

The contingency of coherence in the light of context: analysis of Globo Rural tweets I

A contingência da coerência à luz da noção de contexto: análise de tweets do Globo Rural

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ABSTRACT

The present work is anchored in Textual Linguistics (TL), seeking to reflect on how the notion of context and its categories of emergence and incorporation (HANKS, 2008) contribute to the processes of building coherence in digital interactions. We conceive text as an event (MARCUSCHI, 2008; CAVALCANTE; CUSTÓDIO FILHO, 2010), encompassing in this notion the phenomenon of hypertext as a textual manifestation characterized by specificities that make even more central the notion of context and the construction of coherence in digital interactions (PAVEAU, 2020; ELIAS; CAVALCANTE, 2017). The understanding of context as movements of emergence and incorporation, whereas the construction of coherence as a highly local and contingent phenomenon, makes it possible to deal with the construction of coherence in a more systematic way. Starting from these categories and the challenge of the digital native text for linguistic investigation, we analyzed a tweet from the official page of the Globo Rural Magazine, observing how the incorporation to different contexts can be strategic for engagement in digital interactions. This aspect was

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reinforced in subsequent interactions that emphasized the ambivalent character of the tweet between political and agribusiness fields. In addition, we noticed how comments to the tweet indicated a construction of meaning varying between strict meanings, meanings established in interpretive relevance or topical relevance. Therefore, it is emphasized that coherence is built on several levels, that context is built in the interaction and, mainly, that coherence and context are highly dynamic in relation to interactions established by the participants in discursive practices

KEYWORDS: Coherence; Context; Emergence; Incorporation.

RESUMO

O presente trabalho se ancora na Linguística Textual (LT), buscando refletir sobre como a noção de contexto e suas categorias de emergência e incorporação (HANKS, 2008) contribuem para elucidar os processos de construção da coerência em interações digitais. Concebemos o texto como evento (MARCUSCHI, 2008; CAVALCANTE; CUSTÓDIO FILHO, 2010), abrangendo nessa noção o fenômeno do hipertexto, como manifestação textual caracterizada por especificidades que tornam ainda mais centrais a noção de contexto e a construção da coerência nas interações digitais (PAVEAU, 2020; ELIAS; CAVALCANTE, 2017). Compreendemos o contexto enquanto movimentos de emergência e incorporação e a construção da coerência enquanto uma construção de sentido altamente local e contingente, o que nos permite tratar a construção da coerência de forma mais sistemática. Partindo dessas categorias e do desafio do texto digital para a investigação linguística, analisamos um tweet da página oficial da Revista Globo Rural, observando como a incorporação de uma interação a mais de um contexto pode ser estratégica para o engajamento nas interações digitais, aspecto reforçado em interações subsequentes que enfatizaram o caráter ambivalente do tweet entre os campos político e do agronegócio. Além disso, notamos como os comentários ao tweet indicaram uma construção de sentido variando entre sentidos estritos, sentidos estabelecidos na relevância interpretativa ou na relevância topical. Portanto, enfatiza-se que a coerência se constrói em vários níveis, que o contexto é construído na interação e, principalmente, que coerência e contexto são altamente dinâmicos em relação às interações estabelecidas pelos participantes na prática discursiva.

PALAVRAS-CHAVE: Coerência; Contexto; Emergência; Incorporação.

1 Introduction

The present work is anchored in Textual Linguistics (hereinafter TL), seeking to reflect on how the notion of context and its categories of emergence and incorporation (HANKS, 2008) can contribute to the processes of building coherence in digital interactions. We start, therefore, from the concept of text as an event (MARCUSCHI, 2008; CAVALCANTE; CUSTÓDIO FILHO, 2010), and, in its breadth, we take “into account the communicative circuit and the social aspects that are intertwined in its composition” (CAVALCANTE; SILVA; SILVA, 2020, p. 18), making it necessary to approach the notion of context.

The relevance of context for the construction of the meaning of language phenomena has been widely claimed and explored within linguistic research. More recently, due to the fluidity and uprooting of digital interactions, this importance has been emphasized (ELIAS; CAVALCANTE, 2017; PAVEAU, 2020). However, what is meant by *context* is sometimes implied in the linguistic investigation, as is the detailing of the minutiae of this category and the subsequent implications of adopting context from one perspective or another (HANKS, 2008; MARCUSCHI, 2007). In this

sense, the present work seeks to reflect, based on digital interaction, on the notion of context, as well as on the different levels that the context can present and what its contribution to the construction of meaning, taken in the present study from the categories of text and coherence, as proposed by Textual Linguistics (KOCH; TRAVAGLIA, 2014), perspective to which the present work is affiliated.

