

DIGITAL HUMOUR AS PEDAGOGICAL INNOVATION

Enhancing Sociolinguistic Competence through Multimodal Texts



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Context and Background

- ▶ South Africa as multilingual and multilingual country
- ▶ Linguistic diversity in schools and universities
- ▶ Students with diverse regional dialects
- ▶ Ideal environment for teaching sociolinguistics and language variation



Research Focus: Memes as Sociolinguistic Artefacts

Memes: more than entertainment



Memes reflect: hybridity, code-switching, variation, intertextuality



Problem: still undervalued in language teaching



Question: how can it be used to develop sociolinguistic competence?

Overview

- Defining some key concepts
- Making the connection: digital humour and language teaching
- Theoretical framework
- Literature Review
- Research Agenda

Key Concepts

SOCIOLINGUISTIC COMPETENCE

- Appropriate language use
- Social and cultural contexts
- Grammar & registers
- Politeness & norms
- Social meanings

DIGITAL HUMOUR

- Online spaces (memes, emoji's and GIFs)
- Multimodal
- Internet language

SOCIOLINGUISTIC HUMOUR

- Plays with language variation
- Dialects, slang, accents
- Code-switching
- Identity expressions

Making the connection

DIGITAL HUMOUR

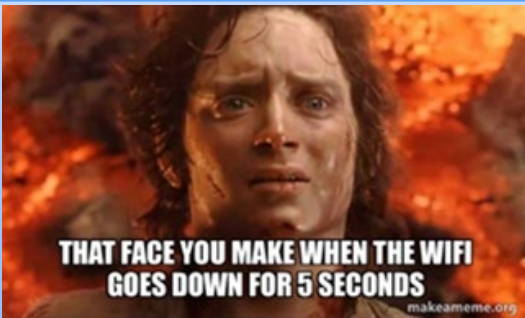


LANGUAGE TEACHING



"The distracted boyfriend"

- Similes & Metaphors (implicit comparisons)



- Hyperbole

Making the connection

DIGITAL HUMOUR



LANGUAGE TEACHING

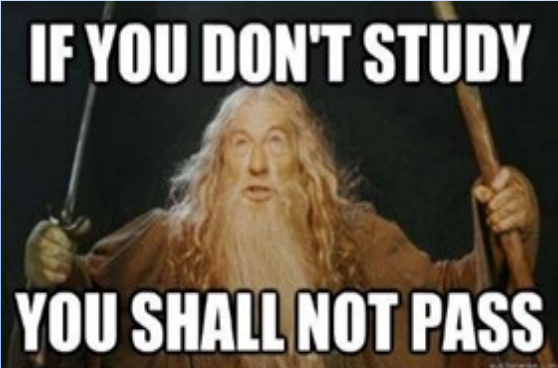


- Incongruity
- Irony



- Sarcasm
- Satire

Making the connection

DIGITAL HUMOUR	LANGUAGE TEACHING
"Can you tie a knot"? "I cannot". "So you can knot"? "No I cannot knot" "Not knot"? "Who's there"? boredpanda.com	• Wordplay
	• Intertextuality (use of homonyms)

Making the connection

DIGITAL HUMOUR



LANGUAGE TEACHING



- Sociolinguistics (dialects, language variation)



