



## WHAT IS DISCOURSE ANALYSIS ?

Discourse analysis study the ways sentences and utterances (*speech*) go together to make texts and interactions and how those texts and interactions fit into our social world.

It should be noticed also that discourse analysis is not just the study of language, but a way of looking at language as well.

# This way of looking at language is based on four main assumptions:

- 1) *Language is ambiguous.* What things mean is never absolutely clear.
- 2) *Language is always 'in the world'.* That is, what language means is always a matter of where and when it is used.
- 3) *The way we use language is inseparable from who we are and the different social groups to which we belong.*
- 4) *Language is never used all by itself.* It is always combined with other things such as our tone of voice, facial expressions and gestures when we speak, and the fonts, layout and graphics we use in written texts.

# What is good in discourse analysis?

Understanding How Discourse Works We Will Be Able To Understand People Better And Communicate More Effectively.

## Texts and Texture

Discourse analysts analyze ‘texts’ and ‘conversations’.

### Text

Text is everything that is meaningful in a particular situation; and the basis for meaning is choice.

### Texture

Texture is the quality that makes a particular set of words or sentences a text, rather than a random collection of linguistic items. So it is the relationship Between one set of choice and another.

# **What are two important Things that make a text a text?**

**1) Features inherent in the language itself (things, For example, like grammatical ‘rules’),**

**2) These features that help you to figure out the relationship between the various sets of choices.**

# **TEXT AND THEIR SOCIAL FUNCTION**

**What is meant by a genre?**

**A genre is a recognizable communicative event characterized by a set of communicative purposes identified and mutually understood by members of the community in which it occurs.**

**What is meant by genre analysis?**

**It is the study of the social functions of different kinds of texts.**



# Genre Characterizations:

## 1) Genres are communicative events:

Most texts are not just trying to get only one thing done. The Communicative purposes of texts are often multiple and complex.

## 2) Conventions And Constraints:

These Constraints govern not just what can be included, but also how it should be included.

## 3) Creativity

That is not to say that all job application letters, or other genres like newspaper articles and recipes, are always exactly the same. As The directors of the often the most successful texts are those which break the rules, defy conventions and push the boundaries of constraints.

## 4) Discourse communities:

Genres are always associated with certain groups of people that have certain common goals and common ways of reaching these goals.

## Discourse and ideology.

### *Ideology:*

It is a specific set of beliefs and assumptions that people have about things like what is good and bad, what is right and wrong, and what is normal and abnormal.

### *How text promote ideology?*

*We Will focus on four things:*

- 1) The ways authors create 'versions Of reality' based on their choice of words and how they combine words together.
- 2) The ways authors construct certain kinds of relationships between themselves and their readers.
- 3) The ways authors appropriate the words of other people and how they represent those words.
- 4) The ways authors of texts draw upon and reinforce the larger systems of belief and knowledge that govern what counts as right or wrong, good or bad, and normal or abnormal in a particular society.

