The background features a dark gradient with several bright, overlapping light rays in shades of blue and purple. The rays originate from the bottom and fan out towards the top, creating a dynamic, starburst-like effect.

DA, CA, CDA, MULTIMODAL CRITICAL DISCOURSE ANALYSIS

17-05-2022

WHAT IS DISCOURSE?

HOW IT CAN BE STUDIED?

WHAT IS THE DIFFERENCE BETWEEN “DA” AND “CDA”?

CONTENTS

An extra lecture on discourse analysis and its interconnections with other methods

01

PART 01

DISCOURSE

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PART 02

DISCOURSE ANALYSIS

03

PART 03

CONVERSATION

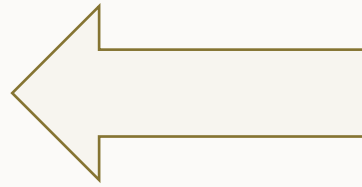
04

PART 04

CRITICAL DA

PART 01

DISCOURSE



DISCOURSE

What is like?

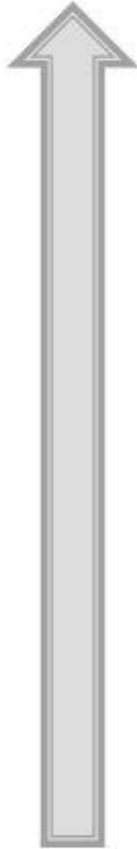
Is it related to text?

How can it be studied?

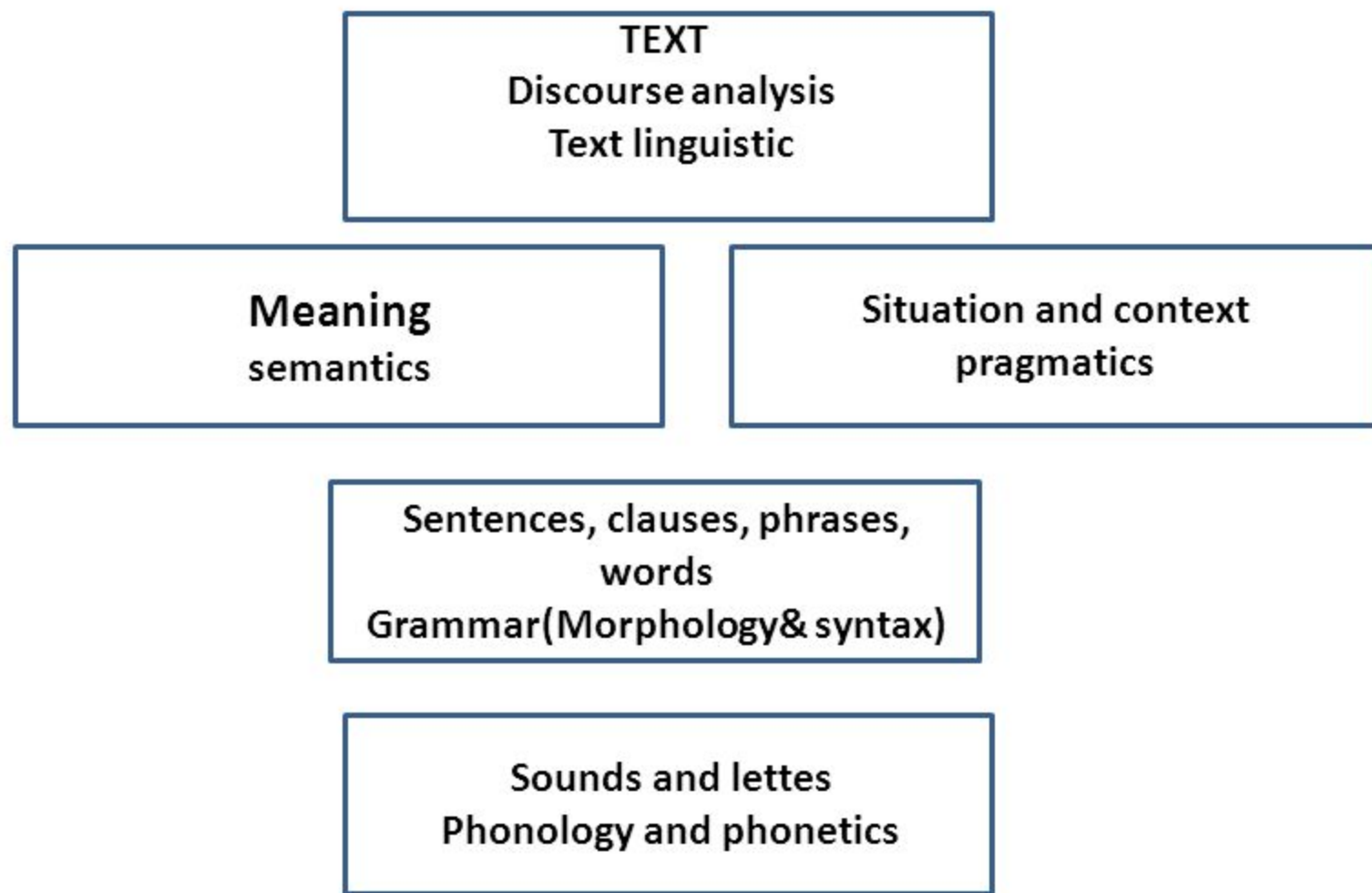
What is it all about?

Yes, but ... something is missing....

Levels of Language

Semantics	Related to meanings	
Syntax	Related to structure of sentences	
Morphology	Related to formation of words	
Phonology	Related to sound system (symbols) of a particular language	
Phonetics	Related to sounds of a language	

Levels of Language and Linguistics

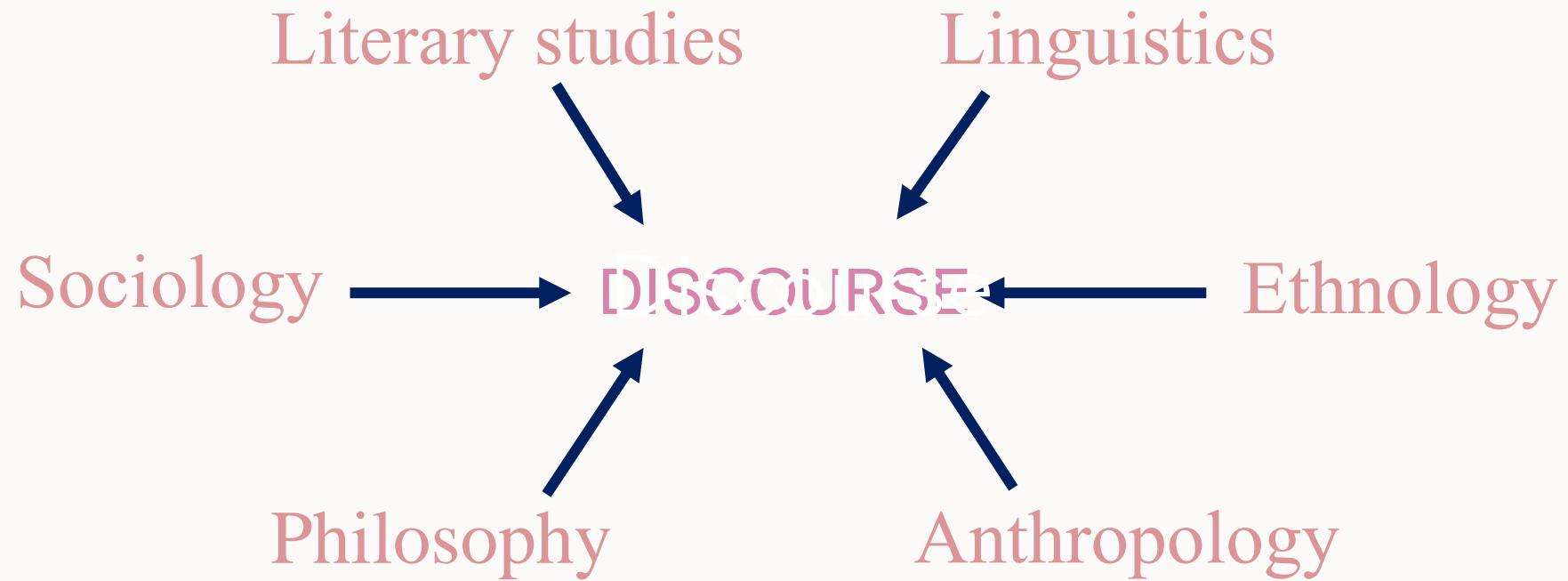


DISCOURSE

Some older
versions of
definitions

Discourse is written or spoken communication or debate

Discourse is the study of how sentences in spoken and written language form larger meaningful units such as paragraphs, conversations, interviews, etc.



DISCOURSE
Enlarging the
units of analysis

Looking above and beyond the sentence

Cohesion,
Theme &
Rheme



DISCOURSE



Coherence
The Topic
& Context

Super-structures



Macro-structures

ISOTOPISM

Register

The
Message

Words

Context

More
Words

Situations

Participants

Collocations

Colligations

Utterances/
sentences

Addresser

Addressee
[,ædre'si:]



DISCOURSE ANALYSIS

Discourse analysis

is a **common qualitative research method** in many humanities and social science disciplines, including linguistics, sociology, anthropology, psychology and cultural studies.

David Krystal (1985)

DISCOURSE
IS
AN
UMBRELLA
TERM
!

DISCOURSE

LANGUAGE IN REAL CONTEXT OF USE

IT IS ALL ABOUT
LANGUAGE IN USE.
- NOT JUST ABOUT
LANGUAGE USAGE.

