

AYDI EST.

Open Learning & Translation

2022-2023

Fourth Year

Second Term



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Discourse Analysis

26.05.2023



مؤسسة العائدي للخدمات الطلابية
(دار العائدي للدراسات والنشر والترجمة)

DA 4.2

AYDI© 2023

HELLO EVERYONE!

المرّة الماضية أعطيتكم (assignment) هي كتابة (research) عن (Russian formalism)، هل قام أحدكم بكتابة بحث؟

What is Russian formalism?

Student: the main interest of Russian formalists is the form of literature itself.

Professor: ok.

Russian formalists are interested in the text itself rather than the creator of the text. Have you done any research about Russian formalism? It could be an exam question.

أنا أريد تعريف بسيط فقط ومع ذلك لم تكلفوا خاطرهم بالبحث ما عدا طالبة واحدة.

Keep the question in mind and do a research about **Russian formalism**. وكان هناك (terminology) صعب في البحث السابق هو (enunciation theories) لذلك أريدكم أن تبحثوا عن معنى هذا الـ (terminology) أيضًا.

The text I'm going to read is entitled '*Discourse Analysis and Critical Discourse Analysis*'.

Discourse Analysis & Critical Discourse Analysis

Discourse refers to the use of language beyond single sentences. Discourse is an important study for the English language because it allows individuals to express their ideas and thoughts effectively, understand and interpret the perspectives and opinions of others, and build relationships through effective communication. Discourse analysis is also critical for language teachers and researchers to better understand language use and development.

How is discourse analysis helpful for us?

It helps us express our ideas and thoughts effectively, helps us understand and interpret the perspectives and opinions of others, and helps us build relationships through effective communication.

*

What is the definition of discourse?

Discourse is the verbal or written exchange of ideas. Any unit of connected speech or writing that is longer than a sentence and that has a coherent meaning and a clear purpose is referred to as discourse.

An example of discourse is when you discuss something with your friends in person or over a chat platform.

Discourse can be verbal or written. When you are chatting on Facebook, Insta, or WhatsApp, this is a discourse.

The traffic signs you see on the road that may tell you to slow down or they may tell you about the speed limits are also discourse although they are not sentences but just signs (they may be signs with the shape of kangaroos, cows, bears etc.) As a driver, you understand the meaning of these signs even

though they are not sentences. You understand that you need to slow down, you need to speed up, you need to be careful because there are bears in this area etc.

Discourse can also be when someone expresses their ideas on a particular subject in a formal and orderly way, either verbally or in writing.

It can be both formal and informal. It can be written or oral.

*

Most of what we know of discourse today is thanks to the French philosopher, writer and literary critic Michel Foucault, who developed and popularised the concept of discourse. You can read about his use of the term in The Archeology of Knowledge and Discourse on Language (1969).

What is the function of discourse?

Discourse has significant importance in human behaviour and the development of human societies. It can refer to any kind of communication.

Spoken discourse is how we interact with each other, as we express and discuss our thoughts and feelings. Think about it - isn't conversation a huge part of our daily lives? Conversations can enrich us, especially when they are polite and civil.

What about spoken discourse?

The way we talk to each other is discourse, but the way you talk to me this is another discourse. Each and every discourse is unique and has its own features, characteristics, and context as well. The way a mother speaks to her child is very different from when you talk to your friend.

*

Civil discourse is a conversation in which all parties are able to equally share their views without being dominated. Individuals engaged in civil discourse aim to enhance understanding and the social good through frank and honest dialogue. Engaging in such conversations helps us live peacefully in society.

Civil discourse is very important. Civil discourse can be written or spoken. It's something like (الحوار المتمدن).

What is more, written discourse (which can consist of novels, poems, diaries, plays, film scripts etc.) provides records of decades-long shared information. How many times have you read a book that gave you an insight into what people did in the past? And how many times have you watched a film which made you feel less alone because it showed you that someone out there feels the same way you do?

'Discourse analysis' is the study of spoken or written language in context and explains how language defines our world and our social relations.