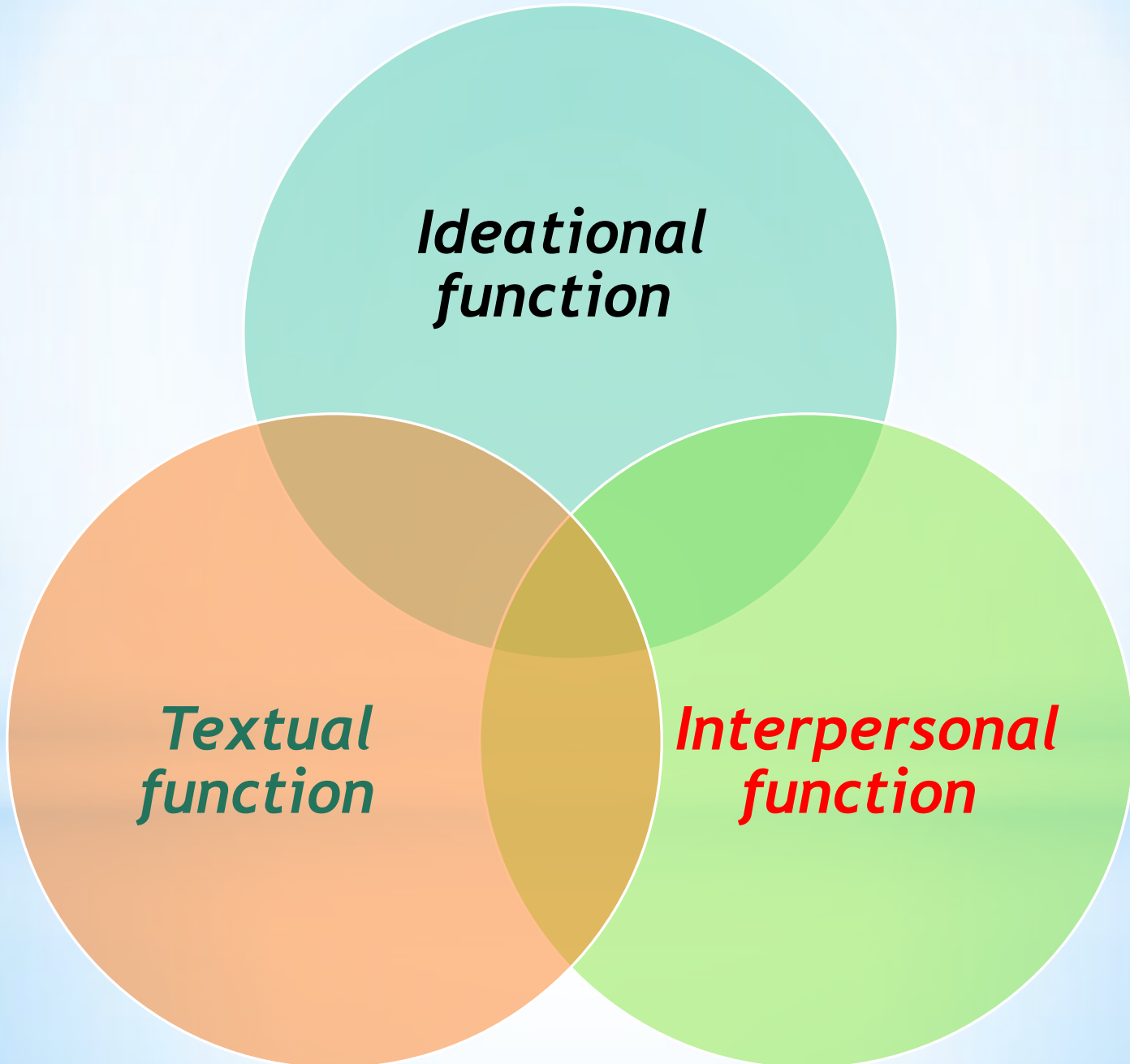


# Who Doing What

The Linguist Michael Halliday(1994) Pointed out that **whenever we use language we are always doing three things at once:**

- 1) We are in some way representing the world, called ***ideational function*** of language.
- 2) We are creating, ratifying or negotiating our relationships with the people with whom we are communicating, called the ***interpersonal function*** of language.
- 3) We are joining sentences and ideas together in particular ways to form cohesive and coherent texts, called the ***textual function*** of language.

All Of these functions play a role in the way a text promotes a particular ideology or worldview.



***Ideational  
function***

***Textual  
function***

***Interpersonal  
function***

# Relationships

We construct relationships through words we choose to express things like certainty and obligation (known as the system of modality in a language). The traditional priest, for example, typically says “you may now kiss the bride,” rather than “kiss the bride”.

# Intertextuality

It is the relationship texts create with other texts.

\*Intertextuality is another important way ideologies are promoted in discourse.

\* All texts involve some degree of intertextuality. We cannot speak or write, he argues, without borrowing the words and ideas of other people.

# Cultural Models

Cultural models are sets of expectation that we have about how different kinds of people should behave and communicate in different situations. They serve an important role in helping us make sense of the texts and the situations that we encounter in our lives.

“you may now kiss the bride,” then, does not just enforce a theory about how brides and grooms are supposed to act during a marriage ceremony, but also invokes broader theories about marriage gender relations, love, sex, morality and economics. All of these theories are part of a system of discourse which we might call the ‘Discourse of marriage’.

# Discourses

Discourses can exert a tremendous power over us by creating constraints regarding how certain things can be talked about and what counts as ‘knowledge’ in particular contexts.

