

Critical Discourse Analysis



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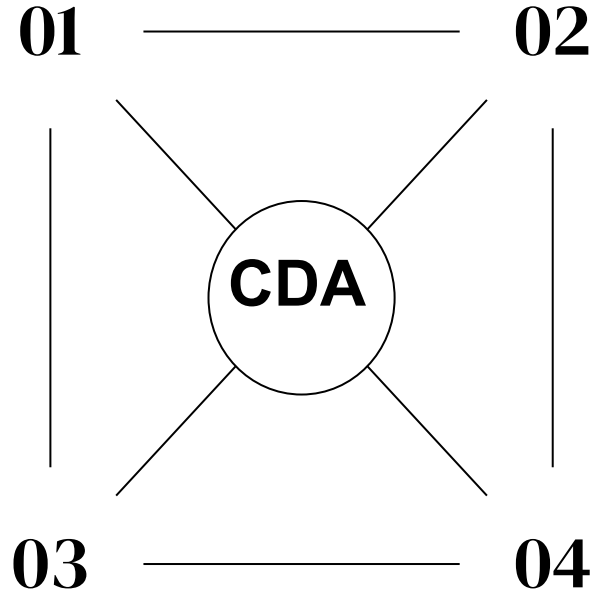
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1- Introduction

**Discourse =
goes beyond
language**

- **Always
linked to
context**



**Includes
verbal & non-
verbal
elements**

- **CDA
studies
discourse as
social
practice**

Discourse encompasses both

**Verbal
materials**

Lexical
choices

Grammar
and syntax

Images and
body language

Layout and framing

**Non-
verbal
materials**

used in interaction

2-

Context

Context

DNA

Context

TextStudio

TextStudio

TextStudio

TextStudio



Blommaert:

“the totality of conditions under which discourse is being produced, circulated and interpreted

van Dijk:

“the cognitive, social, political, cultural, and historical environments of discourse”





kTok

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The work aims to counter prevailing negative stereotypes that portray provincial youth as uneducated, uncultured, or uncivilized, emphasizing their commitment to learning and social refinement.



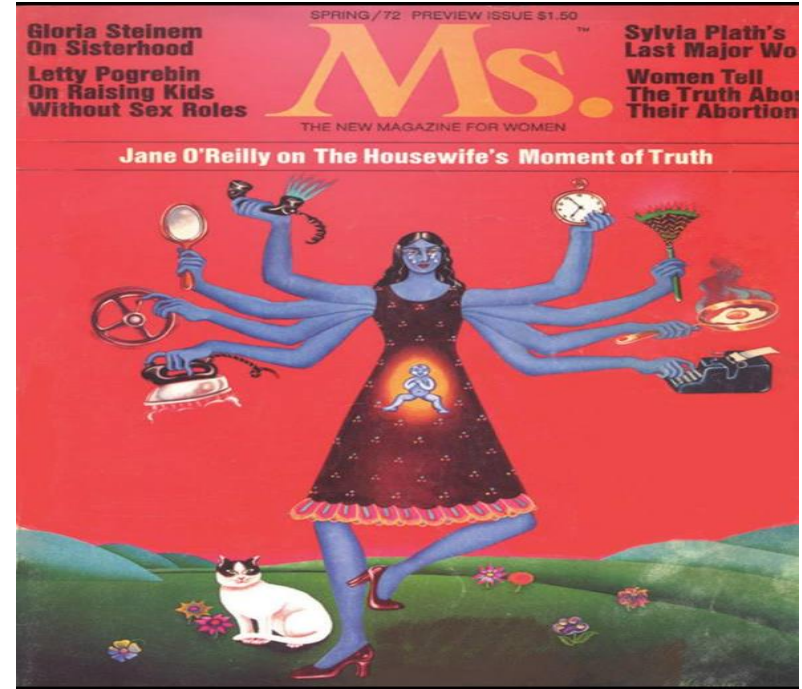
Media employs discourse to frame social phenomena, shaping how problems are defined, interpreted, and morally evaluated.

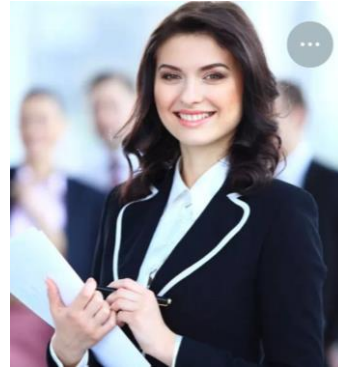
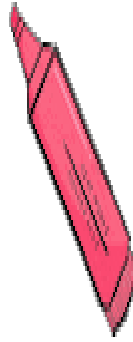
• Context (social, cultural, political, historical) determines which aspects of a phenomenon are foregrounded or silenced.

By aligning discourse with context, media actively participates in reproducing or transforming social realities.