01

A MODEL OF THE WORLD
M. FOUCAULT (1980)

02

COMMUNICATIVE EVENTS BASED
ON LANGUAGE FORMS PLAYED
OUT IN VARIOUS SOCIAL, POLITICAL
AND CULTURAL
ARENAS

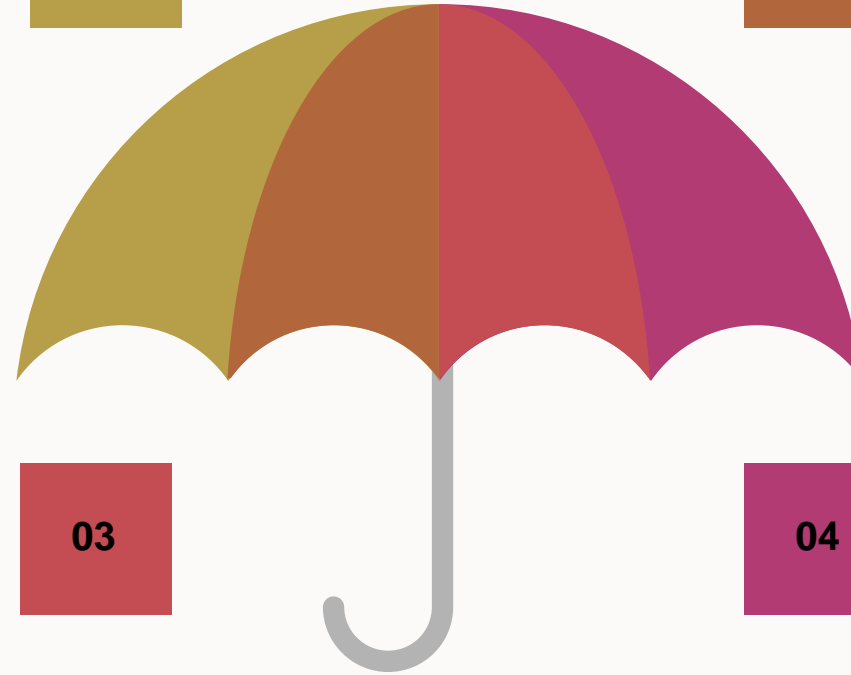
SIMPSON AND MAYR (2010: 05)

03

A HIGHER LEVEL OF
LANGUAGE
ORGANISATION

DISCOURSE OPERATES ABOVE
THE LEVEL OF GRAMMAR AND
SEMANTICS

04



DISCOURSE

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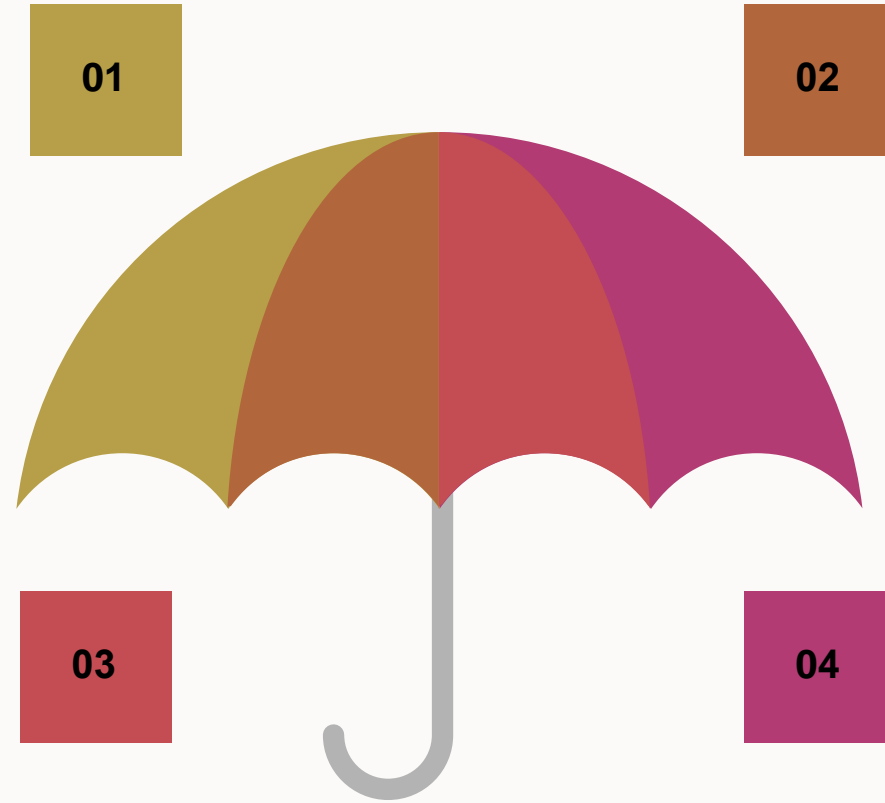
COMMUNICATIVE EVENTS BASED
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A HIGHER LEVEL OF
LANGUAGE
ORGANISATION
DISCOURSE OPERATES ABOVE
THE LEVEL OF GRAMMAR AND
SEMANTICS

04



DISCOURSE

The Start-up of Mythology of DA

Discourse

- Development
- Movement
- Flexibility
- Dynamic

Text

- Static
- Result

Dialogue

- Has two sides of communication

CONTENT ANALYSIS VERSUS DISCOURSE ANALYSIS

Sociolinguistics pays attention to language varieties as means of representation of different social groups, personal statuses and identities in real life communication.

Content Analysis is a method for studying and/or retrieving meaningful information from documents

Discourse Analysis is the study of the ways in which language is used in texts and contexts

Pragmatics studies the ways in which language is used purposefully in communicative situations and contexts.

Stylistics of language studies different language registers used purposefully in various genres, situations and contexts.

Examines the content

Examines the language

Pragmatics examines language as social action, the speakers' intentions and task-based goal centered strategies.

Stylistics examines choice-based language variation (different language registers in use)

Quantitative method

Qualitative method

Speech act theory is a Qualitative method

Qualitative method

WHAT IS DISCOURSE?

1. We can analyse language to solve social problems (work, school and home) Language is the primary semiotic resource
 - Discourse = language use in social context
 - Discourse = Text (language) + Context (social situations) What's "discourse" about?

WHAT IS DISCOURSE?

2 Discourse is: 'language above the sentence level or above the clause.' [Stubbs 1998]

'The study of discourse is the study of any aspect of language use.' [Fasold 1990].

'The analysis of discourse is the analysis of language in use...it cannot be restricted to the description of linguistic forms independent of the purposes or functions that they serve in human affairs.' Brown and Yule, 1983. "discourse" about?

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WHAT
IS
DISCOURSE?

3 “Discourse’ is for me more than just **language in use**: It is language use, whether speech or writing, seen as a type of social practice.’
[Fairclough 1992].

‘**Discourse** constitutes the social...Discourse is shaped by relations of **Power**, and invested with **ideologies**.’ [Fairclough 1992].” about?

WHAT
IS
DISCOURSE?

4 **Big D** and **Little d** Discourse (non-count) vs.
'discourses' Saying, Doing, Thinking, Behaving,
Believing, Valuing, and Interacting
combinations that show who we are (Gee 1996)
The 'Discourse of Medicine',
The 'Discourse of Romance'..

about?

WHAT IS DISCOURSE?

"Discourse can...be used to refer to particular contexts of language use, and in this sense, it becomes similar to concepts like **genre or text type**. For example, we can conceptualize **political discourse** (the sort of language used in political contexts) or media discourse (language used in the media). In addition, some writers have conceived of discourse as related to particular topics, such as an environmental discourse or colonial discourse...about?

WHAT IS DISCOURSE?

Such labels sometimes suggest a particular attitude towards a **topic** (e.g. people engaging in environmental discourse would generally be expected to be concerned with protecting the environment rather than wasting resources). Related to this, **Foucault**...defines discourse more ideologically as '**practices which systematically form the objects of which they speak**,' (Baker and Ellece 2013).

about?



Your coffee discourse

It starts with a small "d".

It may make a good start for a small talk.

Émile Benveniste [bɛ̃venist](1902 –1976),

Émile Benveniste [bɛ̃venist](1902 –1976),
a disciple of Meillet, a former student of
Saussure. The two volumes of his
Problèmes de linguistique générale
/ Problems in General Linguistics/,
appeared in 1966 and 1974 respectively

Émile Benveniste [bɛ̃venist](1902 –1976),

The I – you polarity

The **third person** acts under the conditions of possibility of this polarity between the first and second persons.

Narration and description illustrate this:

Émile Benveniste [bɛ̃venist](1902 –1976),

"I signifies "the person who is uttering the present instance of the discourse containing I."

This instance is unique by definition and has validity only in its uniqueness ... I can only be identified by the instance of discourse that contains it and by that alone.

Émile Benveniste [bɛ̃venist](1902 –1976),

"You, on the other hand, is defined in this way:
"by introducing the situation of "address," we
obtain a symmetrical definition for you as "the
individual spoken to in the present instance of
discourse containing the linguistic instance of you."
These definitions refer to **I** and **you** as a category of
language and are related to their position in
language." /from Problems in General Linguistics/

Émile Benveniste [bɛ̃venist] (1902 – 1976)

YOU

and I



Émile Benveniste [bɛ̃venist](1902 –1976),

A pivotal concept in Benveniste's work is the distinction between the **énoncé** and the **énonciation**, which grew out of his study on pronouns. The énoncé is the statement independent of context, whereas the **énonciation is the act of stating as tied to context.**

Émile Benveniste [bɛ̃venist](1902 –1976),

This distinction moved Benveniste to see **language itself** as a "**discursive instance**", i.e., fundamentally as discourse. **This discourse is, in turn, the actual utilisation, the very enactment, of language.**

Émile Benveniste [bɛ̃venist](1902 –1976),

Discourse (non-count) vs. ‘discourses’
= Saying, Doing, Thinking, Behaving,
Believing, Valuing, and Interacting
combinations that show who we are

(Gee 1996)

Émile Benveniste [bɛ̃venist](1902 –1976),

Discourse (non-count) vs. ‘discourses’
= Saying, Doing, Thinking, Behaving,
Believing, Valuing, and Interacting
combinations that show who we are

(Gee 1996)

Linguistic fingerprint



Linguistic fingerprint

The words you use become a sort of linguistic fingerprint. There's an entire field devoted to it - forensic linguistics. Forensic linguists examine documents to establish who actually wrote them.