The material of this lecture is easier than the one of the previous lecture.

المحاضرة الماضية كانت أكاديمية و (theoretical) جدًا واللغة (formal) جدًا و (technical) جدًا، لذلك هناك صعوبة دائمًا في قراءة كتابة أكاديمية، وأما مادة اليوم فليست أكاديمية لذلك يوجد فرق شاسع في اللغة.

*

What is Critical Discourse Analysis?

Critical discourse analysis is an interdisciplinary method in the study of discourse that is used to examine language as a social practice. The method is aimed at the form, structure, content and reception of discourse, in both spoken and written forms. Critical discourse analysis explores social relations, social problems, and the 'role of discourse on the production and reproduction of power abuse or domination in communications'.

As you can see, the difference between the discourse analysis and critical discourse analysis is huge.

In CDA (critical discourse analysis), the focus is on power relationships and who dominates who, who dominates what, who has the power, who has the upper hand etc.

Teun A. van Dijk offers this definition of CDA in 'Multidisciplinary Critical Discourse Analysis: A plea for diversity.' (2001).

CDA explores the relationship between language and power. Because language both shapes and is shaped by society, CDA offers an explanation of why and how discourse works.

The social context in which discourse occurs influences how participants speak or write.

هذا التعريف مأخوذ من كتاب أو بحث (لست متأكدة من ماهية المرجع) بعنوان

.(Multidisciplinary Critical Discourse Analysis: A plea for diversity')

The social context in which the discourse occurs or happens is very important because it influences how we speak or write.

Example

If you write an email to apply for a job, you would most likely use more formal language, as this is socially acceptable in that situation.

Of course, when you apply for a job, you don't say (hi); you must be formal. Here we are talking about the context of your discourse, which is to write a formal email applying for a job. Those who are receiving the email are staff, institutions, or companies, so the relationship is formal.

At the same time, the way in which people speak ultimately influences the social context.

Example

If you are meeting your new boss and you have prepared for a formal conversation, but all of your other colleagues are chatting with your boss in a more casual manner, you would do the same as everyone else, in this way

changing what is expected.

You have different expectations. When everyone say (hi, what's up etc.) to the boss, you will change your discourse.

In England, you can talk with your professors without titles. You can just say, for example, (Magi) without (professor or doctor). I was astonished when they told me that it's not necessary to use the titles with my professors when I was at Manchester University. In Syria, you can't do so; it's unacceptable at all. These are different minds, different culture, and different audience.

*

By examining these social influences, critical discourse analysis explores social structures and issues even further. Critical discourse analysis is problem or issue-oriented: it must successfully study relevant social problems in language and communication, such as racism, sexism, and other social inequalities in conversation.

- Sexism: gender discrimination (التمييز الجندي)

This is how we are going to approach literary discourse analysis. We will do so by viewing these problems that the literature tries to highlight. Inequality, injustice, sexism, racism, Islamophobia etc. are the kind of problems we try to tackle when we study literature using critical discourse analysis.

Critical discourse analysis can be applied not only to written literature, but also to movies, to series, to drama, to radio plays etc.

The method allows us to look into the sociopolitical context - power structures and the abuse of power in society.

*

Critical discourse analysis is often used in the study of rhetoric in political discourse, media, education and other forms of speech that deal with the articulation of power.

When you want to analyse a political speech by President Obama, you look at all the rhetorical devices used by the president and try to find out why he is using this device in this context and not that device. What kind of effect does he want to have on the audience? Is he trying to be persuasive? Is he trying to be manipulative? Is he trying to deliver a message?

What's the meaning of 'articulation'?

- Articulation = pronunciation (to utter)

In anything that has to do with power relationships, we can use critical discourse analysis in order to understand it.

Linguist Norman Fairclough's (1989, 1995) model for CDA consists of three

processes for analysis, tied to three interrelated dimensions of discourse:

1. The object of analysis (including visual or verbal texts).
2. The process by which the object was produced and received by people (including writing, speaking, designing and reading, listening, and viewing).
3. The socio-historical conditions that inform or influence these processes.

