

## Language Works 5(2)

Welcome to this edition of Language Works and merry Christmas and happy New Year from the editorial team. This time in Santa's linguistic gift sack, we have six articles that represent a wide selection of linguistic areas and that show that linguistic analysis can shed light on many very different issues. In this issue, we travel far and wide. For example, we dive into the Danish Health Authority's corona communication, we enter into the mind itself in an article on mentalization, and in one article, we go all the way to South America. In short, there's an article for everyone.

Welcome and happy reading!

### The papers in this issue

Johanne Niclasen Jensen examines how the Danish Conservative People's Party used the image macro in their political campaign on Instagram prior to the 2019 election. Jensen shows that contrary to the critique of this strategy in the media, the use of the image macro can serve as an effective strategy due to its multimodal affordances. She finds that the multimodality and metaphoricity are codependent features in the genre of image macros and that they work together to make the political message come across in a critical and humorous way.

Adrian Skov presents an analysis of how the Danish Health Authority's (Sundhedsstyrelsen) coronavirus poster "Prevent infection with new coronavirus" functions as part of a public health campaign. He does this by combining perspectives from behavioral psychology and rhetorical interpretation. From behavioral psychology, a theoretical model is presented that describes cognitive processes that underlie a given behavior, namely that it is underlying attitudes and norms and the self-perceived ability to act that together constitute behavioral intention, i.e. the individual's choice to perform a certain action in a given situation. To show how the Danish Health Authority tries to influence the recipients' behavioral intentions, Skov analyzes the rhetorical strategies that characterize the poster. Here he shows how multimodal resources and the construction of an authoritarian sender who communicates directions to action to a recipient discursively constructed as a participant is an effective intervention in the effort to minimize the spread of the coronavirus.

Jack Brosø Frederiksen examines how the facilitator in a podcast production of F.C. København's Fan Radio uses communicative resources of embodied language to select the next speaker between his two guests in the studio. Using Conversation Analysis, Brosø draws on the well-known rules for the organization of turn taking in conversations as he situates his analysis in the specific context of radio production where overlaps and gaps between turns are dispreferred. Through detailed examination of relevant examples, he finds that the facilitator's use of gestures and gaze as a multimodal unit serves to reduce overlaps and gaps between speaker turns and thus provides the audience with a pleasant experience.

Cæcilie Hansen examines how structural linguistic analysis of sentences can be used to assess people's ability to mentalize, i.e. the ability to assess other people's feelings, thoughts, wishes, etc. The article compares two different methods of assessing mentalization based on conversations: A psychological approach to mentalization and a newer linguistically informed method inspired by Systemic Functional Linguistics. While the psychological method deals with linguistic analysis superficially by not specifying which linguistic elements that may indicate mentalization, the SFL-based theory works with more detailed linguistic descriptions. Based on an analysis of an interview with a person with autism, Hansen concludes that the linguistically informed method gives a more nuanced insight into whether a person exhibits mentalizing behavior.

Simone Bianchetti investigates Danes' attitudes towards English in Denmark with a particular interest in whether Denmark is perceived as a bilingual society and what consequences Danes may perceive as a result of this. The article presents a detailed introduction into the language political debate over the last decade, in which terms like "domain loss", "language prestige", and potential "language death" have been widely used. The investigation proper is a questionnaire survey among a group of Copenhagernes, mainly students. The results show a large use of English, but a diminutive degree of concern for the loss of Danish. It is not so much that English is outmaneuvering Danish, but rather that the two languages co-exist in Denmark and are used for different purposes.

Laurits Stapput Knudsen investigates how and how frequently "reciprocity" is used in the Latin American language Acazolco Otomí. Reciprocity is the grammatical encoding of actions which the actants perform mutually on each other. In English it is expressed e.g. with *each other*, *they wash each other*. In the study, native speakers of Acazolco Otomí are asked to describe events which they see in video clips, and it is noted whether they use a reciprocal construction. The results show that reciprocal constructions are relatively often used in Acazolco Otomí compared to other languages, and Stapput Knudsen proposes that this is an indication of a more general trait of Acazolco Otomí, namely a tendency to focus on whole relational units rather than the individual participants in a relation.