Linguists themselves used to carefully read through and gather evidence from documents. Now they use software programs like JGAAP, developed by Duquesne University professor Patrick Juola and his team, or Signature, created by **Oxford University's Patrick Millican**.

By studying phenomena like recurring words or phrases, these programs **can help resolve authorship mysteries**.

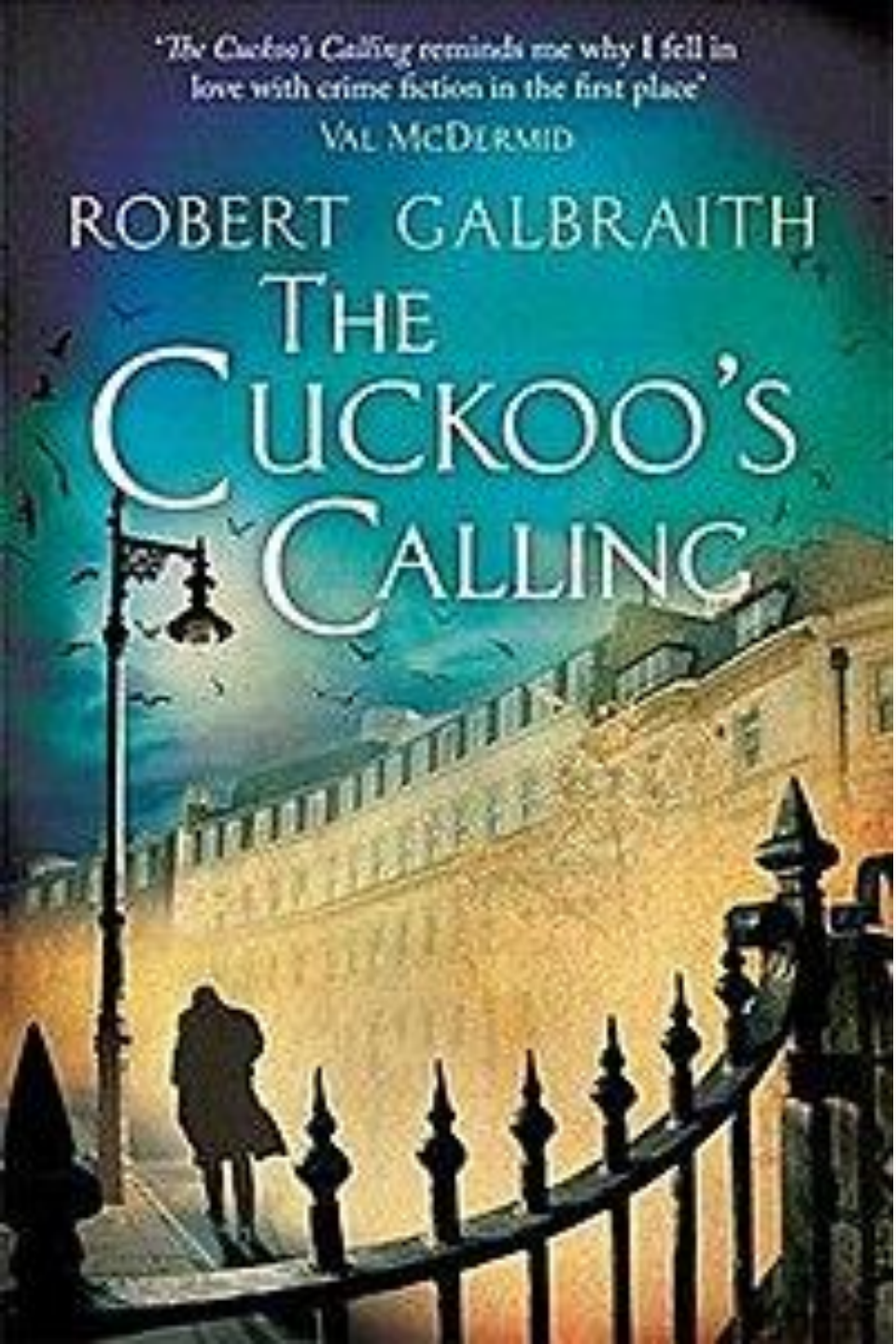
Linguistic fingerprint

For example, when Juola was asked to investigate an anonymous tip that novel *The Cuckoo's Calling* by Robert Galbraith was actually the work of J.K. Rowling he scanned it, along with several books by other authors and one confirmed Rowling tome. His software performed a number of tests, including listing the 100 most commonly occurring words in each book. When Juola's team removed plot-specific terms, there was little doubt: of all the authors, Rowling's vocabulary usage was most similar to the author of *The Cuckoo's Calling*. Using the same reasoning, but with a list of the 500 most common words, Millican came to the same conclusion.

'The Cuckoo's Calling reminds me why I fell in love with crime fiction in the first place'

VAL MCDERMID

ROBERT GALBRAITH
THE
CUCKOO'S
CALLING



Linguistic fingerprint

Linguistic fingerprint

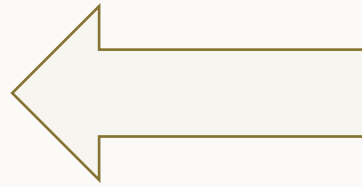
Still, a writer could consciously try to alter their vocabulary choices. Another more difficult thing would be to completely change how they use articles and other basic words, or how they pair words together. Testing these, JPAAG found that the *Cuckoo's* author and Rowling were once again uncannily similar. While it seems linguistic forensics results are never 100% positive (Juola remarks that you could possibly have two people who just write in a very similar way), they often result in very likely conclusions. That was the case this time – a few days later,

Linguistic fingerprint

Joanne K. Rowling /'roulɪŋ / admitted she was indeed the book's real author.

PART 02

KEY TRENDS IN DISCOURSE ANALYSIS



One of Discourse Fathers in Linguistics



Zellig Sabbettai Harris

(October 23, 1909 – May 22, 1992)

«*Discourse Analysis*» 1952

Zellig S. Harris

Why analyze a discourse?

According to Zellig Harris discourse analysis is an art of looking beyond the boundaries of language to bring out the hidden motivation behind the texts.

Language in a discourse is a gateway to the text which includes both substance and content.

The written words, phrases and sentences contribute to the concept of cohesion and ultimately make sense.

In other words, analyzing a discourse is a journey through which the destination of meaning is reached.

Hence it is rightfully called a meaning making process.

WHAT ON EARTH IS DISCOURSE?

Discourse is a generalization of the notion of a conversation to any form of communication. Discourse is a major topic in social theory, with work spanning fields such as sociology, anthropology, continental philosophy, and discourse analysis. Following pioneering work by Michel Foucault, these fields view discourse as a system of thought, knowledge, or communication which constructs our experience of the world.

KEY TRENDS IN DISCOURSE ANALYSIS

Descriptive discourse analysis

- Emphasises language as a system and then looks to discourse analysis to explain how various contextual factors affect language in use.

Critical discourse analysis

- Looks at how meanings are a product of social and cultural relationships and then turns to see how these may be realized in language.

WHAT ON EARTH IS DISCOURSE?

Since control of discourse amounts to control of how the world is perceived, social theory often studies discourse **as a window into power**. Within theoretical linguistics, discourse is understood more narrowly as linguistic information exchange and was one of the major motivations for the framework of dynamic semantics, in which expressions' denotations are equated with their ability to update a discourse context.

WHAT ON EARTH IS DISCOURSE?

Discourse: It is language beyond the sentence.

So,

Discourse analysis: The study of language in text and conversation.

WHAT ON EARTH IS DISCOURSE?

- ▣ What helps us make sense of a text is that it must have a certain structure with **cohesion** and **coherence**.
- ▣ **Cohesion: The ties and connections that exist within a text.**
 - **Example:** My father once bought a Lincoln convertible. He did it by saving every penny he could. That car would be worth a fortune nowadays. However, he sold it to help pay for my college education. Sometimes I think I'd rather have the convertible.
 - **Cohesive ties:** Maintaining **reference**, connections to **money** and **time**, **connector**.
- ▣ **Coherence: The quality of being logical, consistent and forming a unified whole.**
 - ▣ **Example:** My father bought a Lincoln convertible. The car driven by the police was red. That colour doesn't suit her. She consists of three letters. However, a letter isn't as fast as a telephone call.

What is a speech event?

- **A speech event: An activity in which participants interact via language in some conventional way to arrive at some outcome.**
 - Speech events can be a **debate, interview, discussion** or a **casual conversation**.
 - It is a **social situation** involving **participants** who necessarily have a social **relationship** of some kind, and who may have particular **purposes**.
- What people **say** and **do** differ according to the **circumstances**.

What are speech event meaningful factors?

- When we analyse a **speech event**, we take into consideration **social factors**, i.e. the:
 1. **Participants:** The **roles** of the speaker and the listener, their **relationship, age, education**...etc.
 - E.g.: friends, strangers, men, women, young, old, of equal or unequal status
 2. **Setting:** **Where** and **when** are they speaking?
 3. **Topic:** **What** are they talking about?
 4. **Function:** **Why** they are speaking?

THE MAIN ELEMENTS INHERENT TO COMMUNICATION

Here are some examples from speeches and manifestos.