It is consensual that the main object of the TL is the text, although what is conceived as the text has changed along the trajectory of the TL. Here the text is taken as a textual-discursive event (MARCUSCHI, 2008; CAVALCANTE; CUSTÓDIO FILHO, 2010), characterized as a unit of meaning (CAVALCANTE et al., 2020) that is radically dynamic and whose relationship with the context is constitutively close. It is important to highlight that this construction of meaning has been commonly approached in TL from the theoretical category of *coherence* (KOCH; TRAVAGLIA, 2014), however, it is equally relevant to emphasize that the construction of meaning is not carried out in the same way in all situations. textual-discursive practices (MARCUSCHI, 2008). The emergence of digital interactions has become a paradigm of this dynamic and has posed new challenges for linguistic research on the text and the processes of meaning (MARCUSCHI, 2008), as it makes the relationship between text and context differ significantly between textual practices. In this scenario, the hypertext category is proposed as a typical textual manifestation of the web, characterized by specificities that make the notion of context and its consequences even more central to the construction of coherence (PAVEAU, 2020; ELIAS; CAVALCANTE, 2017).

In addition to the reflections on text and meaning made in the LT by authors such as Koch (2004), Marcuschi (2008), Cavalcante et al. (2019) and Paveau (2020), we discuss the concept of context from the reflection made by William Hanks (2008), in which the author mobilizes works from different investigative perspectives, to then conceptualize the context as a dynamic entity, which at the same time constitutes and is constituted by interaction and presents two broad movements: emergence and incorporation. Such concepts are fundamental to the view that we will approach here about the notion of context, as we will see in greater depth later on. According to Hanks (2008), emergence is associated with the real-time of production of the utterance in the interaction, that is, it concerns the relationship between various units of discourse production, in a structured context. On the other hand, incorporation describes the situation of utterances in a broader context, in the form of relations of incorporation. Therefore, “linguistic systems and practices articulate in detail and precisely with social phenomena beyond the reach of the most sophisticated semiotics” (HANKS, 2008, p. 185).

Taking as an object of analysis digital interactions from the *Globo Rural Magazine* page on *Twitter*, we start from the understanding that many of the interactions observed allow highly situated, emergent meanings. In addition, we support the hypothesis and central assumption that this official profile, while sharing its journalistic materials, originating from its *official website*, characterized by journalistic-informative content and focused on the agribusiness sphere, also adopts a media posture more witty, mixing themes from the universe of politics and entertainment, that is, incorporating her practice to more than one social field. We also assume that this discursive movement operates as a strategy to incorporate the *Globo Rural* profile into the universe of social networks. At first, this work sought to describe how the tweet operates movements of incorporation in the universe of social networks, building certain culturally and socio cognitive shared meanings; then, in the materiality of the digital text, he pursued the traces of the senses located in the emergence of interaction.

The data under analysis is part of a broader study of monitoring the use of irony in the public political sphere, having been constructed from the research in social networks of key terms of expressive political episodes, selecting the texts in which irony is present. The present work focuses on the interactions resulting from a publication of *Revista Globo Rural* on the social network *Twitter*, specifically this interaction obtained from the research of the term cattle and its selection being based on the high level of engagement generated in objective numbers - were more than 22 thousand shares and more than 79 thousand likes. The analyzed tweet was published on May 22, 2020 and shares a link to a news item from the *Globo Rural Magazine* website, which deals with a livestock raising strategy called confinement, but this term has been associated in the most recent social context with a strategy of public health, given the covid-19 pandemic. In addition to this initial publication, henceforth called tweet, the first 20 comments were considered in the analysis according to the presentation of the standard algorithm (available in Annex I). The investigation sought to elucidate how coherence is built in the face of different contextual levels, observing how interactions are sometimes configured as highly situated, promoting emerging meaning effects and sometimes pointing more clearly to social aspects, building incorporated meaning effects.

Therefore, the research initially established a definition of meaning that contemplated its interactional character, resorting to TL studies and establishing as central the concepts of text as an event and of coherence as a highly situated construction of meaning, in addition to the understanding of cognition as a contingent. to the interaction. It was also necessary to assume a clear conception of context, which contemplated the dynamics of the interaction, being the

theoretical contribution of Hanks (2008), with the lamination of the context in emergence and incorporation, considered adequate for this purpose. Finally, the work seeks to elucidate how meaning is constructed within the digital context, becoming relevant by exploring Hanks' (2008) proposals in the face of a social interactional conception of coherence and meaning, contributing to a certain extent to the development of reflections on these ongoing categories in the field of TL and interaction studies.