# Spoken Discourse

*In many ways, speech is not so different from writing:*

- 1- When people speak they also produce different kinds of genres.
- 2- use different kinds of 'social languages.
- 3- also promote particular versions of reality or ideologies

*But there are some ways in which speech is very different from writing:*

- 1- Speech is more interactive.
- 2- Speech tends to be more transient and spontaneous than writing.
- 3- While some genres like formal speeches and lectures are planned, most casual conversation is just made up as we go along.
- 4- Speech tends to be less explicit than writing.
- 5- Speech also usually takes place in some kind of physical context.

## **Kinds of speech (spoken discourse) that have distinguish features:**

- 1) Telephone conversations.
- 2) Television and cinema.
- 3) Instant messaging and text-based computer chats.

## **Pragmatics**

The study of how people use words to accomplish actions in their conversations: actions like requesting, threatening and apologizing.

## **Conversation Analysis**

This one comes out of a tradition in sociology called Ethnomethodology, which focuses on the 'methods' ordinary members of a society use to interact with one another and interpret their experience.



# STRATEGIC INTERACTION

## Conversation

Conversations happen when multiple actions are put together to form activities: we chat, we debate, we flirt, we counsel, we gossip, we commiserate, and we do many other things in our conversations.

## conversational strategies

The methods we use to engage in the former negotiations (debating, flirting, commiserating, etc).

*\*Two basic kinds of conversational strategies:*

**Face Strategies:** have to do primarily with showing who we are and what kind of relationship we have with the people with whom we are talking.

**Framing Strategies:** have more to do with showing what we are doing in the conversation, whether we are, for example, arguing, teasing, flirting or gossiping.

# Face Strategies

We define face as ‘the negotiated public image mutually granted to each other by participants in a communicative event’

*There are three important aspects to this definition:*

1-is that one's face is one's public image rather than one's true self.

2-is result of a kind of give and take with the person or people with whom we are interaction.

3-is successfully presenting a certain face in interaction depends on the people with whom we are interaction cooperation with us.

## *There are two kinds of face strategies:*

**1-*Involvement strategies***: strategies we use to establish or maintain ‘**closeness**’ with the people to show them that we consider them our friends.

\*Like calling people by their first names or using nicknames.

**2-*Independence strategies***: strategies we use to establish or maintain **distance** from the people with whom we are interacting either because we are not their friends or we wish to show them respect.

\*Like using more formal language and terms of address.’

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## Involvement

Using first names or nicknames( hi , Nono)

Using informal language( Gotta, minute)

Being direct( let's go to cinema)

Talking about ( us)

Being voluble ( talking a lot)

## Independence

Using titles ( mr. , professor, good morning)

Using formal language( excuse me, can you help me)

Being indirect( I wonder if I can borrow your pen)

Talking about things other than (us)

Being taciturn( not talking a lot)

## **Framing strategies:**

Sets of expectations about what kinds of things will be said and how those things ought to be interpreted for different kinds of activities.

### **Primary framework:**

It is a Set of expectations about the overall activity in which we will be engaged.

### ***Example:***

When we are a patient in a medical examination, we expect that the doctor will touch us, and we interpret this behavior as a method for diagnosing our particular Medical problem.

***\*however,*** hardly ever involves just one activity. We often engage in a variety of different activities within the primary framework.

### ***Example:***

While lecturing, a lecturer might give explanations, tell jokes, or even rebuke members of the audience if they are not paying attention.



# CONTEXT, CULTURE AND COMMUNICATION

## Context

It Could mean practically anything from the place and time of day of an utterance, to speakers' political views or religious beliefs.

*Context can be divided into three components:*

1. The relevant features of participants, persons, personalities
2. The relevant objects in the situation
3. The effect of the verbal action
4. Setting and time
5. The field or the social where the action take place

## The relationship between context and competence:

Knowledge or mastery of the linguistic system alone is not sufficient for successful communication. People also need to know and master various rules, norms and conventions regarding what to say to whom, when, where, and how – which is called *communicative competence*.

\*There may be persons whose English I can grammatically identify but whose messages escape me.

# Corpus-assisted Discourse Analysis

In fact, the focus of most discourse analysis is on looking very closely at one or a small number of texts or conversations of a particular type, trying to uncover things like how the text or conversation is structured.

## Corpus

A collection of texts in digital format that it is possible to search through and manipulate using a computer program.

*There are a number of large corpora:*

- 1- British National Corpus, which is a very general collection of written and spoken texts in English.
- 2- Specialized corpora available, that is, collections of texts of one particular genre
- 3- Multimodal corpora in which not just verbal data but also visual data are collected and tagged