- We will govern on behalf of the forgotten majority
(Conservative Party Election Manifesto, 2005).
(Note also the presupposition here.)
- We only get one life and our paths through it shouldn't be planned
out for us almost before we've begun
(Green Party manifesto leaflet on education, 2005).

THE MAIN ELEMENTS INHERENT TO COMMUNICATION

Here are some examples from speeches and manifestos.

- We know the methods of this regime. They buy time with hollow promises. They move incriminating evidence to stay ahead of inspectors. They concede just enough to escape - to escape punishment, and then violate every pledge when the attention of the world is turned away

(George W. Bush, on Saddam Hussein's regime, 2 October 2002
www.whitehouse.gov/news/releases/2002/10/20021002-7.html)

THE MAIN ELEMENTS INHERENT TO COMMUNICATION

Pronouns

Beard (2000, p.45) remarks that by choosing their pronouns carefully, **politicians** can show themselves as authoritative, they can take credit for the things people will like, and share the blame with others when they say things people will not like:

- 'I' can signal authority or allow the politician to take credit for the good things.
- 'We' can be used to refer to 'all of us'; that is, the politician and the people he/she is talking or writing to. 'We' could also be used to refer to the politician plus his/her colleagues.
- 'They' can be used as a contrast with 'we' to signal those 'we' are not part of, perhaps 'our' enemies.
- 'You' can make it seem as if the reader or speaker is being personally addressed.

THE MAIN ELEMENTS INHERENT TO COMMUNICATION

Here are some examples from speeches and manifestos.

- On Tuesday night I gave the order for British forces to take part in military action in Iraq (Tony Blair, Prime Minister's Address to the Nation, 20 March 2003).
- You voted for change and gave me the chance to serve (Blair, election manifesto, 2005).

THE MAIN ELEMENTS INHERENT TO COMMUNICATION

The strategies we have included are a small proportion of those you could consider when analysing political material.

By doing some further research and reading the books we list in this chapter, you will be able to familiarise yourself and learn about these and others.

This will enable you to try and analyse some political speeches or election campaign materials yourself. You will also be able to analyse other texts (perhaps some of the types of texts referred to in the introduction, such as articles in newspapers, advertisements or extracts from books) making use of these and other rhetorical strategies.

THE MAIN ELEMENTS INHERENT TO COMMUNICATION

- a) The formation of communicative motivation or reason.
- b) Message composition (further internal or technical elaboration on what exactly to express).
- c) Message encoding (for example, into digital data, written text, speech, pictures, gestures and so on).
- d) Transmission of the encoded message as a sequence of signals using a specific channel or medium.
- e) Noise sources such as natural forces and in some cases human activity (both intentional and accidental) begin influencing the quality of signals propagating from the sender to one or more receivers.
- f) Reception of signals and reassembling of the encoded message from a sequence of received signals.
- g) Decoding of the reassembled encoded message.
- h) Interpretation and making sense of the presumed original message.

THE MAIN ELEMENTS INHERENT TO COMMUNICATION

By Jennifer Rosenberg

Updated on July 03, 2019

On **Sunday, October 30, 1938**, millions of radio listeners were shocked when radio news alerts announced the arrival of Martians. **They panicked** when they learned of the Martians' ferocious and seemingly unstoppable attack on Earth.

Many ran out of their homes screaming while others packed up their cars and fled.

Though what the radio listeners heard was a portion of Orson Welles' adaptation of the well-known book, *War of the Worlds* by H. G. Wells, many of the listeners believed what they heard on the radio was real.

THE MAIN ELEMENTS INHERENT TO COMMUNICATION

Communicative strategy can be viewed as a set of speech actions targeted at solution of **communicative tasks** of speaker.

The **communicative tactic** can be considered as one or more actions (of **communicative moves**) that promote the implementation of the strategy.

However, implementation of the communicative task depends on addresser's **communicative competence** and other factors as well.

So the speaker's communication strategy includes one or more communicative tactics, based on communicative **moves**, that can be further divided into some elementary communicative **steps**.

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DISCOURSE ANALYSIS

Conducting discourse analysis means examining how language functions and how meaning is created in different social contexts.

It can be applied to any instance of written or oral language, as well as non-verbal aspects of communication such as tone and gestures.

By analyzing these types of discourse, researchers aim to gain an understanding of social groups and how they communicate.

DISCOURSE ANALYSIS PRINCIPLES AND APPROACHES

- ✓ Discourse Analysis works with **Utterances** not independent sentences.
- ✓ Discourse Analysis involves **Real Text** not invented, constructed and artificial text.
- ✓ **Conversational Analysis** involves the actual recorded data of naturally occurring interactions and rejects experimental methods of collecting data by simulating dialogues or artificial interactive context.

DISCOURSE
ANALYSIS PRINCIPLES
AND APPROACHES

DA is based on realistic and even naturalistic approach to phenomena of real life communication.

DA would take into account such various manifestations of human **emotions** in speech as both verbal and nonverbal markers of nervousness, stumbling, hedgings, hesitations, self-corrections, self-censorship, avoidance, evasiveness, repetitions, anxiety symptoms, paronymic attraction, talking off-topic etc.

DISCOURSE

ANALYSIS EXPLORES

VARIOUS MODES OF COMMUNICATION

There are four modes of communication, corresponding to standard types of verbal communicative activity;

- Listening;
- Speaking;
- Reading;
- Writing.

PS. Language register is generally viewed as more formal and punctual in writing.

DISCOURSE ANALYSIS PRINCIPLES AND APPROACHES

Fairclough claims that discourses perform a mediating role between social context and text construction.

Discourses don't just reflect the real world, but also contribute to **constructing possible worlds** in progress and **co-constructing social worlds** of participants of communication.

So critical discourse analysis should expose mechanisms of distribution of power relations in society and elicit abuse of and misapplications of power.

DISCOURSE ANALYSIS PRINCIPLES AND APPROACHES

Another one approach appeals to eliciting mechanisms of some strategy-based and communicative effect-directed social reality construction, involved in discourse and text production.

DISCOURSE ANALYSIS PRINCIPLES AND APPROACHES

Fairclough draws a line between two understandings of communicative interactions:

- A. Exchange of information as just some knowledges exchange;
- B. Exchange of communicative initiatives/ actions.

The key research questions of DISCOURSE ANALYSIS

- How is human discourse organized?
- What meaning does it purport?
- What way does it reflect or form the social relationships between participants?
- How does it influence the communication situation and vice versa?
- What means are involved in human communicative interaction?
- What way does it construct or manage the social identities and social interactions of communicators?

The key research questions of DISCOURSE ANALYSIS

When you do discourse analysis, you might focus on:

- What are the purposes and effects of different types of language?
- Cultural rules and conventions in communication?
- How values, beliefs and assumptions are communicated?
- How language use relates to its social, political and historical context?

What structures and patterns discourse analysis is based on?

ML Makarov pays attention to such aspects of discourse as:

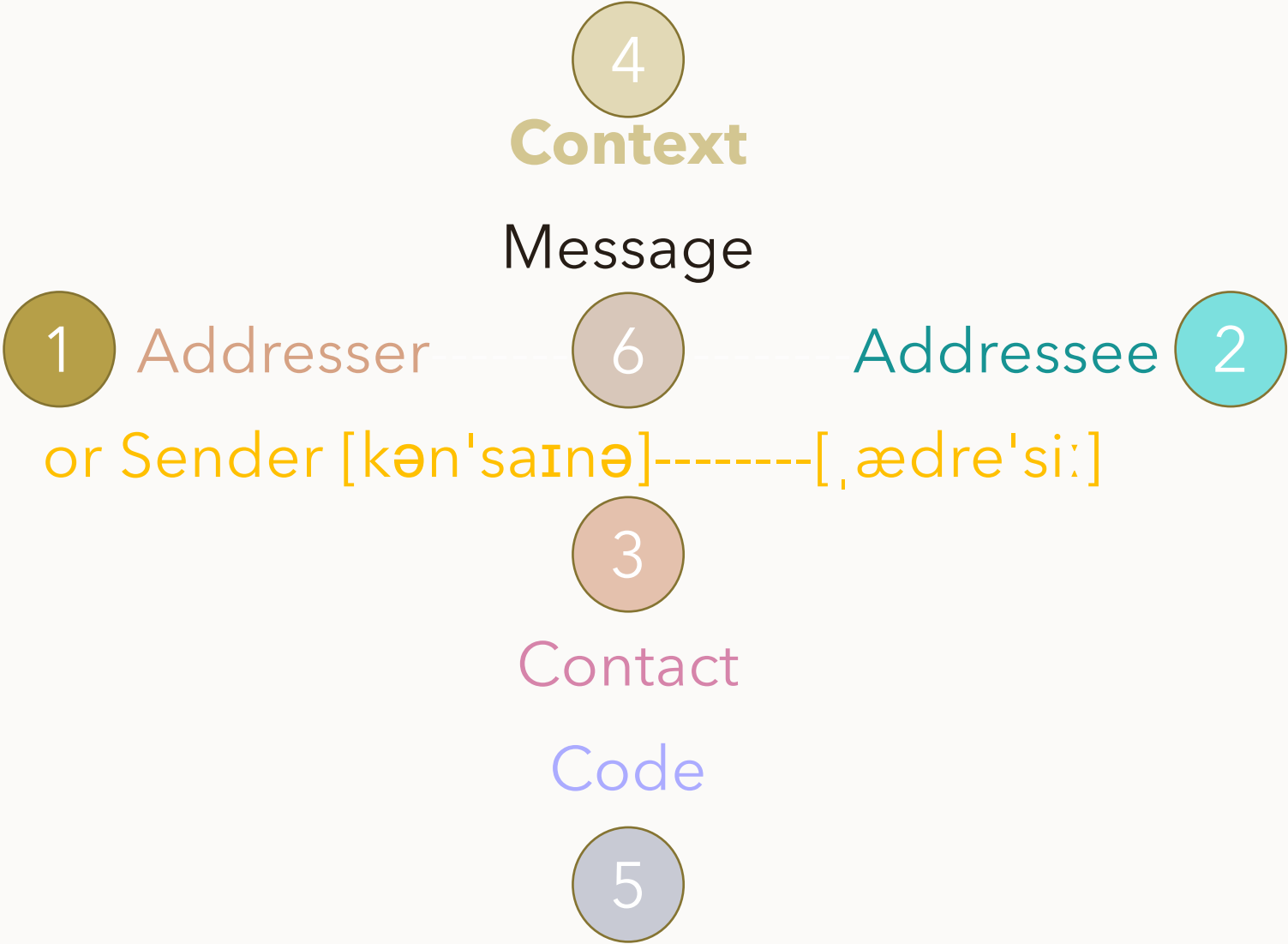
A. Turn-taking;