2 From text to hypertext, from sense to the effect of sense

In the last decades, within the TL investigation, the understanding of the text as a unit of meaning has been expanded to incorporate the various nuances of interaction that enable the construction of meaning in the text. Therefore, the text was conceived as a textual-discursive event, recognizing the importance of approaching it not only in its textual materiality but mainly “in its breadth, taking into account the communicative circuit and the social aspects that are intertwined in its composition” (CAVALCANTE; SILVA; SILVA, 2020, p. 18). This stance established a new perspective in TL studies, commonly known as socio-interactionist (CAVALCANTE; CUSTODIO FILHO, 2010), in which the investigation focuses on the text as “a communication process that depends on the subject and the social context” (SILVA, 2010). , 2011, p. 19), and in which textuality is understood as the relationship “between the context and the interlocutors in an immediate communicative situation, brokered by elements of different textual levels” (CAVALCANTE; SILVA; SILVA, 2020, p. 24). Therefore, considering that the text as a linguistic activity is an interactional action intrinsically linked to the context and does not end in itself, the underlying procedural activities must be observed in its analysis, which naturally involves linguistic, pragmatic and sociocognitive aspects.

Thus, in view of these different elements that make up the textual construction of meaning, Cavalcante and Custódio Filho (2010) will point to “an expansion of the limits of the text with the commitment to seriously discuss the challenges that the uses impose” (CAVALCANTI; CUSTÓDIO FILHO, 2010, p. 65). Some of the challenges refer precisely to the notion of meaning, as, on the one hand, it advocates the meaning of the text as emerging from the communicative event, it problematizes, for example, how to theoretically and methodologically approach the singularity of meaning in multi-oriented interactions; and on the other hand, observing new discursive practices, such as those arising from the internet, raises the reflection on the adequacy of the very notion of unity of textual materiality, in the face of fragmentations and connections between texts, typical of digital ecology (PAVEAU, 2020). Such challenges show how essential the reformulation of the theoretical and methodological apparatus is to effectively address these issues, among other issues.

Particularly with regard to the limits of the text, an initial theoretical movement in the TL was the discussion about the role of multimodality in the statute of the text (DIONISIO, 2006.), thus, it started to consider not only textual materiality but not exclusively verbal as well as to incorporate a multimodal look in the textual analysis (CAVALCANTE, CUSTÓDIO FILHO, 2010, p. 56), being this posture consistent with a conception of text as an interactional event. An unfolding of this reflection on the delimitation of the text resulted from the advent of digital interactions, adopting the concept of hypertext to contemplate the specificities of digital enunciation, in which “we move from the fixed to the mobile order, from textuality based on decoding to hypertextuality organized by navigation” (PAVEAU, 2020, pp. 43-44) sharply. It is worth noting that, more than the concept of hypertext, TL develops studies on hypertextuality, precisely because it allows focusing on the processes involved in digital enunciation, marked “essentially by the characteristics of multilinearity, hyper modality, and interactivity” (CAVALCANTE et al. ., 2019, p. 37).

Thus, with the hypertext, the singularity of the enunciation is consolidated, since the multiplicity of paths and meanings made possible by navigation makes it possible to destabilize, on the one hand, the still common idea that textual materiality would carry meaning and, on the other hand, another, to incorporate the dimension of reading as well as a movement of writing, based on the concept of *write reading*, as proposed by Paveau (2020). We consider here a consolidation of this position, as we recognize how these ideas have been supported in the most recent theorization of TL, but the hypertext differential is its ability to textually materialize the reactions of the interactants (through comments and possible reactions through technological resources), that function as indications of the meanings put into operation, that is, in their ability to be a privileged space to reflect on what users reveal about the meanings they produce (ELIAS; CAVALCANTE, 2017). In this way, hypertext sheds light on the process of construction of meaning, making it relevant to further analyze the connections between the text and the human contexts in which it occurs (ELIAS; CAVALCANTE, 2017).

The investigation of how we produce meaning can be considered a fundamental task of Linguistics, having been consolidated in the LT in some categories for such an undertaking, such as text and coherence. Initially, the notion of coherence is proposed as one of the factors of textuality, being initially associated with the category of cohesion, and considering the two categories as belonging to the level of textual composition (MARCUSCHI, 2012; BEAUGRADE, DRESSLER, 1981). This intimate relationship with cohesion occurs because coherence is at that moment formulated in view of the linguistic mechanisms mobilized in the text to build the unity of meaning, in a process that seeks to equate the textual world with the conceptual network (COSTA VAL, 2006). However, knowing that the text does not mean exclusively by itself, that its meaning is constructed not only by the producer but also by the receiver (COSTA VAL, 2006, p. 6), coherence has become a more elastic notion that privileges the importance of each interaction and the work of the subjects (CAVALCANTE; CUSTÓDIO FILHO, 2010), thus contemplating the socio-cognitive

aspects, that is, the understanding that “coherence is not a requirement to be fulfilled by the text, but an activity developed in a collaborative movement” (MARCUSCHI, 2007, p. 14).