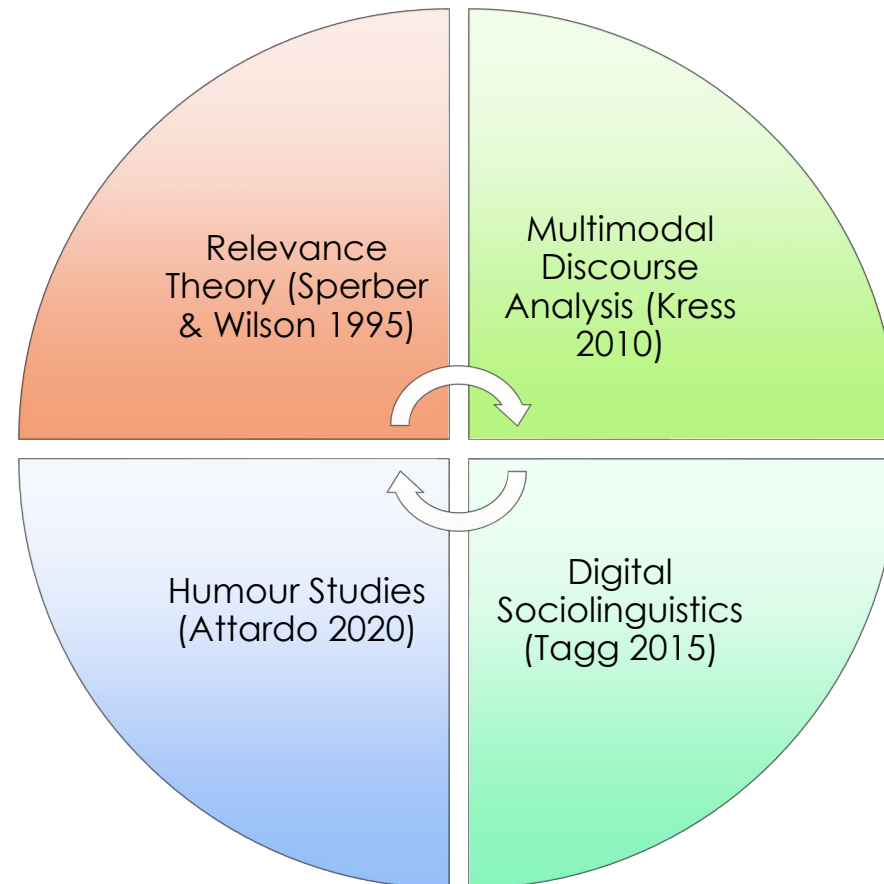
"SOMETIMES I'LL START A SENTENCE IN SPANISH



Y TERMINO EN ESPAÑOL"

- Sociolinguistics (style-, register-, codeswitching)