B. Developing a communicative strategy;

C. Discourse cohesion and coherence;

D. Meta-communication.

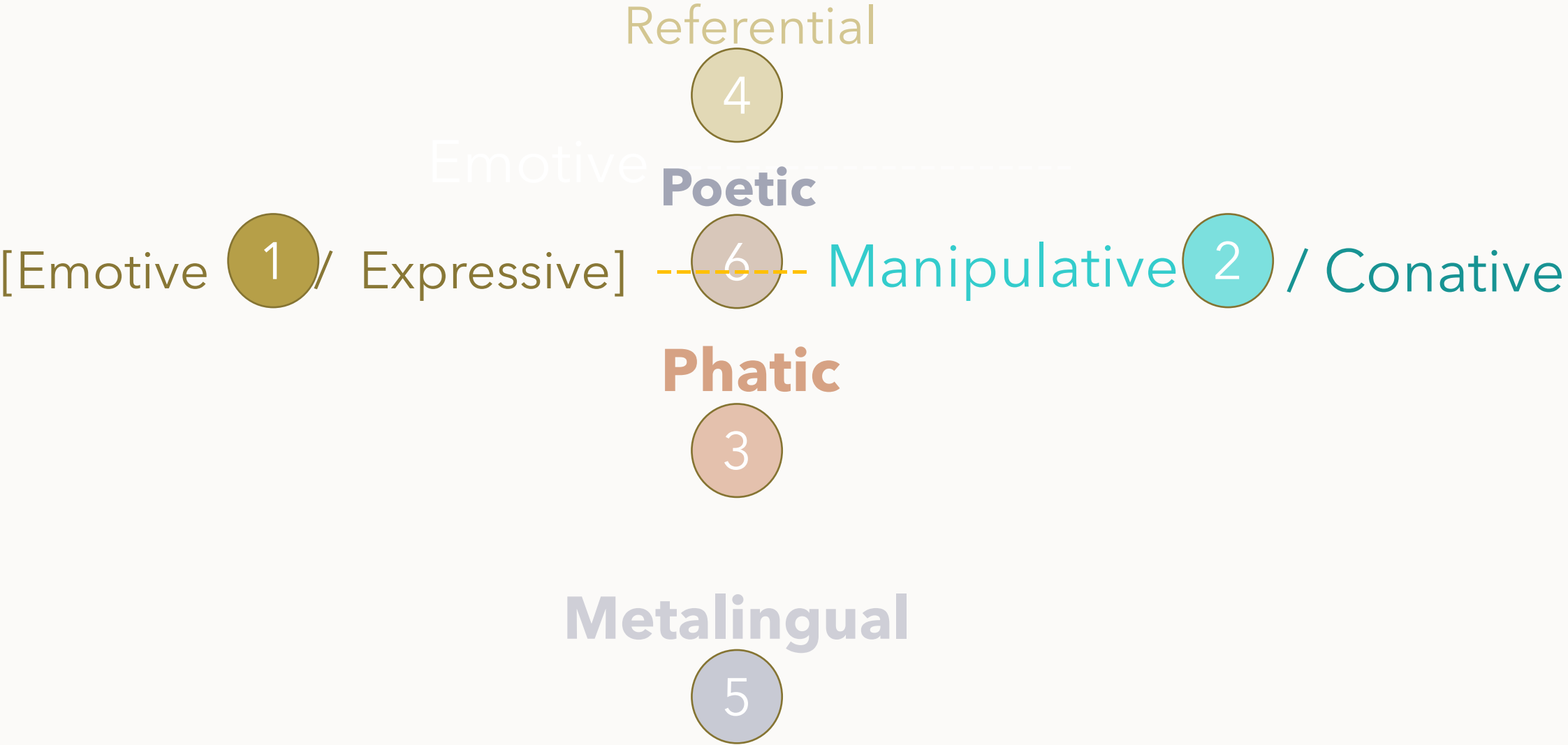
STANDARD COMMUNICATIVE EVENT CONSTITUENTS



STANDARD COMMUNICATIVE EVENT CONSTITUENTS

- **referential** (/ denotative):
to convey messages or information
- **emotive** (expressive):
to express attitudes, feelings, and emotions
- **conative**: to persuade and influence others through
commands, and entreaties
- **poetic**:
to indulge in language for its own sake
- **phatic**:
to establish and maintain social relations
- **metalingual**: to clear up difficulties about intentions,
words, and meanings

STANDARD COMMUNICATIVE EVENT CONSTITUENTS



SIMPLISTIC VIEW ON THE KEY STAGES OF DISCOURSE ANALYSIS

Step 1: Define the research question and select the content of analysis	
Step 2: Gather information and theory on the context	
Step 3: Analyze the content for themes and patterns	
Step 4: Review your results and draw conclusions	

SAMPLE SIMPLISTIC MODEL OF THE KEY STAGES OF DISCOURSE ANALYSIS

1) Working with a Text

1.1. Select a specific text that you'd like to analyze. In critical discourse analysis (CDA), the term "text" has many meanings because it applies to any type of communication, whether it's words or visuals. This includes written texts (whether literary, scientific, or journalistic), speech, and images. A text can also include more than 1 of these.

SAMPLE SIMPLISTIC MODEL OF THE KEY STAGES OF DISCOURSE ANALYSIS

1) Working with a Text

1.2. Look for words and phrases that reveal the text's attitude to its subject. Start your CDA at the most specific level: look at the words of your chosen text. Whether it's intentional or not, word choices can show the way an author feels about the subject of the text. Ask yourself: What specific tone or attitude are these words conveying?

SAMPLE SIMPLISTIC MODEL OF THE KEY STAGES OF DISCOURSE ANALYSIS

1.3. Consider how the text includes or exclude readers from a community. One of CDA's main claims is that all language is social and communicative. Texts build social communities by using specific words and phrases to help readers feel engaged and understood. Look at your text and spot a few places where it works to build a community. Identify the audience the author is addressing, and explain why you came to that conclusion. For example, think about a news report about international immigrants coming to a country. The newscaster can create different types of community by referring to the immigrants as "strangers," "refugees," or "aliens."

SAMPLE SIMPLISTIC MODEL OF THE KEY STAGES OF DISCOURSE ANALYSIS

1.4. Look for assumed interpretations that the text has already made. As a critical reader, it's your job to analyze the assumptions that exist in texts that less-critical readers may overlook.

SAMPLE STAGES OF CDA

SAMPLE SIMPLISTIC MODEL OF THE KEY STAGES OF DISCOURSE ANALYSIS

2) Analyzing the Text's Form and Production

2.1. Think about the way your text has been produced. Textual production means how a text was created, which includes the historical context, cultural context, authorship, and format.

SAMPLE SIMPLISTIC MODEL OF THE KEY STAGES OF DISCOURSE ANALYSIS

2) Analyzing the Text's Form and Production

2.2. Examine the form of the text and consider who has access to it. Within CDA, a text's form and its audience are closely related. The form of a text can be more or less accessible in ways that show who the text's creator wants to have access to the text and who they would like to remain outside of the community that the text creates.

SAMPLE SIMPLISTIC MODEL OF THE KEY STAGES OF DISCOURSE ANALYSIS

2) Analyzing the Text's Form and Production

2.3. Analyze quotations and borrowed language in your text. Think about what these quotes are doing and what the author might be trying to communicate. Texts commonly include quotes, borrow passages from other well-known texts, or pay homage to famous texts. Quotations can place a text into a certain literary or journalistic tradition, can show a reverence for history and the past, or can reveal the type of community that the text's creator would like to build.

SAMPLE SIMPLISTIC MODEL OF THE KEY STAGES OF DISCOURSE ANALYSIS

3) Tracing Power in Social Practices

3.1. Examine ways in which texts reveal traditions within a culture. Texts are powerful tools that can both reveal and create cultural values and traditions. As a CDA analyst, look for cultural clues within the texts that you're analyzing. A text can reveal ways in which the text's creator (or a group of people that the author is representing) feels about cultural traditions, or can shape the way a culture develops.

SAMPLE SIMPLISTIC MODEL OF THE KEY STAGES OF DISCOURSE ANALYSIS

3) Tracing Power in Social Practices

3.1.2. For example, if a political speaker says, "our forefathers smile upon us today," they are using patriarchal language. The term "culture" should be taken very broadly. Businesses can have cultures, as can communities of all sizes, countries, language groups, racial groups, and even hobbyists can have specific cultures.

SAMPLE SIMPLISTIC MODEL OF THE KEY STAGES OF DISCOURSE ANALYSIS

3) Tracing Power in Social Practices

3.2.1. Contrast similar texts to find differences between the social cultures. When you're doing a CDA analysis, it's productive to compare similar texts—e.g., 2 advertisements or 2 screenplays—with one another. This can lead to new understandings of the texts themselves.