Thus, some developments in the study of coherence made it possible to incorporate these sociocognitive aspects. Koch and Elias (2017), for example, will formulate the concept of coherence as a socio-cognitive principle of text interpretability, in which coherence is the result of the cooperative construction of meaning by text users (KOCH, 2004, p. 43), thus, it can be said that “whenever possible and in a situation of interaction, the interlocutors will construct a meaning for the text, so that it can be coherent” (CAVALCANTE; SILVA; SILVA, 2020, p. 28).). In the same direction, Marcuschi (2017) also considers coherence as a principle of textualization, establishing that:

Coherence is not something that can be identified or pointed out locally in the text, as if it were a textual property, but is the fruit of a highly complex and collaboratively constructed cognitive processing activity. Coherence will be taken here as something dynamic and not static. Something that would be more in the mind than in the text. (MARCUSCHI, 2007, p. 13)

Thus, as a process, coherence “is only capable of being treated as a set of activities at various levels” (MARCUSCHI, 2007, p. 13) – linguistic, pragmatic, and sociocognitive. In order to elucidate the sociocognitive processes involved in the construction of meaning, Marcuschi expands the concept of cognition to “a cognition that occurs directly in mental elaboration linked to concrete situations collaboratively worked on in contextualized interaction” (2007, p. 19), which the author calls contingency cognition, since “the use of language in everyday life is marked by the fortuitousness of the occasion and by the needs located and situated in cognitive contexts that are contingently organized” (MARCUSCHI, 2007, p. 29). , alongside a contingency cognition, coherence is seen as a result of collaborative construction of situated meaning, thus, if meaning is given collaboratively and situated, it can be said that “meaning becomes an effect and not a priori or a data inscribed in the text as such” (MARCUSCHI, 2007, p. 19), being subject to negotiation and variation.

3 Context: emergence and incorporation

These positions in the field of TL are consistent to address the challenges present in the study of digital interactions and reinforce the centrality of the notion of context in the processes of construction of meaning as well as its analysis. Thus, despite the consensus that the production of

meaning fundamentally depends on the context, it is necessary to recognize, on the other hand, that the way in which textual-discursive practices are conceived affects this relationship of dependence, thus, while some texts are highly dependent on the context (like a note), others seem to have, to a certain extent, greater autonomy in relation to the immediate communicative situation (for example, a novel), either by adding or dispensing with social parameters in their configuration. In the case of digital interactions, the context becomes even more essential (ELIAS; CAVALCANTE, 2017), as such interactions are characterized “by the traits of multiple connections between texts, non-linearity, non-delimitation, fluidity, variety of themes, genres and languages” (ELIAS; CAVALCANTE, 2017, p. 321), in addition to the possibility of latent archiving, which allows them to have their context modified at any time, also causing changes in the production of meanings.

Although the context is commonly taken in a socio-cognitive conception as mental models of what is relevant to participants in a given communicative situation (VAN DIJK, 2012), it is necessary to recognize that “there is no single definition of how much or what kind of context is necessary” (VAN DIJK, 2012). for the description of language” (HANKS, 2008, p. 174). Furthermore, the complexity of the context can make it a diffuse concept, which makes different areas of research approach such different aspects under the term context. Thus, seeking to elucidate what context is, Hanks (2008, p. 174) first states that “context is a theoretical concept, strictly, based on relationships”, and that the way “how this concept is treated depends on how they are constructed”. the other fundamental elements, including language, discourse, production and reception of utterances, social practices, among others” (HANKS, 2008, p. 147). Finally, the author proposes the context as dynamic in two comprehensive levels, not excluding and involved in the production of meaning: emergence and incorporation.

Hanks states that “emergence is associated with the so-called real-time of the production of the utterance and the interaction” (2008, p. 175), in which the notions that point to the restricted context are central, that is, “aspects of discourse that arise of production and reception as ongoing processes” (HANKS, 2008, p. 175). Some of these notions highlighted by Hanks (2008) in his proposal are a) momentary situation, b) relevant scenario and c) semiotic field. The notion of momentary situation originates in the reflections of Goffman (1972) and refers to “a field of possibilities for mutual monitoring, which entails the ability of co-occupiers to perceive and pay attention to each other” (HANKS, 2008, p. 177) and act towards one another. The concept of relevant scenario comes from Sacks' (1992) reflections on conversation and deals with “socially

identifiable acts, expectations, mutual understanding between the parties” (HANKS, 2008, p. 179), which “reveal the participants' judgments of what is relevant and what happens” (HANKS, 2008, p. 179), thus, relevance involves memory and anticipation at various levels. Finally, the semiotic field, which encompasses the symbolic and demonstrative dimensions, is thought from the work of Buhler (1990) and deals with how language and context are connected, that is, how the characteristics of the context “are transformed by signs (symbolic, indexical and iconic), by the relations of signs (syntactic, semantic, pragmatic), by the presence of the signified objects, and of various functions including individuated reference and directivity” (HANKS, 2008, p. 181).

