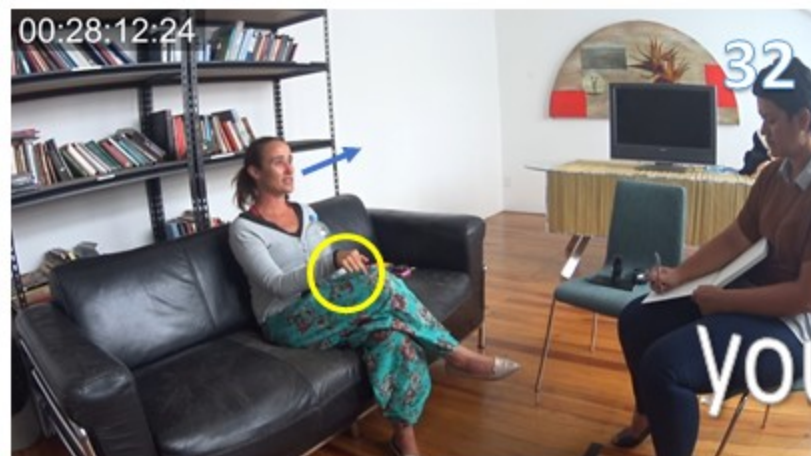
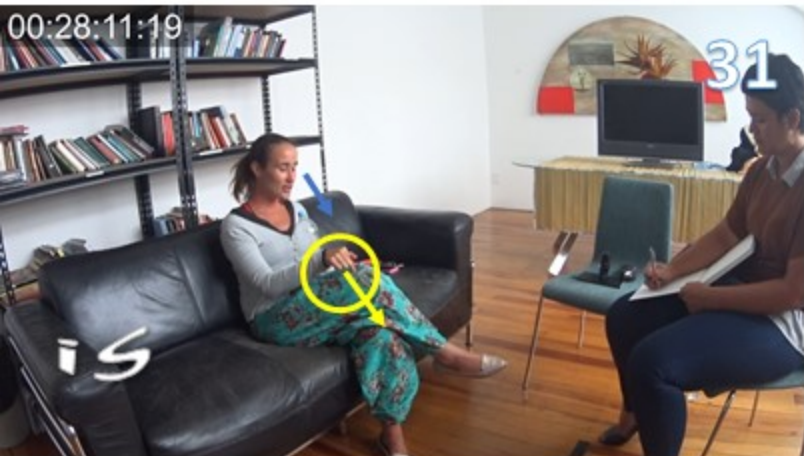
I don't relate to how they behave

