

Positioning, Positioning Theory, and Positioning Analysis The Study of Identities in Narrative Practices



Presenter: Professor Michael Bamberg

Date: Tuesday June 14

Time: 3pm – 5:00pm Central European
(9am Eastern, 8:00pm Tokyo/Seoul)

Cost: No Fees

Link: [Click Here to Register](#)

Workshop Description:

In this workshop we briefly touch on the concept of ‘*Positioning*’ (basic to human actions and interactions), how it has been theorized in the form of ‘*Positioning Theory*’, and how it has branched into and flourished in divergent fields – e.g. social theory, international relations, branding & marketing, psychology, counseling and education). Our main focus is set on ‘*Positioning Analysis*’ – by way of working in detail through two narrative data sets, demonstrating the methods of narrative positioning analysis. We will start by identifying how characters are constructed (positioned) in relation to one another in the there-and-then of the narrated events (positioning level I). Thereafter, the outcome of this analysis will be taken to inform us about how speakers position themselves vis-à-vis their audience (positioning level II). Finally, in a third step (positioning level III), we will learn how to draw conclusions from the first two steps in terms of how speakers/narrators draw on dominant/master narratives in order to ‘make-sense’ of themselves (=how they position *themselves* vis-à-vis *themselves* – constructing a sense-of-self). The workshop will follow the central procedures of how to analyze the navigation of identities between (i) sameness and difference, (ii) constancy and change, and (iii) agency and passivity, so that attendees will be able to apply these procedures to their own data. The session is suitable for attendees with little-to-no knowledge in positioning or narrative analysis.

Workshop Leader:

The class will be led by Prof. Michael Bamberg, President of SQIP, founding editor of the journal *Narrative Inquiry*, and co-author of *The Cambridge Handbook of Identity* (2021). Michael Bamberg has been teaching Qualitative Inquiry across different disciplines. One of his courses, taught in Guangzhou (China) in 2016, has been shared on YouTube under the header **INNOVATIVE LEARNING** <https://www.youtube.com/watch?v=KYFxxwXrSa2o>