
Discourses on youth language in Norwegian media

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Media discourse has been an important site of investigation in attempts to understand the semiotic dimensions of power relations (Fairclough et al. 2011), including in analyses of the discursive construction and contestation of linguistic and social hierarchies (Milani 2010, Suárez-Krabbe 2022, Svendsen 2014). Contributing to this line of inquiry, in this presentation I examine Norwegian media discourses on “Kebabnorsk”—a contemporary urban vernacular (Rampton 2015) or a register (Agha 2007)—that has been typically associated with youth with immigrant background in Oslo, Norway. Particularly, I present two case studies in which colleagues and I have investigated (i) a debate taking place in Norwegian print media in 2020 that revolved around the discursive production of inclusion and exclusion in connection to the use of “Kebabnorsk” (Lomeu Gomes and Svendsen 2023) and (ii) the entanglements between language practices and processes of racialisation in the construction of characters in comedy programmes in Norwegian television (Lomeu Gomes et al. forthcoming). Apart from shedding new light on the different values attached to different registers—and on the ideological work underpinning such processes—, this presentation engages with recent efforts towards decolonising Critical Discourse Studies (Resende 2021).

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