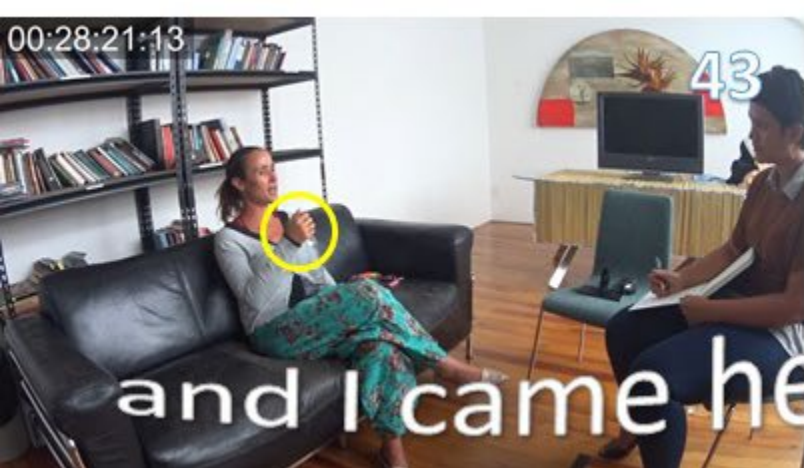


I relate to the values my nan taught me

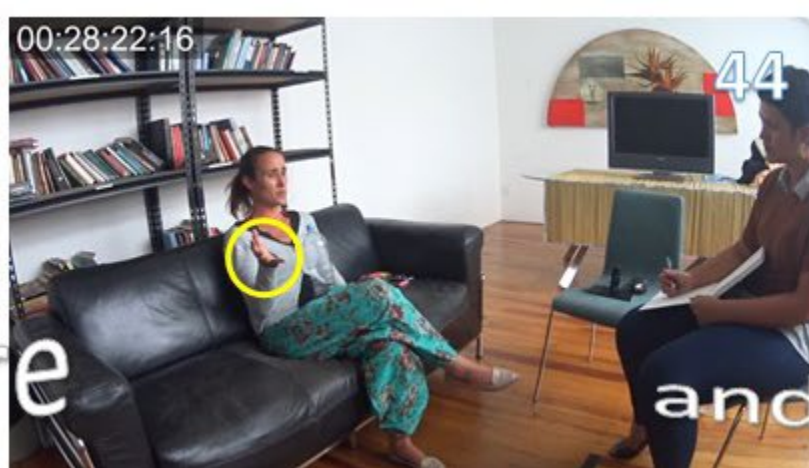


about being human

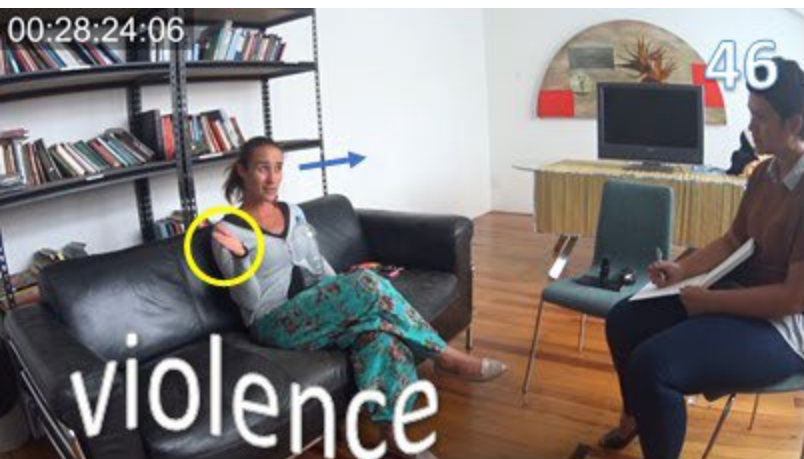
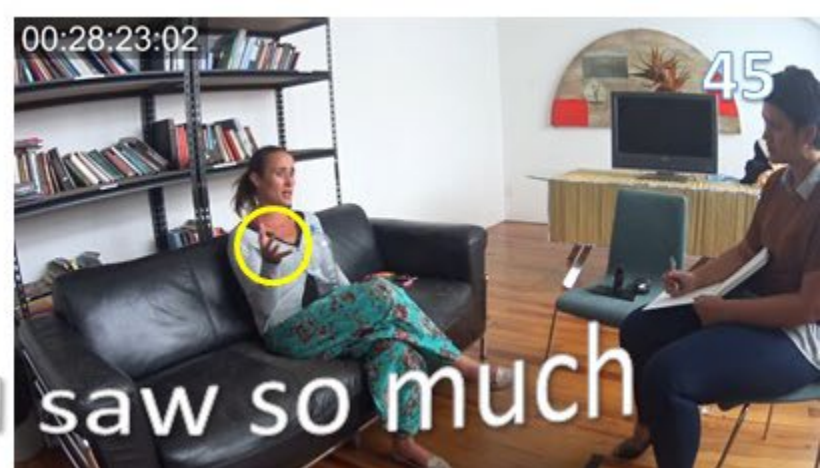




