

Affective stance-taking in mediatised political speeches of “Bündnis 90 / Die Grünen” (The German ‘Green Party’)

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Based on the ongoing DFG/NCN research project “Multimodal Stancetaking: Expressive Movement and Affective Stance” (<http://mmstance.home.amu.edu.pl/>), this talk takes a closer look on the specific *affective stancetaking in political speeches as multimodal actions*. Multimodality is addressed in a double sense: First, as the dynamic interplay of hand and body gestures with the spoken utterance. And secondly, it includes the media-specific contexts in which the political speeches are embedded, concerning the audiovisual orchestration of camerawork, shots, montage and sound. Both levels of multimodality form an inseparable unit that unfolds temporally as *expressive movement* in the moment of perception (Kappelhoff & Müller 2011). Affectivity unfolds as movement quality and rhythm of expressive movements and in this way mobilizes affective stance in the perception of the viewer. It is the goal of this talk to illustrate this approach with analyses of two speeches given by members of the German party “Bündnis 90 / Die Grünen”: a parliamentary speech delivered in person in the German Bundestag in 2019 and a speech made at the national congress of the Green Party in 2020, held digitally.

The speeches under scrutiny are 16:13 Min (parliament speech 2019) and 4:20 Min (party congress 2020) long. They are official video recordings from the German Bundestag and the Green Party and were free for download on the official websites. Transcribed, annotated and analyzed were only the areas of the speeches that showed high affective engagement, in total around 3-3:30 Min unfolding within four expressive movement units (EMU) per speech. These EMUs were analyzed with the *expressive movement analysis* developed by Kappelhoff and Müller (2011; Müller 2019; Müller & Kappelhoff 2018) and as far as multimodal utterances are concerned the analysis draws on Müller’s *Methods of Gesture Analysis* (Müller 2010; Müller & Kappelhoff 2018; Müller in press). The analysis of stance-taking on the semantic level is based on the approach by Du Bois (2007). The analyses of the two speeches illustrate that a systematic consideration of the audiovisual orchestration of mediatized political speeches not only broadens the perspective on media-specific contexts of forms of multimodal stancetaking, but shows that and how the form of affective stancetaking changes with them. The face-to-face parliament speech unfolds as a live interaction between *audience and speaker*, where the reactions of the audience affect and shape the speech and thus stance-taking can be conceived as interactive and multimodal. The digital party congress speech, on the other side, lacks this immediate interactive feedback and in its place, we find a *cinematic staging of affective stancetaking*. It is concluded that it is the unfolding of media specific dynamics that shapes multimodal affective stance taking.

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