*

Tip: These three dimensions require different types of analysis, such as text analysis (description), processing analysis (interpretation), and social analysis (explanation). Think about when your teacher asks you to analyse a newspaper and determine its author's bias. Is the author's bias related to their social background or their culture?

- Bias: discrimination (تمييز/تعصب/تحيز)

*

Simply put, critical discourse analysis studies the underlying *ideologies* in communication. A multidisciplinary study explores relations of power, dominance, and inequality, and the ways these are reproduced or resisted by social groups via spoken or written communication.

What is the criterion that determines if the author is biased or not?

Student: his/her attitude.

Student: how they deliver their ideas.

Professor: we read the text and we can find out by reading between the lines if they are biased or not, by discovering or examining power relationships and ideology. By doing this, we can find if they are biased to a certain group or not. Maybe they are biased to Muslims, maybe they are biased to women, and maybe they are biased to Arabs etc.

Basically, the criteria are **objectivity** and **humanity**. Does this writer views Arabs as subhuman? Do they view women as subhuman category? Do they look down to black people? Are they biased to a religion against another? It's very simple.

How inclusive are they? Are they exclusive? When you are exclusive, you exclude certain groups, so are they inclusive or exclusive? Are they humanitarian? Are they politically biased or ideologically oriented?

- Orient: يوجّه/يكيف وفقاً للظروف

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Language is used to establish and reinforce societal power, which individuals or social groups can achieve through discourse (also known as 'rhetorical modes').

'Rhetorical modes' mean something like metaphor, simile, personification, the repetition of three items. I'll explain this next time.

*

What are the four types of discourse?

The four types of discourse are description, narration, exposition and argumentation.

Description

Description is the first type of discourse. Description helps the audience visualise the item or subject by relying on the five senses. Its purpose is to depict and explain the topic by the way things look, sound, taste, feel, and smell. Description helps readers visualise characters, settings, and actions with nouns and adjectives. Description also establishes mood and atmosphere.

Description relies on five senses. It helps you visualise characters, settings (time and place), and actions with nouns and adjectives. Description also establishes mood and atmosphere.

Examples of the descriptive mode of discourse include the descriptive parts of essays and novels. Description is also frequently used in advertisements.

Let's look at this example from the advert for One Bottle by One Movement:

Beautiful, functional, versatile and sustainable.

At 17 oz / 500ml it's the only bottle you'll ever need, using double-wall stainless steel which will keep your drinks cold for 24 hours or piping hot for 12. It's tough, light and dishwasher safe.'

This is descriptive. It describes the material using adjectives.

The advert uses descriptive language to list the qualities of the bottle. The description can affect us; it may even persuade us to buy the bottle by making us visualise exactly what the bottle looks and feels like.

It is related to marketing and persuasion.

*

Narration

Narration is the second type of discourse. The aim of narration is to tell a story. A narrator usually gives an account of an event, which usually has a plot. Examples of the narrative mode of discourse are novels, short stories, and plays.

Consider this example from Shakespeare's tragedy *Romeo and Juliet* (1597):

*'Two households, both alike in dignity,
In fair Verona, where we lay our scene,
From ancient grudge break to new mutiny,
Where civil blood makes civil hands unclean.
From forth the fatal loins of these two foes
A pair of star-cross'd lovers take their life;
Whose misadventured piteous overthrows*

'Do with their death bury their parents' strife.'

Here we have a narrative technique narrating to us what's happening from the very beginning. The play talks about two families both alike in dignity. They come from the town of Verona (sitting). Saying (From ancient grudge break to new mutiny) refers to the social conflict. (Where civil blood makes civil hands unclean) means the two families are now enemies and the social conflict turned into a blood battle.

(From forth the fatal loins of these two foes, A pair of star-cross'd lovers take their life) means from these two household who are in conflict with each other come the young lovers Romeo and Juliet, so love overcomes death and civil blood.

