



Die Wiener Sprachgesellschaft

lädt ein zu einem Vortrag

von

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## **Stereotypes and norms in a Norwegian construction site**

This presentation explores how national stereotypes are used and indexicalised (Jaffe 2016) by a transient management team in a Norwegian construction site. Most of the team members have never worked together before and therefore have not yet established shared practices and logics as a group. By focussing on the group's activity of assigning meaning and value to different national stereotypes ('Norwegians', 'Swedes' and 'Poles') over a period of six months, the presentation explores the emergence, sedimentation and transformation (cf. Agha 2007) of social norms related to these stereotypes. The analysis draws on multiple levels of context (Cicourel 1987, Day 2008) and shows that stereotypes are used for different purposes in the group, serving interpersonal as well as ideational functions. It demonstrates how the use of national stereotypes are at times activated with reference to socially sedimented, or iconic, meanings that circulate in the Norwegian construction industry, while in other cases the meanings of these national stereotypes are established in a more incremental fashion, tied to the local context of the group. The presentation will in particular discuss how the norms that are in play behind these observable processes of meaning-making can be said to have a considerable impact on social roles and relationships within and beyond the group and workplace.

Zeit: Dienstag, 17. Dezember 2019, 18 Uhr 30

Ort: Sensengasse 3a, Hörsaal 1 (1. Stock)