The incorporation is initially thought to explain the impact on the context of the relationship between the three levels of emergency mentioned above. However, Hanks recognizes that “contexts vary more radically than suggested so far, and on parameters not yet mentioned” (HANKS, 2008, p. 185), given the relationship of linguistic phenomena with social phenomena. Then, the author expands the concept of incorporation to describe “the situation of utterances in some broader context”, referring to “the relationship between contextual aspects related to the framing of the discourse, its centering or its grounding (groundedness) in broader theoretical frames” (HANKS, 2008, p. 175). Two notions are used to detail incorporation: social field and contextualization processes.

The social field, derived from Bourdieu's (1993) reflections and related to the notion of *habitus*, refers to “a delimited space of positions and positions through which values circulate, within which agents have trajectories or careers and engage in various footings” (HANKS, 2008, p. 187). Thus, social fields end up authorizing and legitimizing “certain contexts and modes of engagement, but not others” with the source of this authority being the field, not the intentional state of individuals (HANKS, 2008, p. 198), therefore, the social field. “produces certain configurations and contextual actions more likely and more predictable” (HANKS, 2008, p. 198). It is worth considering, however, that the notion of *habitus* allows a less deterministic view of the social field on discursive practice, because, just as certain configurations can structure social practice, eventual innovations made by positions in the field can be incorporated, changing the structuring configurations (BOURDIEU, 1989). Finally, the contextualization processes refer to the “consequential use of signs to invoke contexts and, through this, realize them” (HANKS, 2008, p. 197), and these signs can be of a varied nature, from the use of indexical resources to position-taking.

Thus, if “the collaboratively constituted hypertext demands reflection on processes of production of meaning and the role of context in this process” (ELIAS; CAVALCANTE, 2017, p.

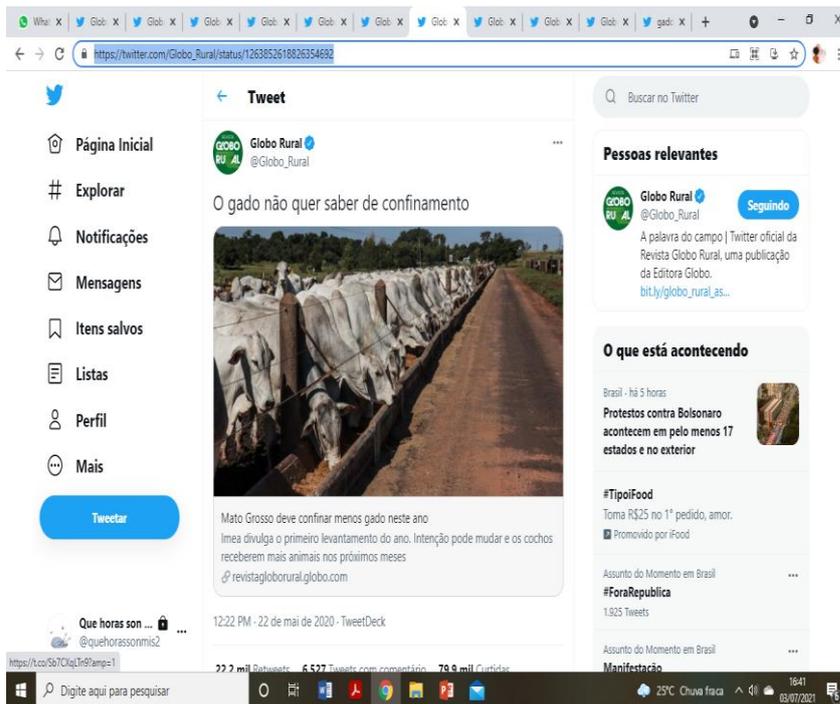
318), Hanks' proposal (2008) proves to be very productive for this undertaking, both at the level of emergence and at the level of incorporation. The level of emergence proves to be productive in the face of the fluidity of digital interactions, which are specifically associated with the dimensions of the momentary situation and the relevant scenario, important points to contemplate the highly situated senses. The level of incorporation, on the other hand, can help to explain how, due to the lack of delimitation of the unit of meaning and the variety of themes, digital interaction can be considered so pluri-significant or even exploit ambiguity so well.

4 Effects of emerging and embedded meanings in digital interactions

Discussing the processes involved in the construction of coherence in digital interactions requires a qualitative approach and the articulation of notions developed in the field of TL, of which we highlight the concepts of text, coherence (MARCUSCHI, 2007), and context, particularly their levels of emergence and of incorporation (HANKS, 2008), which contribute to the proper handling of the interaction. On the other hand, the investigation of the construction of meanings in digital interactions cannot ignore that the digital environment has its own ecology (PAVEAU, 2020), and social networking sites play a central role in it due to their popularity. Thus, when observing the movements that occur between textual-discursive practices in such a wide environment, it may be useful, in order to understand the nature of digital interaction, to focus particularly on the way in which the other discursive practices of the web interact with the enunciative modes of social networks.

