

## **A report on my participation in the ADDA3 conference**

### **Introduction**

This report sums up my experience with the 3<sup>rd</sup> Approaches to Digital Discourse Analysis (ADDA3) conference for which I received a CIPL travel grant.

### **The conference**

The ADDA conference is a multidisciplinary conference which aims to bring together researchers interested in the analysis of digital discourse from different disciplines, approaches and traditions. The 3<sup>rd</sup> ADDA was held at the St. Petersburg Campus of the University of South Florida. It took place over three days, 13–15 May 2022.

### **The sessions**

The talks were organized in parallel sessions, each with three to four thematically-linked presentations. Topics ranged from the well-established research in extremism and polarisation in discourse, through the investigation of communicative practices in online dating, to the novel studies of discourse in new media such as TikTok. Speakers came from more than 15 different countries and states, including the pioneer in the field, Susan Herring from Indiana University, and other noted scholars as Rodney Jones from the University of Reading, and Caroline Tagg from the Open University, who is also Editor-in-Chief of the *Discourse Context & Media* journal.

### **The plenary speakers**

The plenary talks were held at the end of each day. They were delivered by Maite Taboada from the Simon Fraser University, Anna De Fina from Georgetown University, and Elaine Chun from the University of South Carolina. Taboada's talk on a multifaceted approach to digital discourse analysis was a particularly interesting and useful one.

### **Our panel**

My presentation, entitled *'It appeared because of the stupid Chinese. They destroyed everything we had. :(': Affective and judgemental evaluation of the Chinese in Macedonian internet forum discussions on COVID-19*, was part of Natalia Knoblock's panel on *Anti-Asian Prejudice in Digital Communication*. This panel was held on the first conference day. It consisted of three presentations: Knoblock's on expressions of sinophobia in the US CMC, Fottouh's on racist discourse in the Egyptian social media, and mine.

### **My presentation**

My research focused on how China and the Chinese people were represented and evaluated in one online forum discussion on the topic of COVID-19, opened on the largest Macedonian internet forum. The discussion (more than 60,000 posts) was submitted to a qualitative discourse-semantic analysis, with focus on attitudinal evaluation. This research was innovative in that it analysed discourse in Macedonian, a language barely studied from a digital discourse perspective.

The presentation was well received. I was asked two questions: first, to elaborate on the nature of the discourse analysed, and second, to comment on how I had conducted the analysis of posts containing implicit evaluation. The former I could answer plainly, but for the latter we had to agree that implicitness is still the Achilles heel of this field.

### **Conclusion**

To sum up, the ADDA3 conference proved to be an inspiring and enlightening event for me as a young scholar. I am thankful for the generous support I received from CIPL.