

# NARRATING NEW NORMAL

Graduate Student Symposium

May 17-18, 2021

Hong Kong Baptist University

## PROGRAM

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May 17, 2021

### PART 1

Zoom ID: 999 0065 6641 Passcode: 717728

- 12:30 – 13:00 Zoom waiting room opens
- 13:00 – 13:15 **Welcome Remarks**  
Prof. HUANG Yu  
*Dean, School of Communication, Hong Kong Baptist University*  
Prof. Steve GUO  
*Associate Dean (Postgraduate Studies), School of Communication, HKBU*
- 13:15 – 14:45 **PANEL 1: PUBLIC AGENDA AND THE GEOPOLITICS OF NORMALIZATION**  
Chair: Prof. Daya THUSSU  
*Department of Journalism, School of Communication, HKBU*
- Storytelling the 'New Normality' of Covid-19 through Greece's Prime Minister on YouTube  
Minos-Athanasios KARYOTAKIS  
*Ph.D. in Communication, Hong Kong Baptist University, HKSAR*
- Is China the New Normal? Analysing Elite Conversations on Sino-African Partnership  
Mistura Adebusola SALAUDEEN  
*Ph.D. in Communication, Hong Kong Baptist University, HKSAR*
- Beating the Pandemic Effect, Inside and Out: Stories of Indian Corporate Women  
Srija SANYAL  
*Affiliated Researcher, Institute for Globally Distributed Open Research and Education (IGDORE)*
- 14:45 – 15:00 **Break**

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\*Please note that the times and dates are in HONG KONG STANDARD TIME (GMT +8)

PART 2

Zoom ID: 923 7656 4461 Passcode: 982180

15:00 – 16:30 **KEYNOTE LECTURE: Crisis in/and the 'New Normal': Discursive Strategies of Normalization and Mainstreaming**  
Prof. Michal KRZYZANOWSKI  
*Chair in Media and Communications, Uppsala University, Sweden,*

16:30 – 18:00 **PANEL 2: NEGOTIATION OF NORMALITY IN NETWORKED MEDIA SPACES**  
Chair: Dr Mateja KOVACIC  
*Assistant Professor, Academy of Film, School of Communication, HKBU*

Urge to Remember, Rush to Forget: How Short-Video Recuts on Social Media Reshape the Chinese Collective

LAI Yaqian

*MA in Art Theory, Central Academy of Fine Arts, People's Republic of China*

LIU Xiaomo

*Master of Cinema with Historical and Socio-Cultural Approaches, University of Bordeaux Montaigne, France*

The Internet and Porn's Search for Normality

Ruepert Jiel Dionisio CAO

*Ph.D. in Communication, Hong Kong Baptist University, HKSAR*

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PART 3

Zoom ID: 990 8216 0706 Passcode: 890035

10:00 – 10:10 **Opening remarks, 2<sup>nd</sup> day of the Symposium**  
Dr. Celine Yunya SONG  
*Associate Professor and Chair of Research Postgraduate Studies Program, School of Communication, HKBU*

10:10 – 11:30 **PANEL 3: NARRATIVES OF PRECARIETY AND EVERYDAY LIFE UNDER THE NEW NORMAL**  
Chair: Prof. Cherian GEORGE  
*Associate Dean (Research), School of Communication, HKBU*

'New Normal' in New York City 2020: Real NYC Stories as Observed and Experienced by an Immigrant Storyteller

Namrata NAGAR

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*MS in Communication, Rochester Institute of Technology, USA*

Examining the concept of online bartering system in Facebook group communities

Joy Hannah PANALIGAN

*Lecturer, De La Salle – College of Saint Benilde*

11:30 – 11:45

**THE LAUNCH OF *GLOBAL STORYTELLING: JOURNAL OF FILM AND MOVING IMAGES***

PART 4

Zoom ID: 915 2768 5869 Passcode: 174539

12:00 – 13:30

**PANEL 4: POPULAR CULTURE AND THE NEW NORMAL**

*Chair: Dr Dorothy Lau*

*Assistant Professor, Academy of Film, School of Communication, HKBU*

Passive Chinese Industrialization: Jia Zhangke's *Mountains May Depart* under the Context of Economic 'New Normal'

DONG Wei

*Ph.D. in Culture Studies, University of Nottingham China Campus, People's Republic of China*

A Pandemic Music Library: Music Listening in a Time of Crisis

LIN Shiqi

*Ph.D. in Comparative Literature, University of California, Irvine*

'I Will Always be Here Waiting for You!' - Reconfiguring Fan Community of Japanese Idols in the Coronavirus Time

