



DEVELOPMENT APPROACHES TO DISCOURSE ANALYSIS

Presented by : Farah Jafar Dhyaa

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1. Introduction

Meaning is produced through social action, interaction, and the use of multiple communication modes. Mediated discourse analysis and multimodal approaches help explain how language, images, bodies, and material objects work together to shape social practices and identities. Corpus-assisted discourse analysis further provides systematic tools for examining patterns of meaning in text

2. Context Revisited: Sites of Engagement

- Site of Engagement is a moment where **social actors, cultural tools, and social relationships** come together.
- These moments make **social actions possible**.

Key Elements of a Site of Engagement

- 1- Discourses in place (texts & cultural tools available)
- 2- Interaction order (social relationships)
- 3- Historical body (experience, knowledge, habits)



Are all discourses in a place equally important for action?

Example: Crossing a Busy City Street

Street signs

Traffic lights

Zebra crossings

Advertisements

Crossing with someone else

Crossing in a crowd



Why Discourse Is Not Stable

People change, Relationships change, Discourses in place change and Strategies of action develop with experience

3. Discourse Itineraries

Discourse Itineraries are the **historical trajectories** that people, texts, and social relationships travel along, accumulating meanings over time.

Key Features of Discourse Itineraries

They develop over time

They involve movement across contexts

Meanings accumulate

Often invisible to users

Can this invisibility cause problems or misunderstandings?



Why Are Discourse Itineraries Important?

They shape how texts are interpreted

They influence social practices

They affect whether actions succeed or fail

Example 1: Eco-Tourism and Sea Turtles

Example 2: Food and Health Claims

Meaning is not created by language alone. It is produced through different modes of communication, which enable people to perform actions.



4. Multimodal Discourse Analysis

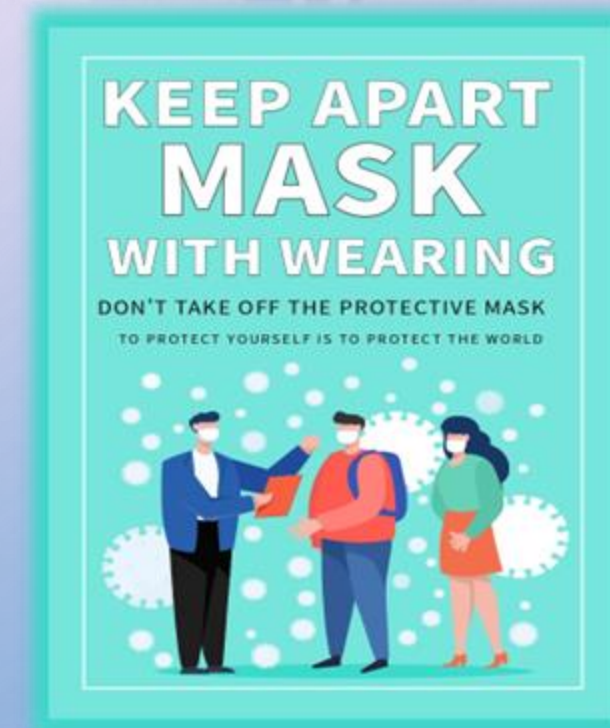
Multimodal discourse analysis studies how different modes interact in communication. It has two main approaches:

Text-focused

Real-time interaction-focused

Each mode has affordances and constraints. Different modes allow different kinds of meaning and action.

All communication performs three functions: Ideational function (narrative , classificatory , analytical) , Interpersonal function , Textual function



5. Types of Actions in Interaction

Actions are layered and interconnected. They are three types:

Lower-level actions

Higher-level actions

Frozen actions

People often perform more than one higher-level action at the same time, using different modes.

Modal density shows where **attention is focused** in interaction. It helps explain foregrounded backgrounded action



Transduction refers to shifting meaning from one mode to another. It is difficult because different modes use different semiotic resources and cannot express meaning in exactly the same way.

6. Corpus-Assisted Discourse Analysis

This approach combines corpus tools with discourse interpretation in a cyclical process.

Building and Preparing a Corpus: Selecting representative texts , Cleaning files , Tagging data , Analysing, and Interpreting.

Corpus Size and Reference Corpora : Larger corpora support stronger generalizations , Reference corpora allow comparison



Corpus analysis uses software to apply key procedures:
Frequency , Concordance , Collocation , Keywords ,
Dispersion plots

Type–token ratio (TTR) measures **lexical diversity** by
comparing: **Types** (different words)
Tokens (total words)

Low TTR → repetition, limited vocabulary

High TTR → lexical variety, complex vocabulary

Example

Written texts usually have a higher TTR than spoken texts
because writing uses more varied vocabulary.

Frequency	Word
3	manners
1	manufacture
15	many
16	marala
1	marched
1	margin
2	marker
4	month
1	monthly
1	moon
45	more
11	moreover
2	morning

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a national state to exercise effective control of its own affairs has
from undertaking the most effective means of monitoring the Sib
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nching an inquiry into how effective competition had been in imp
people already believe an effective education system is the key
and get away with it. To be effective this kind of refereeing has to



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