- Foes: enemies
- Strife: conflict

Shakespeare uses a narrative to set the scene and tell the audience what will occur during the course of the play. Although this introduction to the play gives the ending away, it doesn't spoil the experience for the audience. On the contrary, because the narration emphasises emotion, it creates a strong sense of urgency and sparks interest. Hearing or reading this as an audience, we are eager to find out why and how the 'pair of star-cross'd lovers take their life'.

Exposition

Exposition is the third type of discourse. Exposition is used to convey background information to the audience in a relatively neutral way. In most cases, it doesn't use emotion and it doesn't aim to persuade.

Examples of discourse exposure are definitions and comparative analysis.

What is more, exposure serves as an umbrella term for modes such as:

Exemplification (illustration): The speaker or writer uses examples to illustrate their point.

Let us see the example:

Example

Michael Jackson is one of the most famous artists in the world. His 1982 album 'Thriller' is actually the best-selling album of all time - it has sold more than 120 million copies worldwide.

In this example, I'm giving an opinion and then giving evidence to prove my opinion. This is an example of exemplification (illustration). It can also be used in literature, especially in novels.

Student: can we apply exposition to literature?

Professor:

In literature, we have different types of modes. Some kinds of literature are surrealistic, realistic, or journalistic. Some of kinds refuse to use

emotions, so such modes exist in literature. It's a type and it's a genre. When it happens in literature, they call it the scientific or objective approach because the writer doesn't write any emotions, but they rely more on scientific facts and they tend to be more journalistic and state facts rather than showing emotions.

Cause/Effect: The speaker or writer traces reasons (causes) and outcomes (effects).

Example

I forgot to set my alarm this morning and I was late for work.

*

Comparison/Contrast: The speaker or writer examines the similarities and differences between two or more items.

Example

Harry Potter and the Philosopher's Stone is shorter than Harry Potter and the Deathly Hallows.

*

Definition: The speaker or writer explains a term, often using examples to emphasise their point.

Example

Rock is a type of popular music originating in the late 1960s and 70s and characterized by a heavy beat and simple melodies. One of the most famous rock songs is 'Smoke on the Water' by the English band Deep Purple.

*

Problem/Solution: The speaker or writer draws attention to a particular issue (or issues) and offers ways in which it can be resolved (solutions).

Example

Climate change is possibly the biggest issue humanity has ever faced. It is a largely man-made problem that can be solved by the creative use of technology.

Here we have a problem and then we have a solution.

Argumentation

Argumentation is the fourth type of discourse. The aim of argumentation is to persuade and convince the audience of an idea or a statement. To achieve this, argumentation relies heavily on evidence and logic.

Lectures, essays and public speeches are all examples of the argumentative mode of discourse.

Take a look at this example - an excerpt from Martin Luther King Jr.'s famous speech 'I Have a Dream' (1963):

'I Have a Dream' by Martin Luther King is a public speech and it is an example of the argumentative mode. It is persuasive. It tries to convince the

audience and relies heavily on evidence and logic.

What are the three categories of literary discourse?

There are three categories of literary discourse - poetic, expressive, and transactional.

Let us see these three categories one by one:

Poetic discourse

Poetic discourse is a type of literary communication in which special intensity is given to a text through distinctive diction (such as rhyme), rhythm, style, and imagination. It incorporates different poetic devices to emphasise the poet's expression of feelings, thoughts, ideas or description of events and places. Poetic discourse is most common in poetry but it is also frequently used by writers of prose.

Let's look at this example from the tragedy Macbeth (1606) by William Shakespeare:

To-morrow, and to-morrow, and to-morrow,
Creeps in this petty pace from day to day,
To the last syllable of recorded time;
And all our yesterdays have lighted fools
The way to dusty death. Out, out, letter candle!
Life's but a walking shadow, a poor player
That struts and frets his hour upon the stage
And then is heard no more. It is a tale
Told by an idiot, full of sound and fury
Signifying nothing.'

In this soliloquy, Macbeth mourns the death of his wife, Lady Macbeth, and ponders the futility of an unfulfilled life. The use of literary devices and poetic techniques, such as repetition, metaphor and imagery, evokes strong emotions.