Theoretical Framework



Literature Review: Activity types



Meme analysis and
discussion



Meme creation
projects



Vocabulary revision
with memes



Humor and Irony
Exploration



Meme-based writing
projects

Literature Review: Pedagogical Benefits



Reduce anxiety &
increase
engagement



Fostering
communicative
competence



Developing
pragmatic
competence

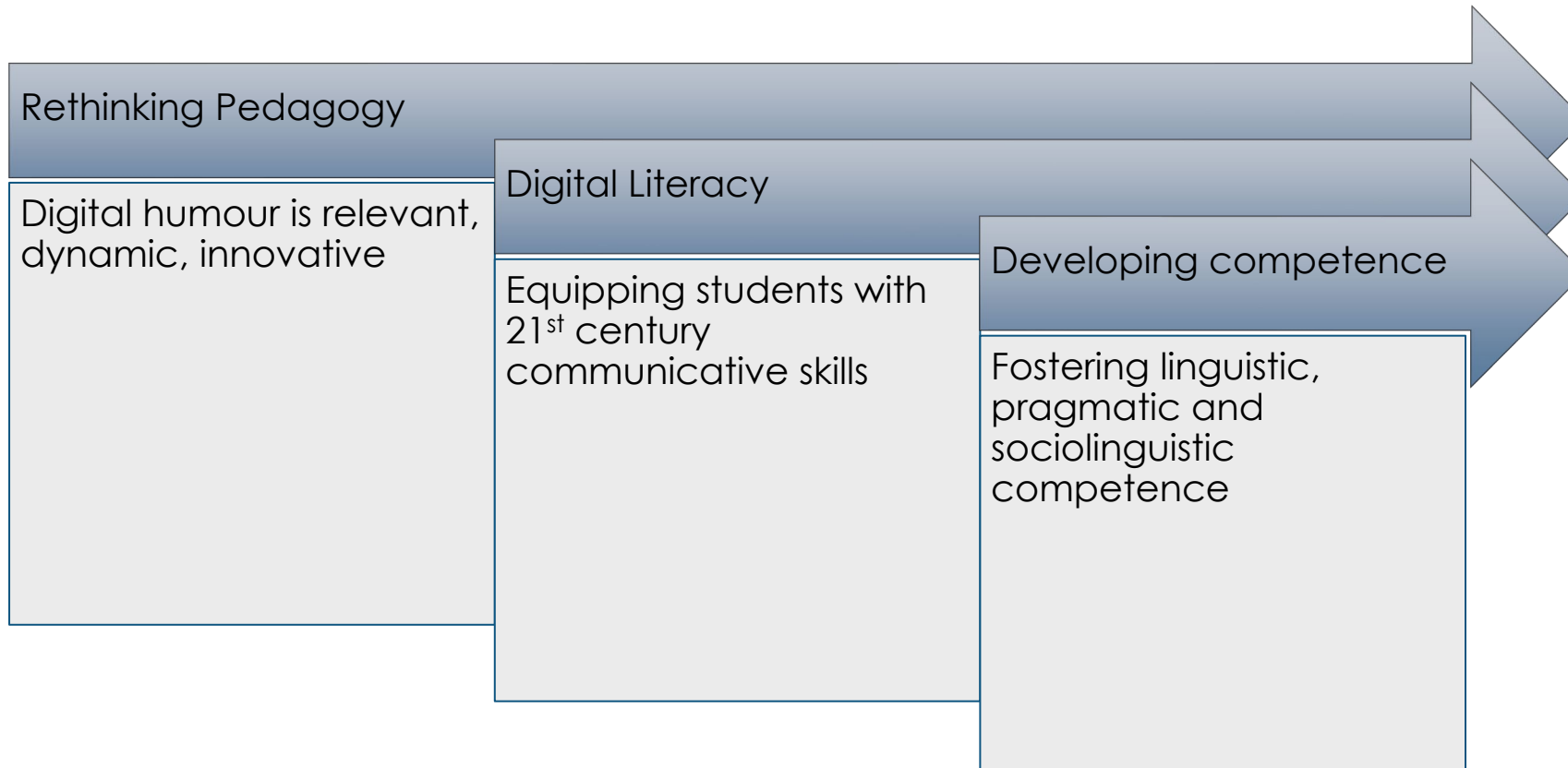


Positive attitude

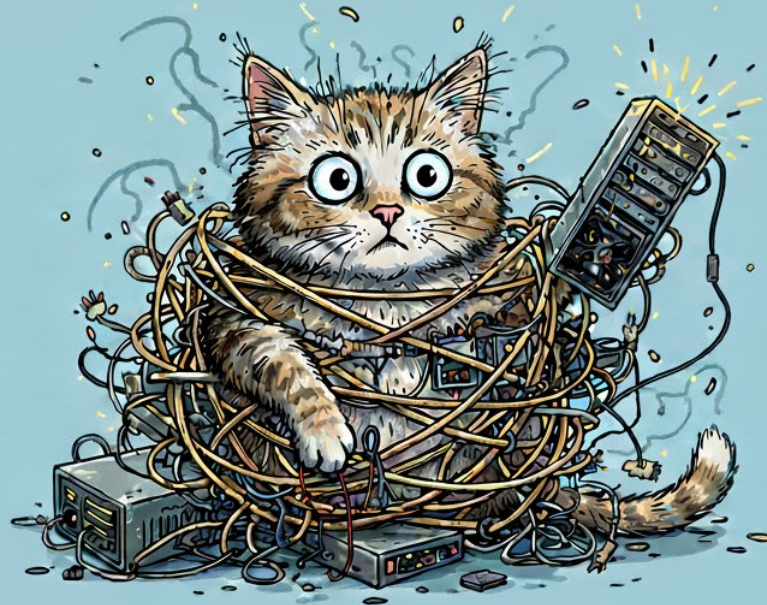


Developing
sociolinguistic
competence?

Research Agenda



ANY QUESTIONS?



DANKIE vir julle vrae! (Afrikans)

THANK YOU for your questions! [English]

GRAZIE per i vostre domande! (Italia)