It was with this movement in mind that we proposed the present investigation since at a first glance it is possible to perceive how this profile operates an articulation between its journalistic practice, disclosing a *link* on livestock breeding technique and turning to the field of agribusiness, and a less formal media practice on social networks, by ambiguously evoking the object of confinement, approaching humorous political criticism, as can be seen in the reproduction of the publication presented below (Fig. 1).

Figure 1: Tweet from Globo Rural “Cattle don't care about confinement”.



Source: Official profile of *Globo Rural Magazine* on Twitter.

Initially, we emphasize that the tweet has two main verbal elements: a hyperlink, from the *Globo Rural Magazine website* entitled “Mato Grosso should confine fewer cattle this year”, and a more generic comment “Cattle don’t want to know about confinement”. Due to the hyperlink, it is possible to previously see an image of cattle confined within a fence, referencing again the confinement elements, already mentioned both in the title of the hyperlink (confine) and in the tweet comment (confinement), and the cattle element, mentioned textually in the hyperlink and in the comment. In addition, this hyperlink constitutes the element that promotes the incorporation of journalistic practice into the field of social networks, both by inserting a journalistic website in the social network website and by enabling a navigational path (PAVEAU, 2020), migrating the interaction of social network to the *Globo Rural Magazine website*, if the link is activated/clicked. In this way, the tweet through its interactional elements activates at least two social fields, the journalistic and the social networks.

By combining the incorporation of journalistic practice into the practice of social networks with the repetition of the objects confinement and cattle, the meaning of such objects is reconstructed, as this confluence establishes a comparison, showing that, while in journalistic practice, cattle assume a passive position (must confine/ being confined), in the comment of the social network, cattle are endowed with will (does not want), establishing an incongruity that can

cause a displacement of meaning. Observing the reactions of the interactants subsequent to the publication allows us to recover the meaning effects possible by this configuration and allows us to verify to what extent the meaning is displaced. In this direction, we can see in the analyzed interaction (see Appendix I) that comments 1, 6, 7, and 11 also refer to the livestock / confinement elements, presenting discursive elements that expand this network of meanings. Here we highlight the first of these comments “Truth... All of them are on the streets and in their ox carts shouting undemocratic words and *closed* with Bolsonaro” which, due to its more explicit character, expands the sense of cattle by associating it with streets, cars, screams and, finally, *closed* with Bolsonaro.

From this conceptual network activated in this commentary, one can retrospectively consider that the apparently incoherent construction that cattle do not want confinement is actually congruent, as it refers to the field of political criticism, and targets Bolsonaro and his supporters. Thus, the initially ambiguous meaning of the tweet is made explicit in comment 4, is further reinforced in other interactions, such as comments 6, 7 and 11 (see Appendix I), which echo, in addition to this criticism through the term cattle, another discourse associated with Bolsonaro: the declaration, by the president himself, that his track record as an athlete would prevent a possible worsening of covid-19 in his body. In fact, this explicit reference to the context of the covid-19 pandemic shows how the element of confinement is used in this context, referring more to the public health strategy than to a livestock strategy.

As seen in the previous excerpt of the analysis, the technological configuration of the tweet presents interactional tools, which allow participants to interact through comments, including using multimodal resources, and through reactions foreseen in the technical resources of the social network site, such as liking, retweet (share), reply. Here, we prioritize the observation of the comments, making a cut of the first 20 comments made available according to the standard Twitter algorithm (see Annex I), through which we were able to examine not only the incorporated meaning effects, discussed above, but also how the fluidity of the digital interaction promotes emergent meaning effects. It is also worth noting that the contingency of interaction allows these emerging meanings to vary significantly, and here, observing the comments, we were able to identify three levels of meaning: the meanings located in the dimension of interpersonal relationship, the meanings located in the dimension of interaction in flow and the meanings situated in the relevant scenario dimension.

Comments 12, 15, 16, and 20 (see Appendix I), in which Internet users mark the profile of other users with generic comments, such as expressions of laughter or alerts /warnings, constitute

linguistic productions whose meaning is strongly situated. These occurrences make it clear how the meaning constructed by those interlocutors is sensitive to the relationship established between them, that is, it is sensitive to the co-presence and contingency of the interaction - that is, it relates to predominantly emerging meanings, situated in the temporality of the relationship, and mutual monitoring between these users, who react emotionally or tag other users to also react to the post. These utterances, therefore, do not present resources that function as contextualization clues about how these interactants understand the tweet, making it impossible to interpret the utterance beyond this interpersonal interaction, since the role of analysis is “to relate the interpretations to the identifiable traits of the message form” (GUMPERZ, 1998, p. 106). On the other hand, the meanings that emerge with a focus on the interaction in flow take the initial publication as a reference and constitute primarily evaluations that users make about the communicative behavior of the *Globo Rural* page itself. Within the analyzed clipping, we highlight comments 2, 8, 10, 13, and 19, in which the interactants evaluate the initial publication attributing to it a humorous content, which can be evidenced through the expressions of laughter, such as “kkkkk” “hahaha” or even the utterance “*Laughing with the intern*”. This sense of humor effect implies attributing the authorship of the tweet to a supposed intern, due to the unexpected behavior. Outside the emerging context of these interactions, it becomes difficult to interpret “which aspects of the object are relevant to the issue at hand” (HANKS, 2008, p. 180), that is, to understand that the trainee referent is mobilized in this context to emphasize the non-serious character of the publication.