SAMPLE SIMPLISTIC MODEL OF THE KEY STAGES OF DISCOURSE ANALYSIS

3) Tracing Power in Social Practices

3.2.2. Comparing 2 texts can also help analysts understand differences between the social values held by different communities and cultures.

For example, consider 2 different magazine ads for trucks. In the first, a rugged-looking man sits in a truck below the words "The vehicle for men." In the second, a family sits in a truck and the ad copy reads, "A truck to hold everybody."

The first ad seems to rely on stereotypical ideas of masculinity, while the second seems more inclusive.

SAMPLE SIMPLISTIC MODEL OF THE KEY STAGES OF DISCOURSE ANALYSIS

3) Tracing Power in Social Practices

3.3. Determine whether norms are held by a culture or a sub-culture. Many large groups—including businesses and other organizations—contain many smaller sub-cultures. These sub-cultures typically have their own norms and traditions that may not be shared in the large culture as a whole. You can analyze whether a view is held in a large culture or a small sub-culture by figuring out the intended audience for the group's texts and understanding how the text is received by different groups.

Why analyze a discourse?

Meaning is arrived at through relative interpretation. It is essential to know how each word in a sentence is connected to other words within the same boundary of sentence to appreciate and understand the contributory meaning.

This kind of relative interpretation of the meanings of words is what is essentially called 'analysis of discourse'. In this attempt to bring the meaning out of the written words it is to be borne in mind the contexts where the words are located.

What structures and patterns discourse analysis is based on?

Discourse may be based on certain **prescriptive frame structures, culture scripts** and **scenarios** in accord with social and cultural norms and standards.

This means recurrence, invariant structure and recyclability of communicative event, using **established default algorithm** and standard verbal formulas and speech manifestations.

What structures and patterns discourse analysis is based on?

The general outline of discourse analysis includes

- 1) Key participants of communicative event (statuses, roles and other features that may important under certain conditions);
- 2) Conditions of communicative event (the subject matter of communication; communicative presuppositions and settings; shared knowledges and background; here and now; communicative environment);

What structures and patterns discourse analysis is based on?

The general outline of discourse analysis includes

- 3) Organizational component of communicative exchange (goals, settings; motives; strategic approaches; development and segmentation of discourse; interaction control tools; a set of expressive means);
- 4) Method and manner of communicative exchange (channel / medium of communication; genre; register and tonality of discourse; personal style)

What structures and patterns discourse analysis is based on?

The general outline of discourse analysis includes

Some researchers prefer to describe discourse in terms of phases, stages, levels of implementation of speaker's goal.

What structures and patterns discourse analysis is based on?

Levels of discourse:
(after Fairclough,
1998, 2002)

• Vocabulary

• Grammar

• Text type/genre

• Intertextuality

• Discursive formation

• Culture



What is the difference between content analysis and discourse analysis?

CONTENT ANALYSIS VERSUS DISCOURSE ANALYSIS

Content Analysis is a method for studying and/or retrieving meaningful information from documents

Discourse Analysis is the study of the ways in which language is used in texts and contexts

Examines the content

Examines the language

Quantitative method

Qualitative method

What structures and patterns discourse analysis is based on?

ML Makarov pays attention to such aspects of discourse as:

A. Turn-taking;

B. Developing a communicative strategy;

C. Discourse cohesion and coherence;

D. Meta-communication.

What structures and patterns discourse analysis is based on?

Cohesion reflects formal connectedness in speech chain.

Coherence is a more integrative notion, based on interaction of meanings in discourse

What structures and patterns discourse analysis is based on?

Coherence in Discourse

- Coherence = factors distinguishing discourse from unrelated sentences
- speakers signal how their talk fits the context;
- listeners interpret talk based on the context;
- together they constitute coherence in the Discourse;
- we must consider markers in discourse;
- and models of how language users construct and construe coherent discourse.

Why does DA the pay attention to in dialog participants ?

Conversation participants:

- cooperate to negotiate interactional parameters;
- adopt a **particular key** for their interaction (chatty, business-like etc), signaling assessment of direction and goals of talk
- have a range of strategies for creating coherence and maintaining involvement;
- coordinate their talk and secure up-take with:
 - body language,
 - paralinguistic features like intonation, volume, tempo;
 - interactional **cues** like understanding checks and attention signals,
 - discourse markers, hedges, evidentials, and tags

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What structures and patterns discourse analysis is based on?

Cues and Keys in conversation

- **Contextual cuing** (Gumperz) and **keying** (Hymes):
- **Conversation is a speech event or discourse type with its own characteristic cohesive devices and coherent structure**

DISCOURSE ANALYSIS

Materials that are suitable for discourse analysis include:

- Books, newspapers and periodicals
- Marketing material, such as brochures and advertisements
- Business and government documents
- Websites, forums, social media posts and comments
- Interviews and conversations

By analyzing these types of discourse, researchers aim to gain

What is analyzed?

DISCOURSE ANALYSIS

➤ Vocabulary

Words and phrases can be analyzed for ideological associations, formality, and euphemistic and metaphorical content.

➤ Grammar

The way that sentences are constructed (e.g. verb tenses, active or passive construction, and the use of imperatives and questions) can reveal aspects of intended meaning.

➤ Structure

The structure of a text can be analyzed for how it creates emphasis or builds a narrative.

➤ Genre

Texts can be analyzed in relation to the conventions and communicative aims of their genre (e.g. political speeches or tabloid newspaper articles).

➤ Non-verbal communication

Non-verbal aspects of speech, such as tone of voice, pauses, gestures, and sounds like "um", can reveal aspects of a speaker's intentions, attitudes, and emotions.

➤ Conversational codes

The interaction between people in a conversation, such as turn-taking, interruptions and listener response, can reveal aspects of cultural conventions and social roles.

SOCIALLY CONSTRUCTED

MEANINGS

• CONVERSATIONAL

CC

CODES AND RULES

• NON-VERBALS

NON-VERBALS

• Click to add Title

• GENRE

GENRE

• Click to add Title

• STRUCTURE

STRUCTURE

• Click to add Title

• Grammar

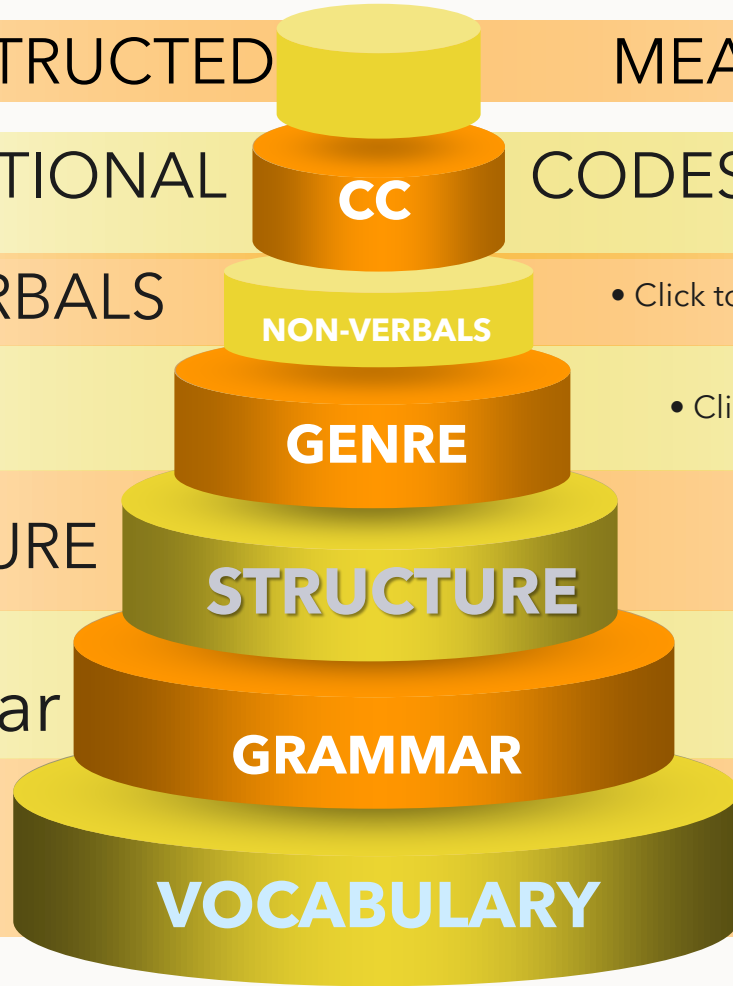
GRAMMAR

• Click to add Title

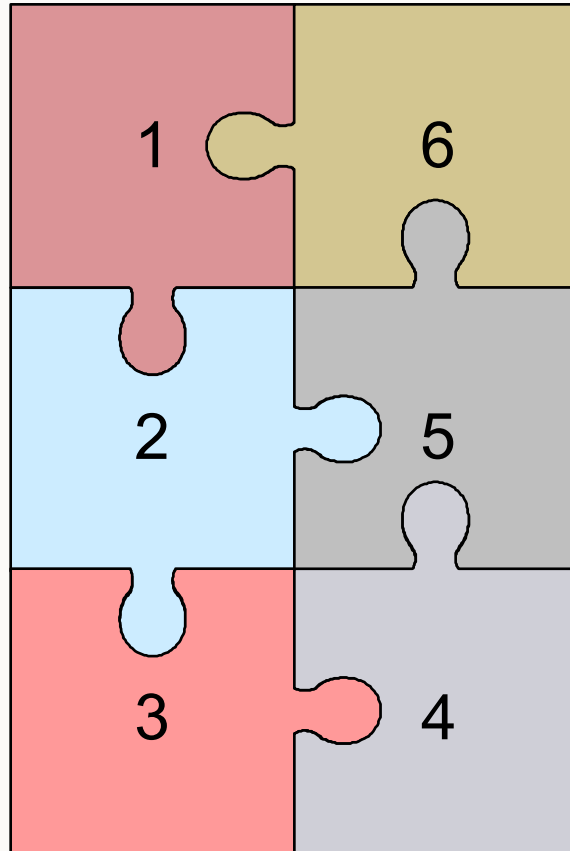
• LEXIS

VOCABULARY

• Words and phrases



DISCOURSE ANALYSIS



1. VOCABULARY

This is a placeholder text. All phrases can be replaced with your own text.

