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Metapragmatics and Social Positioning: Ideology Meets Interaction

One of the most central social functions of language ideologies is their ability to serve as anchor points for the positioning of actors in the social field (and hence their dis/alignment with co-actors). Language ideologies are routinely employed in practices of (reflexive, *metapragmatic*) *positioning*, or *stance-taking*, and hence help with the organization of social calibration. As will be argued, these practices are complex and multi-scalar since metapragmatic positioning mediates between (translocal) *ideologies* and (local) *interaction*. It is this mediation which fuels the contextualization processes in question and provides positioning actors with both interactional and discursive meaning. Furthermore, we argue that language ideologies and metapragmatic practices inherently depend on each other, as there are no ideologies without metapragmatic practices, and no metapragmatic practices without ideologies. Hence, when exploring how people construct positions metapragmatically, we need to look precisely to where and how ideology *meets* interaction.

In order to address this question, the talk revisits several traditions and models of social calibration stemming from interactional sociology, post-structural theory, discourse psychology, narrative analysis, and linguistic anthropology, and relates them to the specific case when language(s), language practice(s), language users or even, on a higher indexical order, language ideologies themselves, are being reflexively evaluated, and hence constructed as positioning objects. The talk also assesses and compares different traditions within language ideology research that draw on positioning or stance-taking, and raises a number of open questions and desiderata.