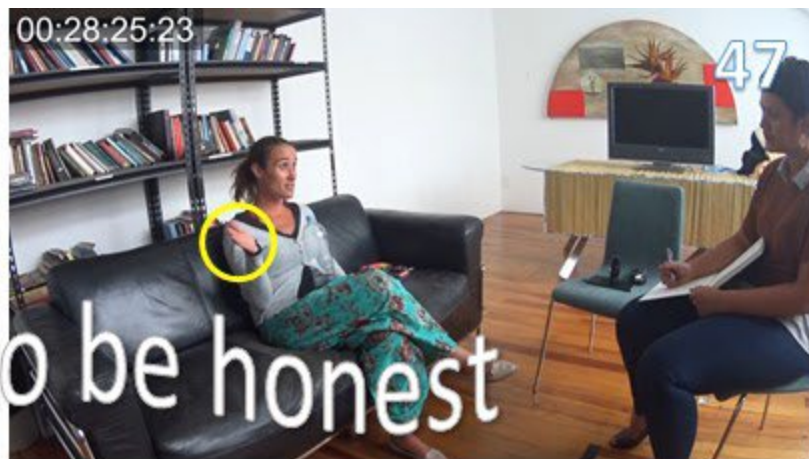
and I came here



and I saw so much



violence



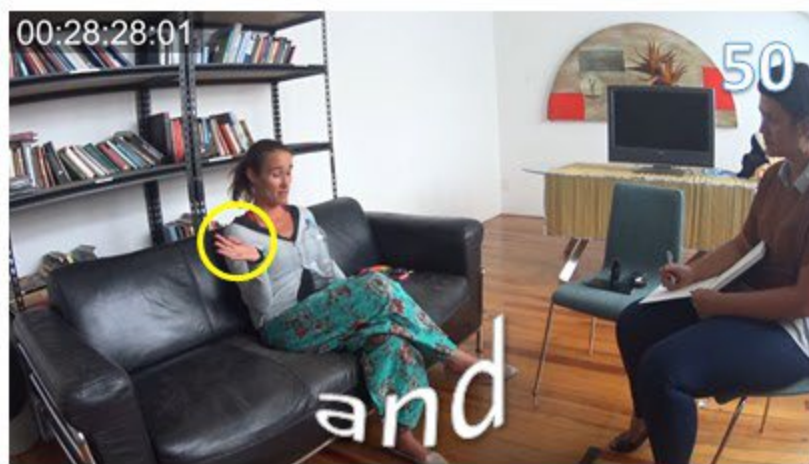
to be honest



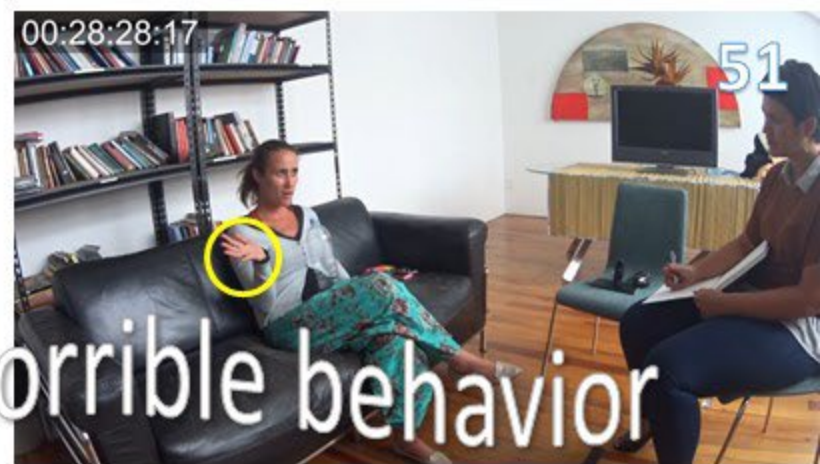
violence



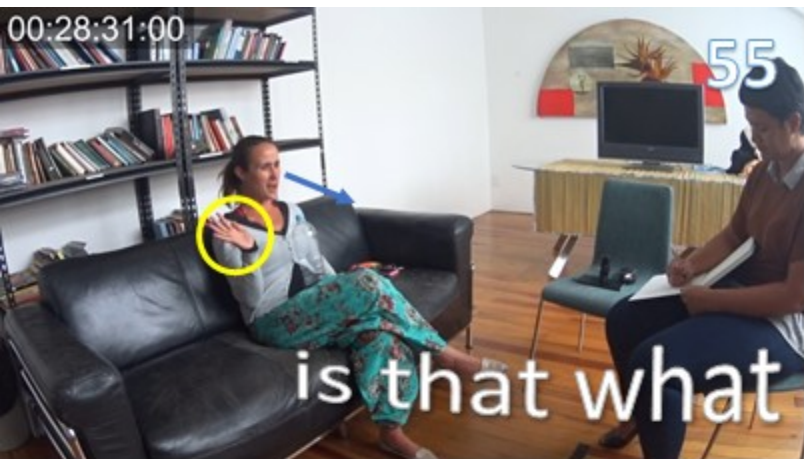
and disrespect



and



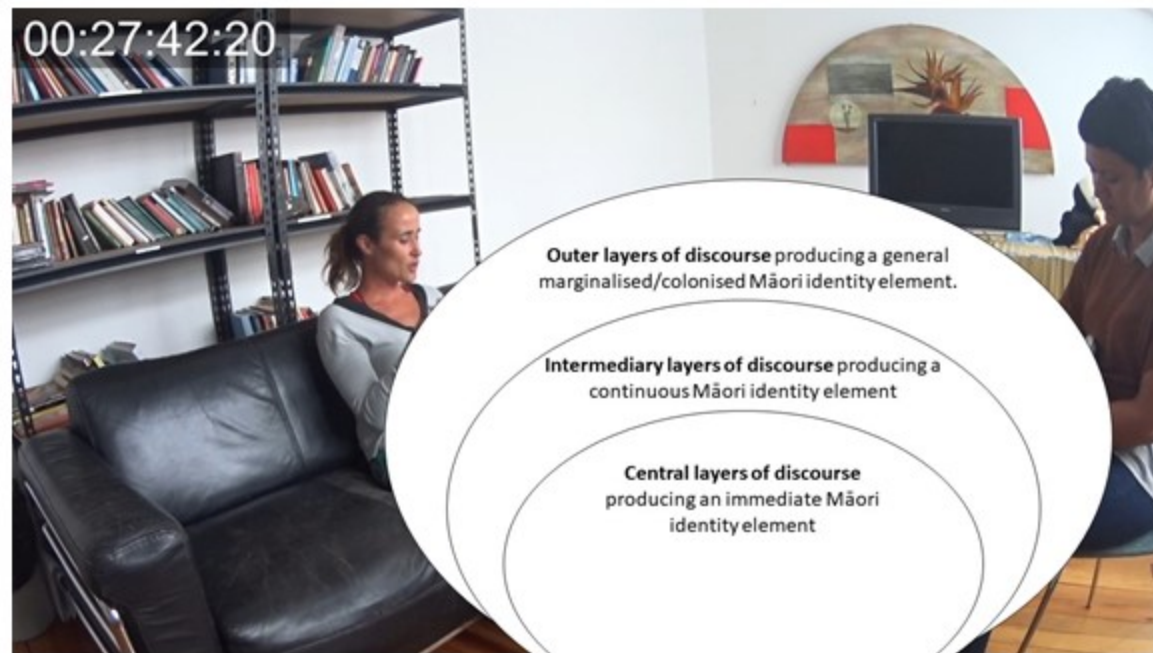
horrible behavior



Racism discourse

Marginalization practices

Site of engagement





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