Patterns of Political-Medial interaction on Twitter

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The project will analyse patterns of digital interaction on the basis of the configuration of communication in political journalism. This theoretical framework has a sociological basis and thus complements the linguistic aspects of the joint project. We have chosen a framework which goes beyond thematically related individual discourses since the network of exchanges between journalists and other actors are collected independently of the topics under discussion. We are looking for patterns of interaction which are typical of the communicative configuration of political journalism in a digital context. On Twitter this context is characterised by a diverse and constantly changing range of contributors.   At the same time Twitter is part of an increasingly hybrid media environment so that tweeters do not confine themselves to Twitter but also consider what strategic use they can make of other media. An interaction on Twitter can for instance contribute to achieving or influencing visibility in other channels. Because of its speed and the fact that its use is so widespread among journalists, politicians and spokespersons the platform plays an important role in the media network. Among other things, the communication can be seen to   be becoming increasingly emotionalized and subjectivized.

What patterns of digital interaction in particular look like under these conditions is a question our research seeks to answer. Until now, in the various constellations of actors in politics and the media, the main focus has been   on the participants' attitudes and how they perceive their relationships to each other. On the internet we sometimes find new patterns of participants, communication and discourse which are increasingly shaped by interactive collective phenomena. Thus, it is particularly interesting to see how political-medial, conversational interactions form certain patterns under these conditions. The analysis incorporates fundamental modes of interaction such as conflict, competition and co-operation. Furthermore, we aim to examine how these overall modes of interaction correspond to certain linguistic and non-linguistic patterns and what types of networks emerge.