This is an example of poetic discourse.

Expressive discourse

Expressive discourse refers to literary writing that is creative but not fictional. This writing aims to generate ideas and to reflect the author's emotions, usually without presenting any facts or arguments.

Expressive discourse includes diaries, letters, memoirs, and blog posts.

Let us see the example:

Consider this example from *The Diary of Anaïs Nin* (1934-1939):

'I was never one with the world, yet I was to be destroyed with it. I always lived seeing beyond it. I was not in harmony with its explosions and collapse. I had, as an artist, another rhythm, another death, another renewal. That was it. I was not at one with the world, I was seeking to create one by other

rules.... The struggle against destruction which I lived out in my intimate relationships had to be transposed and become of use to the whole world.'

Student: are the examples required in the exam?

Professor: of course, they are required.

Student: how?

Professor: this is my job. We will see together how I'm going to approach literary texts.

The sentence 'I was never one with the world' refers to depression, loneliness, isolation. I think the writer is a female and she lived during the WWII that's why she says 'I don't belong to the world of death makers and war makers and I belong to another world; a world that has different rules.'

In her diaries, Nin reflects on her feelings of being a woman and an artist in the 20th century. She wrote this passage in preparation for leaving France at the start of World War Two. We can read her sense of the disconnection between her intense inner world and the violence of the outer world. This example is a trademark of expressive discourse, as it delves into personal ideas and explores inner thoughts and feelings.

This is taken from the diary of Anaïs Nin, so that's why it's nonfictional, but still although it's nonfictional, it reflects the author's emotions, feelings, personal struggle etc.

Transactional discourse

Transactional discourse is an instructional approach that is used to encourage action. It presents a non-ambiguous plan that is clear to the reader and is usually written in an active voice. Transactional discourse is common in advertising, instruction manuals, guidelines, privacy policies, and business correspondence.

Whenever you download an application on your mobile phone, they give you terms of agreement before you use the application. They ask you 'do you agree?' and you have to choose 'I agree/accept'; these are the policies, so this is what we call 'transactional discourse'. It is instructional. It is used to encourage action. It uses the active voice. It is used in advertising, instruction manuals, guidelines, privacy policies, and business correspondence.

Let us see the example. It is important.

This excerpt from the novel *The Midnight Library* (2020) by Matt Haig is an example of transactional discourse:

'An instruction manual for a washing machine is an example of transactional discourse: 1.Put washing detergent in the drawer 2.Push the power button to switch on the power 3.Select the suitable automatic programme 4.Select the suitable delay wash programme 5.Close the top lid 6.Finish washing'

This is a clear plan - a list of instructions. Haig uses transactional discourse as part of his work of fiction in order to add realism to the relative part of the story.

It lacks emotions. It's a list of instructions. Even in cooking recipes we have instructions and you have to follow them by order.

This instruction manual for a washing machine is taken from a novel, believe it or not, to add realism to the novel. Some novels can be very scientific and they can be realistic, and their styles can be very journalistic as if they are stating facts.

Discourse - key takeaways

This is the summary.

- Discourse is another word for any kind of written or spoken communication. It is any unit of connected speech that is longer than a sentence, and that has a coherent meaning and a clear purpose.

- Discourse is crucial to human behaviour and social progress.

- Critical discourse analysis is an interdisciplinary method in the study of discourse that is used to examine language as a social practice.

There are four types of discourse - Description, Narration, Exposition, and Argumentation.

- There are three categories of literary discourse - Poetic, Expressive, and Transactional.

- Discourse appears in Literature (both poetry and prose), speeches, advertisements, diaries, blog posts, definitions and verbal conversations.

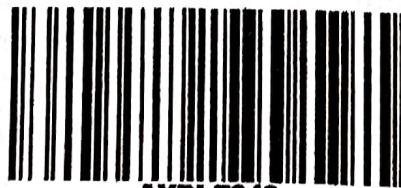
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لطلاب الترجمة (التعليم المفتوح) ولجميع المواد



AYDI 7943