"Is there a translator in teh [sic] house?": cultural and discourse analysis of a virtual speech community on an internet message board

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Abstract
In the newly emergent field of online ethnography, netspeak and online behavior are quickly becoming the next frontier of linguistic anthropology. The discourse analysis and cultural investigation of the virtual speech community of Penismightier.com reveal several salient aspects of culture through the lens of the internet and online human behavior. This thesis focuses on aspects of language use in the discourse on message board threads on the Penismightier website. The Pen speech community has innovated a lexicon of original and modified techie language, such as unique emoticons and alpha-numerical orthography. The orthographic innovations of this virtual speech community blur the division between spoken and written language. Covert categories for topic shifting and anti-Gricean maxims play an integral role in thread behavior. Flame wars are the apex of this community's language behavior, infusing power/knowledge with techie elitism and sharp, sometimes sexual wit. Discourse analysis of cyberspace netspeak is as new as the medium. My research reveals the creative patterns of interaction of this technologically mediated community and its importance in the field of linguistics and anthropology.

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Discourse analysis is a method of studying and analyzing a text and trying to figure out its meaning by going beyond what it... Take, for example, the medical journal: as the writer conveys his message through the book, the reader, in turn, responds by either understanding the words or ignoring it. In this way, discourse analysis looks further than the text by discovering what response, or discourse, the written word can incite and why. Ad. The aim and the end result of a discourse analysis may not always be to give specific answers to a problem. By exploring a subject, it gives a newer and wider perspective on the issue and exposes the little implications that are hidden behind the words. Methods of Critical Discourse Analysis WODAK. Political Speech Analysis. The use of a rhetorical scheme or of a figure of speech in a text, be it written or spoken or, cannot pass unnoticed to an observant eye (or ear) as the text in point becomes stylistically marked. This means that their form and content, i.e. the linguistic structures and the message transmitted by the political texts, are related...
to larger contexts of communicative settings and political functions.