LI Chung Tai, Kris

*Research Student, Graduate School of Human Sciences, Osaka University*

13:30 – 13:45

**CLOSING REMARKS**

Prof. Ying ZHU

*Founding Editor, Global Storytelling: Journal of Digital and Moving Images*

## CRISIS IN/AND THE 'NEW NORMAL': DISCURSIVE STRATEGIES OF NORMALIZATION AND MAINSTREAMING

Prof. Michał Krzyżanowski, Uppsala University, Sweden

My presentation explores the notion of normalization and highlights its theoretical and empirical relevance for the analysis of wider dynamics of the public sphere and especially for various tenets of media and political communication related to discursive practices of the far right and the 'new' authoritarianism. Establishing at first the connection between norms, normality, normalization and discourse (Krzyżanowski 2020a) - as well as relating these to the static and processual take on mainstreaming - the lecture will argue that the by now widespread production of 'the new normal' in the public domain relies on a number of factors including, very prominently, pre-/legitimation of 'new' social and political norms and normativities via powerful imaginaries of 'crisis'. Drawing on examples from public discourses on and around various recent and indeed ongoing crises such as, inter alia, the global COVID-19 Pandemic or the 'Refugee Crisis' in Europe, I will call for an understanding of normalisation as the key stage in a multi-step process of strategically orchestrated "discursive shifts" (Krzyżanowski 2013, 2018a, 2019, 2020b). I will hence show that – acting on a par with mediated political ideologies and discourse – political and media practices related to crises not only often help carrying outright extremist views or catering for their recontextualisation (Bernstein 1990; Krzyżanowski 2016) but also act in support of their enactment, perpetuation and the eventual normalisation in the public domain. I will also claim that the highlighted normalization processes entail the creation of a specific, public, "borderline discourse" (Krzyżanowski and Ledin 2017) wherein, civil, rational and politically correct language has often been increasingly used to pre-legitimise (Krzyżanowski 2014, 2016) radical and extremist positions and ideologies thus contributing to the formation of a wider, and indeed frequently explicitly exclusionary 'common sense'.

### Background reading:

<https://www.tandfonline.com/doi/full/10.1080/10350330.2020.1766193>

<https://www.tandfonline.com/doi/full/10.1080/10350330.2020.1766199>

### References

- Bernstein, B. (1990). *The Structuring of Pedagogic Discourse* (Class, Codes and Control Vol. IV). London: Routledge.
- Krzyżanowski, M. (2013). Policy, Policy Communication and Discursive Shifts: Analysing EU Policy Discourses on Climate Change. In: P. Cap & U. Okulska (eds) *Analysing New Genres in Political Communication*. Amsterdam: John Benjamins, pp. 101-135.
- Krzyżanowski, M. (2014). Values, Imaginaries and Templates of Journalistic Practice: A Critical Discourse Analysis. *Social Semiotics* 24(3).
- Krzyżanowski, M. (2016). Recontextualizations of Neoliberalism and the Increasingly Conceptual Nature of Discourse. *Discourse & Society* 27(3).
- Krzyżanowski, M. (2018a). Discursive Shifts in Ethno-Nationalist Politics: On Politicisation and Mediatization of the 'Refugee Crisis' in Poland. *Journal of Immigrant & Refugee Studies* 16 (1-2).
- Krzyżanowski, M. (2018b). 'We Are a Small Country that Has Done Enormously Lot': The 'Refugee Crisis' & the Hybrid Discourse of Politicising Immigration in Sweden. *Journal of Immigrant & Refugee Studies* 16 (1-2).
- Krzyżanowski, M. (2019). 'Brexit' and the Imaginary of 'Crisis': A Discourse-Conceptual Analysis of European News Media. *Critical Discourse Studies* 16(2).
- Krzyżanowski, M. (2020a). Discursive Shifts and the Normalisation of Racism: Imaginaries of Immigration, Moral Panics and the Discourse of Contemporary Right-Wing Populism. *Social Semiotics* 30:4, 2020.
- Krzyżanowski, M. (2020b). Normalization and the Discursive Construction of 'New' Norms and 'New' Normality: Discourse in/and the Paradoxes of Populism and Neoliberalism. *Social Semiotics* 30:4, 2020.
- Krzyżanowski, M., A. Triandafyllidou & R. Wodak. (2018). The Politicisation and Mediatization of the 'Refugee Crisis' in Europe. *Journal of Immigrant & Refugee Studies* 16 (1-2).

- Krzyżanowski, M. & R. Wodak. (2009). *The Politics of Exclusion: Debating Migration in Austria*. New Brunswick, NJ: Transaction Publishers.
- Krzyżanowski, M. & P. Ledin. (2017). Uncivility on the Web: Populism in/and the Borderline Discourses of Exclusion. *Journal of Language & Politics* 16(4).
- Wodak, R. & M. Krzyżanowski. (eds.). (2017). *Right-Wing Populism in Europe & USA: Contesting Politics & Discourse beyond 'Orbanism' and 'Trumpism'*. (Special issue of *Journal of Language & Politics* 16:4). Amsterdam: John Benjamins.

## **Bio**

Professor Michał Krzyżanowski holds the Chair in Media and Communication Studies at Uppsala University which he joined in 2020 after a distinguished international career spent at several Universities in the UK, Sweden, Poland and Austria. He also remains affiliated - as a Research Chair - to Communication & Media Department at the University of Liverpool, UK, and in 2018-19 he was Albert Bonnier Jr. Guest Professor in Media Studies at the Department of Journalism, Media & Communication, Stockholm University, Sweden. Michał is one of the leading international scholars working on critical discourse studies of normalisation of the politics of exclusion in the context of communication, media and social change. His main research areas include political discourse, digital media and journalism - which he analyses with focus on anti-immigration rhetoric, racism, social inequality and other challenges to democracy in the context of global rise of right-wing populism and neoliberalism. Michał is, inter alia, the Editor-in-Chief of the international *Journal of Language and Politics* and a co-editor of the *Bloomsbury Advances in Critical Discourse Studies* book series as well as sitting on a number of boards in various journals in critical discourse studies and wider qualitative social research. More information: <https://katalog.uu.se/profile/?id=N20-1042>