3-Women's Roles and Feminist Discourse

- Feminist discourse challenged and transformed power.
- It questioned men-dominated assumptions and contributed to social and legal change.





- **Before feminism:** Women were expected to focus only on housework, cooking, and raising children, and their participation in education, work, or public life was limited.

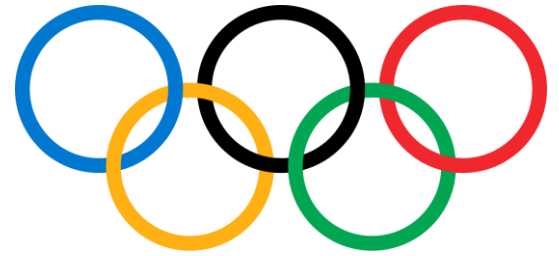
After feminism: Women increasingly demand equal rights, access to education and work, and personal freedoms, challenging traditional men-dominated norms.

4-Text of any size

Is discourse merely language above the sentence level?



Discourse should be understood as a **context-activated** process of meaning construction it emerges through interaction between text, context, and the reader's cognitive and social knowledge.



Text

Is a part of

Discourse



Product

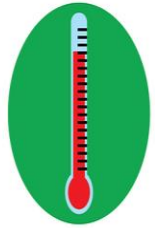


Process



+

Context



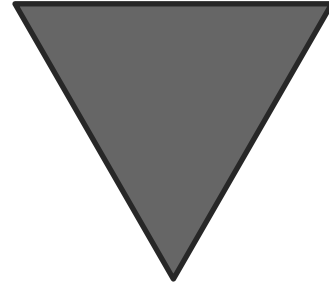
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Meaning



Power

Knowledge



Subjectivity

Discourse studies = discourse theory + discourse analysis

5- Discourse studies

```
graph TD; A[5- Discourse studies] --> B[Discourse Theory]; A --> C[Discourse Analysis]; B --- D[Power]; B --- E[Knowledge]; B --- F[Subjectivity]; C --- G[Language]; C --- H[Practice]; C --- I[Context];
```

Discourse Theory

Power

Knowledge

Subjectivity

Discourse Analysis

Language

Practice

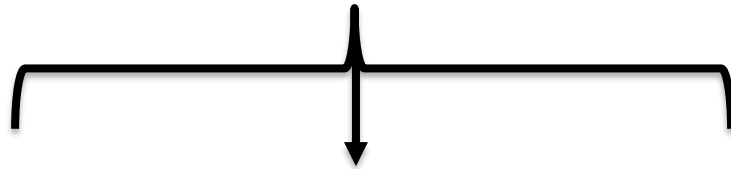
Context

“We had no other choice. We are defending our people and ensuring Russia’s security.”



Discourse analysis
Micro level

Discourse Theory
Macro level



Language →
Words and phrases used to downplay or amplify military action

Practice
How the discourse was disseminated (press conferences, media, continuous replays)

Context
Crisis, war, international tension

Power
The state has the power to define “threat”

Knowledge
What is considered factual about war, as reported by the media

Subjectivity
--How people see themselves, victims/defenders

Critical Discourse Analysis (CDA) Supports Translation

01

**1. Develops
Critical
Awareness**

03

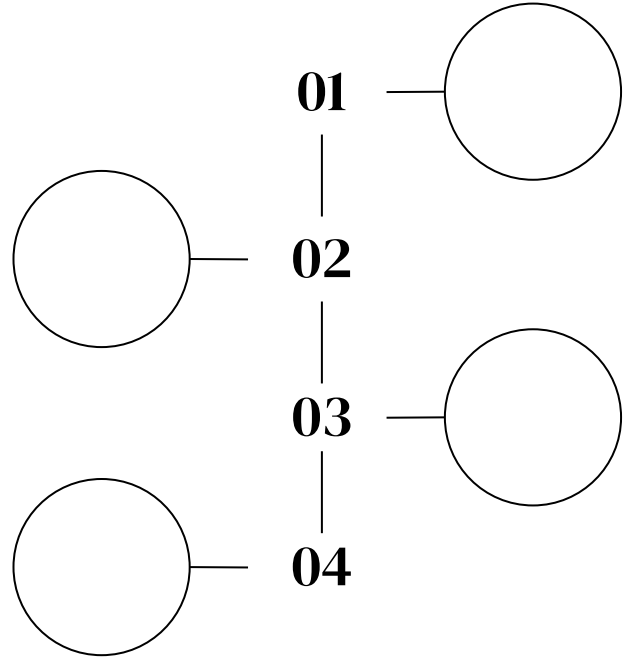
**3. Prevents
Misinterpretation**

02

**2. Enhances
Contextual
Understanding**

04

**Strengthens
Ethical and
Professional
Responsibility**



conclusion

-discourse is not simply language.

It is a powerful social force that constructs reality.

**--CDA helps us uncover hidden ideologies,
power relations,
and the social impact of language and
translation.**

Thank You