University of Zurich[UZH]

University Research Priority Program
Language and Space

Interactive Processes and Configurations at Market Stalls in Istanbul and Zurich – a Comparison

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In my dissertation project I contrast interaction at fruit and vegetable stalls in Istanbul and Zurich. The project is carried out within the theoretical framework of ethnomethodology (Garfinkel 1967), conversation analysis (Sacks/Schegloff/Jefferson 1974), multimodal interaction analysis (Goodwin 2000) and cultural linguistics (Linke 2011). It bridges findings from the study of space and interaction (cf. Hausendorf et al. 2016) and cross-cultural studies on the multimodal behavior of participants in comparable settings (cf. Mondada/Sorjonen 2016).

How does the material structure of market stalls pre-determine / support interaction …

How do participants initiate sales encounters at the market stall …

What ‚makes' a typical market stall interaction in Istanbul / in Zurich …

How do participants organize their co-presence, what are typical configurations …

Who is / are ‚the other' at the market stall / marketplace …

Can we compare interaction across cultures …

Excerpt 1: **ZURICH**

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01      #1: ELI approaches market stall,
        GIS and DAM are engaged in a sales interaction

02 DAM  <<schnieft>> hda no es kilo#2 (.)
                     there another kilo

03      därfsusch+t no öppis si
        may it be anything else

04 GIS  isch alles
        that's all

05 DAM  sechs franke bitte
        six francs please

06      danke vilmal no en schöne tag
        thank you very much and a nice day

07      (7.5)

        #3: GIS leaves, ELI steps forward

08 DAM  guete morge
        good morning

09 ELI  ich hett gern vier gravesteiner
        I'd like to have four gravesteiner (apples)
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- Farewell as device for regulating sales transition
- Establishment, maintenance and deconstruction of interactional space-units

(cf. *interactional space*, Mondada 2009; Harjunpää 2018)

- Linear and sequential order of service
- Dyad in front of the third
- Market stalls as individual entities, little roof representing ‚protected' communication

Excerpt 2: **ISTANBUL**

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01      #4: GÖK and YAS approach market stall,
        IBR prepares rivergrasse,

02 GÖK  ne kadar
        how much

03 IBR  (-) bi lira ablam
        one lira older_sister_of mine

04 GÖK  tamam
        okay

05 YAS  maydo#5noz ne kadar
        parsley (is) how much

06 IBR  bi lira
        one lira

07      #6, (1.0)

08 YAS  maydonoz
        parsley

09 IBR  bi lira bi lira anne
        one lira one lira mother

10      (2.0)

11 IBR  maydonoz dereotu on(  ) herşey bi lir
        parsley rivergras everything one lira everything one lira
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- Market visitor initiative (greeting not obligatory)
- Short instances of dyadic exchange, immediate turning away from opposite party
- Conceptual insufficiency of western interaction terminology (*interactional space*, *opening*?)
- Parallel and simultaneous order of service
- Indirect communication via market cries
- Market stall boundaries are (more) fluid, sailcothes create a coherent and homogeneous market space, communicatively supported by market cries

- ▶ Culture as „apparatus for generating *recognizable* actions" (Sacks 2006, p. 226)
- ▶ Material structure, social practices, verbal communication and embodied interaction as „doing space"' (Jucker et a. 2018)
- ▶ Complex dynamic of interaction beyond the boundaries of dyadic encounters (cf. Hochuli 2019)
- ▶ Culture as a configurative practice of organizing co-presence in everyday interaction
- ▶ Comparison as analytical operation for uncovering the self-evident
- ▶ Empirical elaboration of claims on ‚interaction cultures' in seminal studies (cf. Hall 1966 about polychronic and monochronic cultures)
- ▶ Implications for interaction analytic comparisons

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