2. GRAMMAR

This is a placeholder text. All phrases can be replaced with your own text.

3. STRUCTURES

This is a placeholder text. All phrases can be replaced with your own text.

4. GENRE

This is a placeholder text. All phrases can be replaced with your own text.

5. NON-VERBAL COMPONENTS

This is a placeholder text. All phrases can be replaced with your own text.

6. CONVERSATIONAL CODES

This is a placeholder text. All phrases can be replaced with your own text.

IMPORTANCE OF CONTEXT

Interpretation of text is often motivated by factors related to social political geographical and cultural issues. Hence the truth behind a text is often the facts of truth perceived by the reader rather than what the text is presumed to have conceived. It is the interpretation which contributes to the content and substance of the text.

IMPORTANCE OF CRITICISM

Interpretation of text is often motivated by lots of factors, interpreter's critical thinking and taste Included



Vorshack 1 неделю назад (изменено)

@Michael F. Kelly I don't think you have grounds on which to call someone an idiot whilst making such a wild assumption.

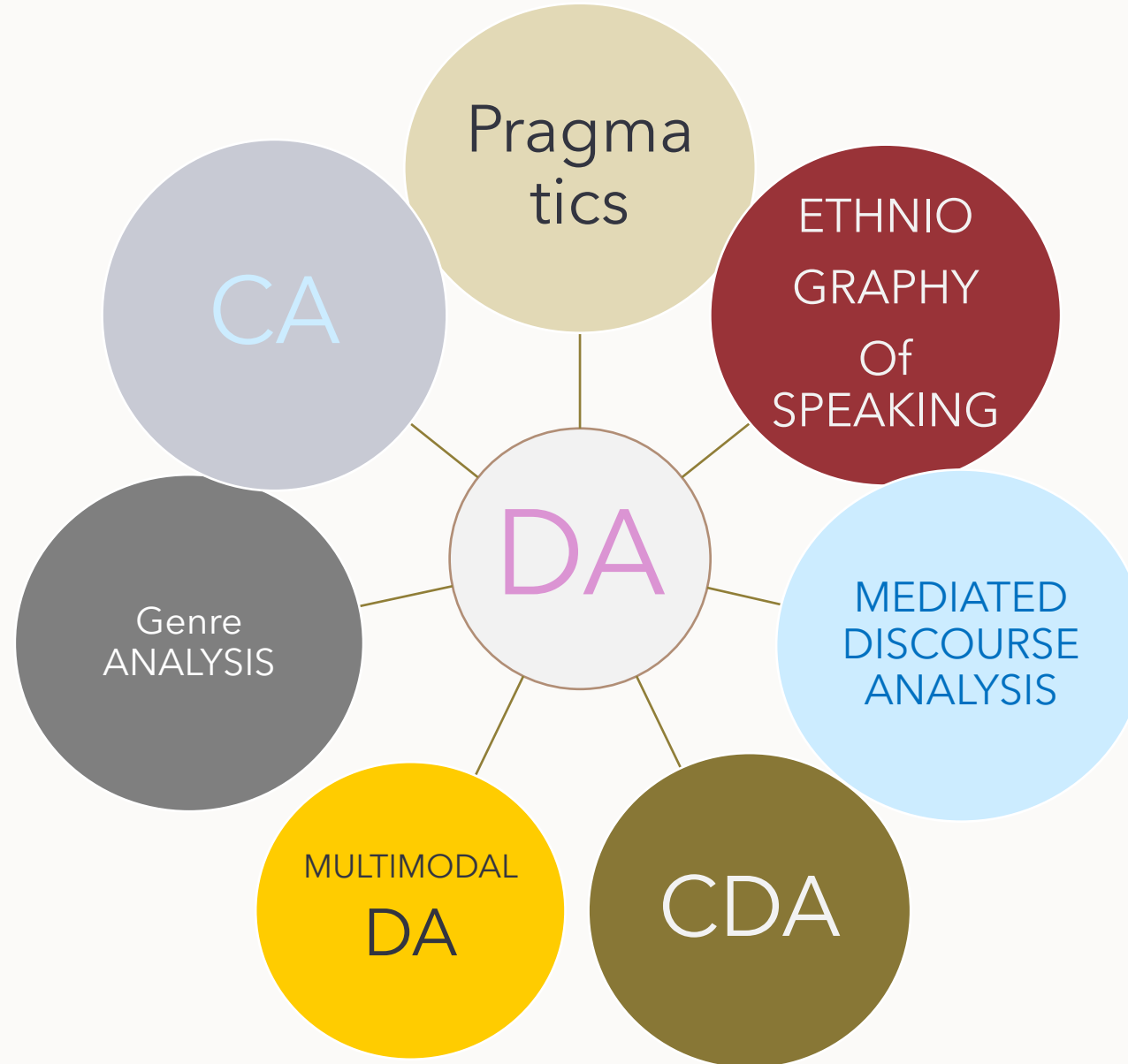
I liked the original speech but disliked this version because of the overtly manipulative music and dramatic shots of young people. It completely ruins a genuine moment.

Some may dislike anything McRaven is in because they disagree with his political views. Doesn't mean they're lazy.

Others still may think it doesn't apply to their lives or they have a different outlook. It doesn't mean they're idiots.

<https://www.youtube.com/watch?v=TBuIGBCF9jc>

KEY TRENDS IN DISCOURSE ANALYSIS



HOW MANY DISCOURSES CAN YOU SEE IN THIS TEXT?
ARE THEY ATTRACTIVE OR REPULSIVE IN ANY WAY?



HOW MANY DISCOURSES CAN YOU SEE IN THIS TEXT?





The Routledge Handbook
of Discourse Analysis

Edited by James Paul Gee and Michael Ha



MULTIMODAL
THE MODES AND MEDIA OF CONTEMPORARY COMMUNICATION
DISCOURSE

GUNTHER KRESS & THEO VAN LEEUWEN

KEY TRENDS IN DISCOURSE ANALYSIS

Critical discourse analysis task is

'to systematically explore often opaque relationships of causality and determination between (a) discursive practices, events and texts, and (b) wider social and cultural structures, relations and processes; to investigate how such practices, events and texts arise out of and are ideologically shaped by relations of power and struggles over power' (Fairclough 1995: 132).

KEY TRENDS IN DISCOURSE ANALYSIS

The field of critical discourse analysis (CDA)

involves taking a deeper, qualitative look at different types of texts, whether in advertising, literature, or journalism. Analysts try to understand ways in which language connects to social, cultural, and political power structures. As understood by CDA, all forms of language and types of writing or imagery can convey and shape cultural norms and social traditions. While there is no single method that covers all types of critical discourse analyses, there are some grounding steps that you can take to ensure that your CDA is well done.

KEY TRENDS IN DISCOURSE ANALYSIS

Conversation analysis (CA)

is an approach to the study of social interaction, embracing both verbal and non-verbal conduct, in situations of everyday life.

CA originated as a sociological method, but has since spread to other fields.

KEY TRENDS IN DISCOURSE ANALYSIS

Both Text Linguistics and Discourse Analysis make fields for interdisciplinary research.

Both Text Linguistics and Discourse Analysis admit contrasting approaches.

Both Text Linguistics and Discourse Analysis would try elicit **grammar of text / discourse production and meaning construction.**

KEY TRENDS IN DISCOURSE ANALYSIS

Pragmatics

Linguistic pragmatics is the study of 'language in relation to its users' (Mey).

Its concern is with meaning, but the making of meaning in communication, rather than meaning as relations within language systems in abstraction from actual communication, which is often seen as the concern of semantics.

Linguistic pragmatics has in particular developed perspectives on language which originated in linguistic philosophy, including speech acts, presuppositions, and implicatures.

KEY TRENDS IN DISCOURSE ANALYSIS

MULTIMODAL DISCOURSE ANALYSIS

Multimodal discourse analysis (henceforth MDA) is an emerging paradigm in discourse studies which extends the study of language per se to the study of language in combination with other resources, such as images, scientific symbolism, gesture, action, music and sound. The terminology in MDA is used somewhat loosely at present.

For example, language and other resources which integrate to create meaning in „multimodal“ (or „multisemiotic“) phenomena (e.g. print materials, videos, websites, three-dimensional objects and day-to-day events) are variously called „semiotic resources“, „modes“ and „modalities“.

KEY TRENDS IN DISCOURSE ANALYSIS

MULTIMODAL DISCOURSE ANALYSIS

MDA itself is referred to as „multimodality“, „multimodal analysis“, „multimodal semiotics“ and „multimodal studies“

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KEY TRENDS IN DISCOURSE ANALYSIS

MEDIATED DISCOURSE ANALYSIS

It examines two broad kinds of questions that have been left under-theorized by other approaches. It investigates what part texts play in actions undertaken by social actors on the one hand and how texts arise as the outcomes of social interactive processes of production on the other hand. It will often start by asking (R. Scollon 2001a, 2002):

- What is/are the action(s) going on here?
- What is someone doing here and why?
- What is the role of discourse in this/those actions?
- By whom is it produced, why is it used, and what motives are behind it?

