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Back, Tobias Boelt

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Resemiotizing boundary objects through time and space: pre-producing inter-affective interactions for a live televised talk show

Tobias Boelt Back Aalborg University, Denmark

Recently, several interactional scholars have taken an interest in exploring the analytical benefits of longitudinal studies of interaction (Doehler, Wagner and González-Martínez (eds.) 2018). The notion of 'longitudinal' however echoes a classic sociolinguistic attention to variations observed 'horizontally' in chronologically ordered, similar social activities at distinct points of time. This paper proposes an alternative, or additional, analytical approach by taking into account Garfinkel's (2008) observation that "the temporal "horizon" is not to be conceived of like a railroad track extending off to right and left with experiences stuck onto it like stations" (p.141). Rather, as Garfinkel notes, the momentary 'now' is a gestalt of past experiences and future expectations. In order to reassemble and present this temporal horizon, video data examples are analysed to show how inter-affectivity as a cultural product is continuously semiotized and resemiotized in local translations and transformations of exo-somatic artefacts (Iedema 2003) throughout the planning and pre-producing of a live televised talk show. The analysis moves backwards through hours of 3600 camera recordings of meetings with different stakeholders, small talk amongst colleagues, written notes, text messages, email correspondences, phone calls, manuscripts, and cue cards, in order to trace the editorial process of organizing the onscreen "interactional structures through which [mass media] is conveyed" (Heritage, Clayman and Zimmerman 1988 in Hutchby 2006, p. 122). Throughout the paper, the analysis moves closer to revealing the temporal horizon as described by Garfinkel in the dense practices in which the participants base their editorial choices in the momentary now on their personal and professional experiences and anticipations for the future. The analysis shows that the journalistic work of pre-producing inter-affective interactions is remarkably dependent on the editorial staff's ability to anticipate and cultivate through acts of resemiotization the affordances of certain boundary objects (Star 2010). Accordingly, this paper presents a synthesis of a) single case EMCA studies with a strong emphasis on embodiment, and b) an enhanced focus on materiality and intersemiotic shifts in order to account for the interactional resemiotization of certain members' boundary objects across sites and modalities. The main finding of the paper is that horizontally-oriented EMCA studies can analytically benefit from treating particular artefacts as meaningful semiotic resources with certain boundary qualities, which resonate with the understandings and practices of predecessors and incite certain subsequent practices.

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