On the other hand, the occurrence of comment 4 stood out clearly, whose meaning seems to clash with the coherence until then built around the referent cattle as supporters of Bolsonaro, in which the internet user writes “Sérgio Moro was the best minister of justice throughout Brazil's political history. Ready to be our next president in 2022! Join this campaign and join us.” Except for the existence of random comments in web publications, such as comments that promote a product or are *spam*, we argue that this does not seem to be the case, as not only is the comment related to the policy, despite the exclusion of the cattle object, how, and most importantly, this comment becomes relevant in the scenario in which it emerges. On May 22, 2020, the same day as the publication of the tweet and this comment, there was the release of the video of the ministerial meeting that was the trigger for Moro's resignation a month earlier. In this way, the coherence of this comment is established in the emergence of a relevant scenario for the context, that is, “the context becomes a hierarchical structure connected to a non-local history” (HANKS, 2008, p. 180), in which the attention and memory on a given subject (Moro) become a relevant scenario to

establish a contextual framework that allows associating the topic of the tweet, cattle, with the topic of the comment, Moro, in the political spectrum. Thus, although some interactants, due to the perennial character of digital interactions, do not associate this comment with this relevant scenario, we must recognize that the objective of the investigation of coherence in the relationship with a contingent cognition is “to observe the meaning that users construct or can construct for their speeches” (MARCUSCHI, 2007, p. 13).

5 Final Considerations

The importance of the notion of context for the study of the construction of meanings, the main object of TL, is well established in the field and theoretical contributions have been successfully developed. Hanks' (2008) proposal of the context in two major movements (emergence and incorporation) and Marcuschi's (2007) reflection of the highly local and contingent dimension of the construction of coherence allow treating the contextual construction of coherence in a more systematic way, each being increasingly important to apply these proposals analytically.

From these categories and the challenge that the digital text poses for linguistic investigation, we analyzed the interaction resulting from a tweet, being able to observe how the incorporation of interaction to more than one context can be strategic for engagement in digital interactions, an aspect reinforced in subsequent interactions that emphasized the ambivalent character of the tweet between the political and agribusiness fields. Furthermore, we noticed how the meanings of the comments to the tweet could be: a) locally strict, as in the case of private tagging interactions between users; b) established in the relation of interpretive relevance, in the case of evaluative comments associating the tweet with a non-serious practice, through the intern referent; and c) established in the topical relevance relation, whose subject, although not local, was part of the context in which the interaction emerges, as in the comment on Moro.

In this way, from the analysis of a digital interaction, whose nature is both perennial and fluid, we were able to observe how coherence is built on several levels and in a particularized way, how the context is not something given but built in the interaction, and how coherence and context are highly dynamic in relation to the interactions established by the participants in the interaction, making it essential, therefore, to approach the construction of meaning in the dynamics that the interaction presents, covering the various levels of the context.

CRedit

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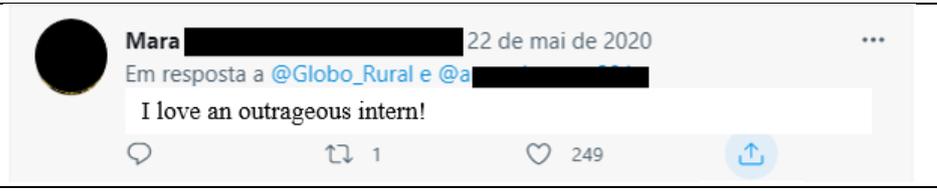
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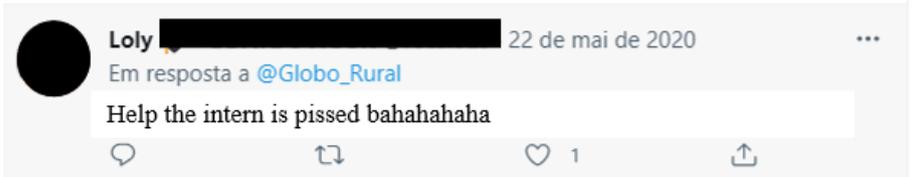
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Appendix 1 - Main Tweet (post) from Globo Rural and first twenty comments
“Cattle don't care about confinement”.

