

DISCOURSE ANALYSIS: BASIC CONCEPTS

Ch.1

Key topics in the study of discourse analysis

Spoken Discourse

Speech vs. Writing



- More interactive
- More transient and spontaneous
- Less explicit
- Context-dependent

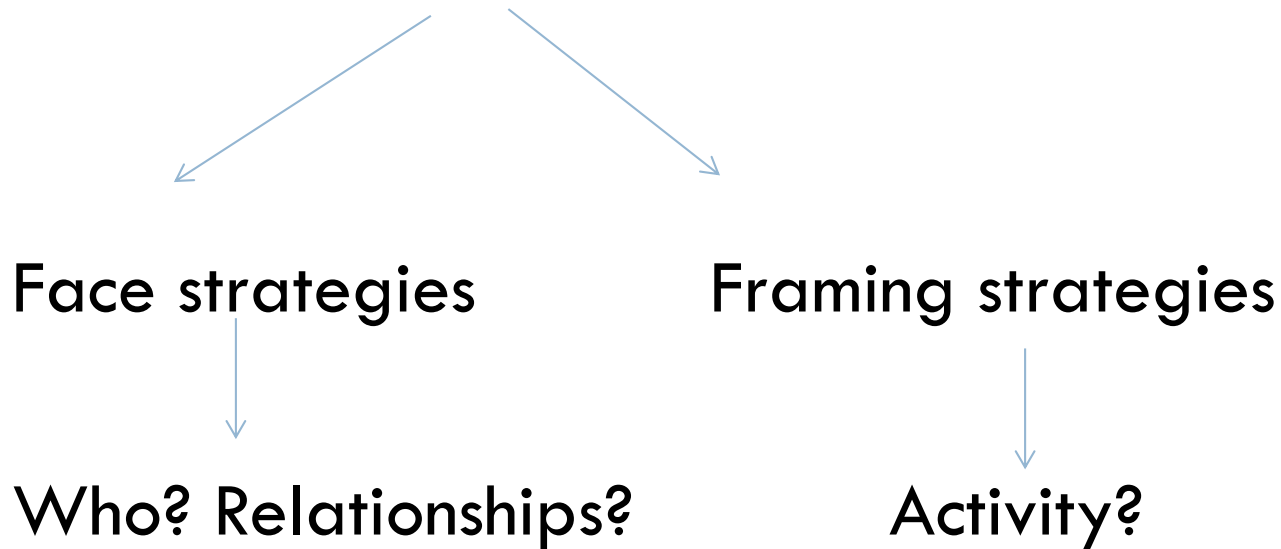
Challenges=Less explicit+more dependent on context+indirect meanings=
Misunderstanding

Ex. Do you have a pen?

The KAY = pragmatics & conversation analysis

Strategic Interaction

- Talking → do sth social → identity & relations
- Conversational strategies



Strategic Interaction

Face strategies = public/social image

always negotiated with others

1. Positive face (involvement strategies)
2. Negative face (independence strategies)

Framing strategies (shared expectations)

Ex. Give me your number

Positioning Theory

- developed by Rom Harre'
- goes beyond fixed social roles/ role theory
- dynamic way
- flexibility
- storylines
- happens moment by moment, ex. Student's answer to a teacher's question

Context, Culture & Communication

- Meaning of utterance is not fixed

Ex. It's cold

Pragmatics, conversational analysis, interactional sociolinguistics

1. Malinowski's (1923) paper on 'Primitive Languages'

Meaning is not just linguistic!!!

Challenge?? which aspects of context matter most?

2. Firth (1957) participants' personality

→ relevant objects in the situation

→ the effects of verbal action

challenges??

time and place excluded?

how do we determine which aspects are "relevant" in any given exchange?

Context, Culture & Communication

3. Halliday's model:

- ❖ Field= social action
- ❖ Tenor= participants & their roles
- ❖ Mode = channel of communication

Limitation:

where to put social identity

how relevance is determined in practice



shape register

4. Hymes (Communicative competence)

- ❖ What to say
- ❖ To whom
- ❖ When
- ❖ How

□ Hymes SPEAKING model

1. **Setting (where/when)**
2. **Participants**
3. **Ends (purpose)**
4. **Act sequence (order of events)**
5. **Key (tone/mood)**
6. **Instrumentalities (tools/channels)**
7. **Norms (shared expectations)**
8. **Genre (type of discourse)**

Mediated DA

□ Texts & conversations → actions

Ron Scollon's Starbucks example:

“having a cup of tea”

- What does MDA argue?
- The central principal of MDA ?
- MDA and ideology

Ex. The practice of teaching a lesson

- MDA significance?

Multimodal DA

- Spoken/written words images, sounds, colors, gestures
- Meaning is co-constructed through Modes
- Mode?
- Mode ≠ modality
- Mode ≠ media
- Multimodal DA



1. Linguistic analysis (text) & Visual analysis (image)

Reading Images: The Grammar of Visual Design by Gunther Kress and Theo van Leeuwen (1996)

2. Multimodal interactional analysis

texts → modes



Sequentiality

Simultaneity

Resemiotization

Ex. Rick Ledema's study of hospital planning

Corpus-Assisted DA

- Definition
- Traditional DA vs. CADA
- CADA → corpora
- Corpus?
- Challenge?