KEY TRENDS IN DISCOURSE ANALYSIS

MEDIATED DISCOURSE ANALYSIS

The stance taken by MDA, however, is that the broad social discourses of contemporary life circulate through all moments of human action so in that sense looking at practice might be more meaningful than might seem at first glance.

These broader social discourses may be most visible when one starts to unpack three essential material entities constitutive of any mediated action (see figure 1):

KEY TRENDS IN DISCOURSE ANALYSIS

MEDIATED DISCOURSE ANALYSIS

- 1) the historical body of the social actor(s) engaged in the mediated action
- 2) the interaction order (the configuration of people present and the social structuring of their relationships)
- 3) the discourses in place (the complex set of discourses at the intersection of which the social action is carried out).

KEY TRENDS IN DISCOURSE ANALYSIS

MEDIATED DISCOURSE ANALYSIS

'The historical, ethnographic and methodological arm of MDA is called "nexus analysis".

A nexus analysis consists in opening up the **circumference**

(circumference [sə'kʌmf(ə)r(ə)ns] cir'cum|fer'ence noun the enclosing boundary of a curved geometric figure, especially a circle ■ the distance around something)

of analysis around moments of human action to begin **to see the lines**, sometimes visible and sometimes obscured, of historical and social processes **by which discourses come together** at particular moments of human action as well as to make visible the ways in which outcomes such as transformations in those discourses, social actors, and mediational means emanate from those moments of action'.

Mediated Discourse Analysis. Available from:

https://www.researchgate.net/publication/307575422_Mediated_Discourse_Analysis [accessed May 10 2022].

KEY TRENDS IN DISCOURSE ANALYSIS

MEDIATED DISCOURSE ANALYSIS

MDA (R. Scollon, 2001; S. Scollon, 2005) is based on the premise that actors are socialized in diverse forms and to varying extent through the discourse systems in which they participate and that each system is differentiated from the other by its embedded practices (Scollon & Scollon, 2004).

This type of analysis offers a strategy for combining ethnography, conversation analysis (see Masats, this volume; Nussbaum, this volume) and discourse analysis (see Antoniadou & Dooly, this volume) and **provides a theoretical account of how participants, context, discourses and objects (artifacts) facilitate action and social change reciprocally.**

MDA (as mentioned previously, it is sometimes called Nexus Analysis, Scollon & Scollon, 2004; Wohlrwend, 2013) offers a means of exploring how multiple aspects of complex social action interrelate through varying discursive interactions instead of focusing analysis on only one discourse component in isolation

MEDIATED DISCOURSE ANALYSIS

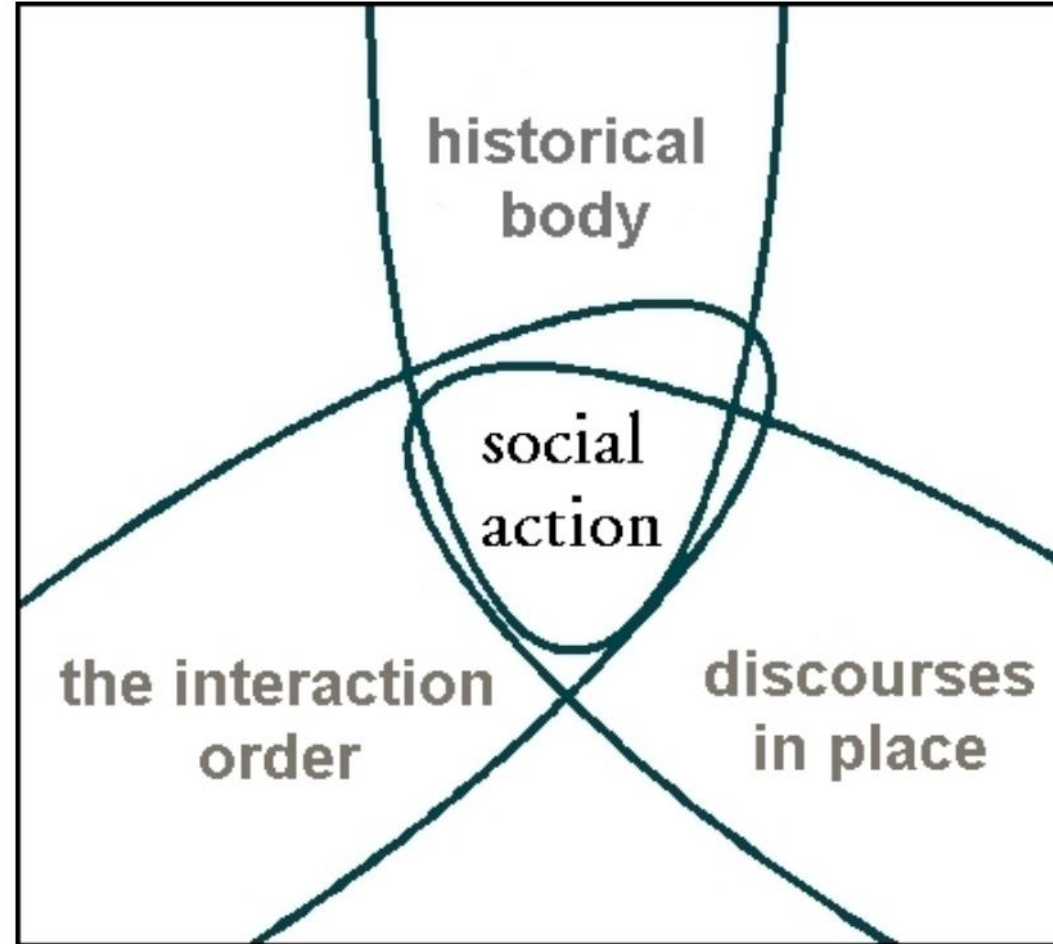
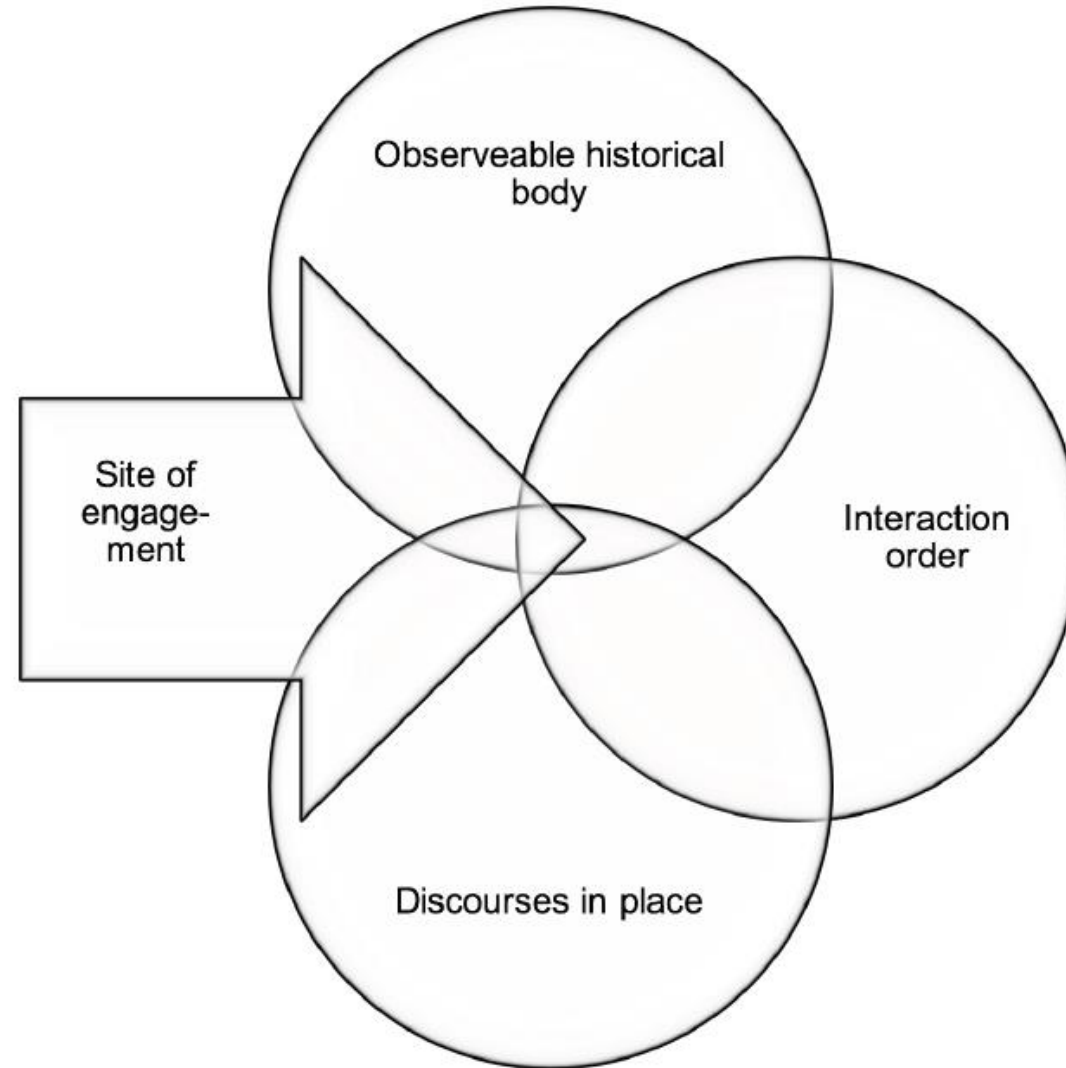


Figure 1. The material entities constitutive of a mediated action (reproduced from Scollon and Scollon 2003)

Figure 1. Site of engagement (social action), based on [Scollon and Scollon \(2004\)](#)



THANK YOU

Do not forget to get ready
with your presentations!