Main Tweet	 <p>Tweet</p> <p>Globo Rural @Globo_Rural</p> <p>O gado não quer saber de confinamento</p>  <p>Mato Grosso deve confinar menos gado neste ano Imea divulga o primeiro levantamento do ano. Intenção pode mudar e os cochos receberem mais animais nos próximos meses revistagloborural.globo.com</p> <p>12:22 PM · 22 de mai de 2020 · TweetDeck</p> <p>22.2 mil Retweets 6.527 Tweets com comentário 79.9 mil Curtidas</p>
Comment 1	 <p>Leonardo [redacted] 🏆🇧🇷🇺🇸🇯🇵🌍👤 ... - 22 de mai de 2020</p> <p>Em resposta a @Globo_Rural</p> <p>True... All of them are on the streets and in their ox carts shouting anti-democratic words and <i>closed</i> with Bolsonaro.</p> <p>1 2</p>
Comment 2	 <p>Mara [redacted] - 22 de mai de 2020</p> <p>Em resposta a @Globo_Rural e @ [redacted]</p> <p>I love an outrageous intern!</p> <p>1 249</p>

Comment 3	<p>FreiTas [redacted] · 22 de mai de 2020 Compartilhar ...</p> <p>Em resposta a @Globo_Rural</p> <p>The headline clearly shows that @Globo_Rural and all of Rede Globo's hype ripped the fantasy at once. Now, no journalism! Just leafleting. And what was bad became unpalatable. Path of no return.</p> <p>391 28 158</p> <p>Mostrar respostas</p>
Comment 4	<p>Gabinete [redacted] · 22 de mai de 2020 ...</p> <p>Em resposta a @Globo_Rural</p> <p>Sérgio Moro was the best justice minister in the entire political history of Brazil. Ready to be our next president in 2022! Enter this campaign and join us!</p> <p>19 1 26</p>
Comment 5	<p>Conhecida [redacted] · 22 de mai de 2020 ...</p> <p>Em resposta a @Globo_Rural</p> <p>GALVÃO!</p> <p>1 20</p>
Answer to comment 5	<p>Name [redacted] · 22 de mai de 2020 ...</p> <p>Say it, Tino!</p> <p>1 13</p>
Comment 6	<p>KARL [redacted] · 22 de mai de 2020 ...</p> <p>Em resposta a @Globo_Rural</p> <p>No way. Especially those with an athlete history.</p>  <p>40 175 4,3 mil</p>

Comment 7	 <p>⇒ LUCAS [redacted] · 22 de mai de 2020</p> <p>Em resposta a @Globo_Rural e @g [redacted]</p> <p>KKKKKKKKKKKKKKKKKKKKKKKKKKKKKK</p> <p>Translate: 'Êh, oô, cattle life'</p> <p>Êh, oô, vida de gado</p>
Comment 8	 <p>Loly [redacted] · 22 de mai de 2020</p> <p>Em resposta a @Globo_Rural</p> <p>Help the intern is pissed bahahahaha</p>
Comment 9	 <p>Luciano [redacted] · 22 de mai de 2020</p> <p>Em resposta a @Globo_Rural</p> <p>Donkeys, on the other hand, love a harness and halter.</p> <p>49 2 170</p> <p>Mostrar respostas</p>
Comment 10	 <p>Gabriel [redacted] · 22 de mai de 2020</p> <p>Em resposta a @Globo_Rural</p> <p>Kkk</p> <p>The intern is thanking God it is Friday!</p> <p>Top.</p> <p>1 1 184</p>
Comment 11	 <p>#EfeitoN [redacted] · 22 de mai de 2020</p> <p>Em resposta a @Globo_Rural</p> <p>the cattle is breaking the isolation</p> <p>8</p>
Comment 12	 <p>Matheus [redacted] · 23 de mai de 2020</p> <p>Em resposta a @Globo_Rural @Moisesogrande</p>

Comment 13	 <p>Ronny [redacted] · 22 de mai de 2020 ... Em resposta a @Globo_Rural Intern is inspired today kkk</p> <p>1 134</p>
Comment 14	 <p>caio [redacted] · 22 de mai de 2020 ... Em resposta a @Globo_Rural Kkkkkkkkkkkkk</p> <p>1</p>
Comment 15	 <p>Bruno [redacted] · 22 de mai de 2020 ... Em resposta a @Globo_Rural @Affonso*****stay home</p> <p>1 2</p>
Comentário 16	 <p>gabs. [redacted] · 23 de mai de 2020 ... Em resposta a @Globo_Rural @wi***** Look this</p> <p> @urreawiser 0:16 3,1 mil visualizações</p> <p>De gabs.</p> <p>1</p>
Comment 17	 <p>Robson [redacted] · 22 de mai de 2020 ... Em resposta a @Globo Rural e @rehventura The best are the comments passing the receipt.</p> <p>1 237</p>
Comment 18	Galvão?

Answer to comment 18	
Comment 19	
Comment 20	