

New conversational techniques in social media: the continuum between verbal interactions and non-verbal interactional participatory practices

The development of digital communication tools on digital social networks has given rise to what is known as "digital culture", recognized as participatory culture, while profoundly reconfiguring the forms of speaking in digital platforms. This in turn has led to the emergence of new conversational techniques among users who participate in online discussion spaces. Today, expressing oneself online is no longer restricted to speaking or writing as it is most often the case in face-to-face communication, as digital communication has introduced various ways of engagement forms correspond with to different levels of participation. Internet users, whether speakers or interlocutors, tend to use several ways in addition to those of speaking or writing, to express their opinion, their agreement or disagreement, their evaluation, etc. These ways are wildly used in online dialogue, which is included in the domain of "online participation". However, the elaboration of the domain of online participation in its richness and complexity in the emerging literature is often sociological, philosophical, political, economic and/or epistemic in nature (Proulx 2014, 2020); concepts from linguistics (enunciative, interactionist, pragmatic), which are necessary for the analysis of corpora of digital exchanges, remain limited so far (Paveau 2017). Hence, many questions, especially on both theoretical/conceptual and methodological levels, still await answers.

In this contribution, which stems from our ongoing doctoral research in which we explored the notion of online participation under its various contemporary issues in the light of the multidisciplinary field of "digital communication" (also known as Computer-Mediated Communication "CMC"), we propose to identify the different participatory practices emerging in digital discourse in order to grasp the continuum between verbal interactions and the other types of non-verbal interactional practices (delinearized contributions "a hyperlink for example", gesture statements linked to technosigns "a like for example", emojis, etc.) which all together constitute the mechanisms of contemporary digital discourse. In order to do so, we will try to elaborate some respective peripheral concepts of the new conversational techniques from a typology of online participation genres that we will propose. Thus, we will try to grasp and highlight the following points:

- The link between the analysis of digital discourse and the analysis of online participation: digital discourse is one of the forms of online participation.
- A synthetic typology of the new conversational techniques according to the participative forms, the forms of engagement, the nature of the interactions, the levels of participation, the psychosocial functions and the types of participants.

This typology, situated in a socio-pragmatic-interactionist approach, will serve to mark out a conceptual and methodological background that helps to analyze the language interactions that are conveyed via digital communication tools. This will provide support for research particularly in the field of digital discourse analysis.

Bibliographic references

¹ - PhD student in Information and communication sciences .

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