



ENG524

Final-Term (Solved)

ABSTRACT

This comprehensive collection of notes is accurately crafted to empower students to excel academically, ensuring they achieve a minimum of 80% marks in their examinations. The content is organized with clarity and precision, focusing on key concepts, critical analyses, and practical applications tailored to the syllabus. These notes serve as a reliable resource for both thorough preparation and last-minute revision. Designed to inspire confidence and mastery, this guide is an essential tool for students striving for academic excellence.

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1. In construction of any identity **names** play crucial role
 2. Third side of triangle represents **alignment** between two subjects
 3. strong link between CDS and **social theory** in necessity
 4. Responsibility of the attack is transferred to **victims**
 5. How certain **linguistic features** have been used to take people in confidence
 6. **social media** is fluid, changeable and non static
 7. Reality TV is 'the most exorbitantly **noticed** form of programming in television
 8. choice of shops, buying brands or not, ecological/organic consumption, etc. **Behavior**
 9. **shallow environmentalism**' The books do address environmental topics to raise awareness of ecological destruction, they do not reflect on the underlying economic, cultural and political issues, nor do they encourage students to actively participate in transformative ecological practice.
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Character Types (Short/Three Types)

1. **Protagonist** – central character.
 2. **Antagonist** – opposes the protagonist.
 3. **Supporting characters** – help develop the main plot.
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Kinds of Stance (Only Names)

1. **Affective stance**
 2. **Epistemic stance**
 3. **Stylistic stance**
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Three Components of Stance

1. **Subjectivity**
 2. **Positioning**
 3. **Evaluation**
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Racism

- **Covert Racism:** Subtle, indirect discrimination.
- **Overt Racism:** Explicit and openly expressed.
- **Elite Racism:** Found in institutional policies or influential discourses.
- **Everyday Racism:** Found in routine language, actions, and interactions.

Allegment vs Alignment

- **Allegment:** Aligning one's discourse with others to construct a collective viewpoint.
 - **Alignment:** Showing agreement, support, or shared stance in discourse.
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Definition of CDA

CDA (Critical Discourse Analysis) is a type of discourse analytical research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context .

True/False from CDA

(Not all specified, but examples from handout):

- CDA is purely linguistic. → **False**
 - CDA aims at social change. → **True**
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Principles of CDA

1. Discourse is socially constitutive and socially conditioned.
 2. Discourse does ideological work.
 3. Discourse is historical.
 4. The link between text and society is mediated.
 5. CDA is interpretative and explanatory.
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New Directions for CDA

- Focus on **multi-modal texts, digital media, and social media discourses.**
 - Increasing use of **corpus-assisted and interdisciplinary approaches.**
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Three Strands in Media CDA Projects

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1. Textual analysis
 2. Contextual interpretation
 3. Socio-political critique
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Discursive Strategies

- Nomination
 - Predication
 - Argumentation
 - Perspectivization
 - Intensification/Mitigation
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Meta-Discourse

Discourse about discourse—how speakers signal their stance, organize text, and engage with readers (e.g., “frankly,” “as noted earlier”).

Three Forms of Critique

1. Normative critique
 2. Empirical critique
 3. Self-reflective critique
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Positive Discourse Analysis (PDA)

Focuses on discourses that contribute positively to social change (in contrast to CDA’s focus on inequalities).

Feminist CDA (FCDA)

An approach that combines CDA with feminist theory to uncover how gendered power relations are sustained through discourse.

Five Principles of FCDA

1. Language is a social practice.
 2. Gender is constructed in discourse.
 3. Power relations are discursive.
 4. Discourses are historical.
 5. Critique is essential to feminism.
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Objectives of FCDA

- To expose and challenge gender inequality.
 - To highlight resistance to gendered discourse.
 - To support feminist social change.
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Approaches of FCDA

- Interdisciplinary
 - Intertextual
 - Context-sensitive
 - Historical
 - Politically committed
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CDA and Media

- Media discourses shape public ideology.
 - CDA reveals how media naturalizes power relations and biases.
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CDA and Political Language

- Analyzes how political actors use language to gain/maintain power, justify actions, and influence ideologies.
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CDA and Terrorism/Violence

- Explores how language is used to label, demonize, or legitimize violence.

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- Studies rhetoric of “us vs. them” in terrorism discourse.
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CDA of Film

- Analyzes dialogues, visuals, and symbols to uncover ideologies (e.g., gender roles, nationalism, racism).
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Television and Discourse

- TV is a major site for ideological reproduction via news, serials, reality shows, etc.
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Social Media CDA (SM-CDA)

- Examines discourse on platforms like Twitter, Facebook to understand digital activism, political talk, identity construction, etc.
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MCDA (Multimodal CDA)

- Studies how different semiotic modes (text, image, sound, video) interact to convey ideology.
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Power and Media

- Media can reinforce dominant ideologies and marginalize alternative views through language choices.
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Importance of Journalistic Media Discourse (Three Points)

1. Influences public opinion.
 2. Constructs national identity.
 3. Naturalizes ideological stances.
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Objectives of English/Urdu Newspapers

- Inform public
 - Represent political ideologies
 - Shape reader perceptions through selective reporting
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Engage Urdu News Headlines (Short/Long)

- Short: Dramatic, emotional, attention-grabbing.
 - Long: Provide more context, often ideological framing.
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Dawn and New York Times Editorial Study

- Comparison reveals differences in **tone, ideological stance, and representation of national identity/security.**
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Research on Dawn & NY Times

- Focuses on how both papers frame issues like elections, terrorism, and identity using discursive strategies.
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Ethnographic Discourse Analysis

- Studies language use in its social and cultural context via observation, interviews, and textual analysis.
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Definition of Political Discourse Analysis

- Analysis of language in political texts and contexts to uncover ideologies, persuasion techniques, and power dynamics.
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Political Discourse

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- Includes speeches, policies, manifestos—used to influence public and legitimize political actions.
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Labour vs. Conservative Party

- Labour: Progressive, social welfare focus.
 - Conservative: Traditional, market-driven, hierarchical.
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Political Discourse and CDA

- Reveals how political language perpetuates dominance, constructs enemies/allies, and shapes ideology.
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Imran Khan's Speech (Discursive Study)

- Uses nationalistic language, religious allusions, and victimhood to gain public support and frame opponents.
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Neoliberalism (Definition)

- An ideology favoring free-market capitalism, deregulation, and minimal state intervention in economy.
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Jessop's Five Approaches to Neoliberalism

1. Economic
 2. Political
 3. Ideological
 4. Cultural
 5. Social
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Blanks from Neoliberalism

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- Neoliberalism promotes **privatization, deregulation, and individualism.**
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Define Race (with Example)

- Socially constructed category used to classify humans based on physical traits.
Example: "Black" as a racial category in the U.S.
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Racism (Recap)

- Structural and interpersonal systems of discrimination based on race.
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CDA and Educational Discourse

- Reveals power dynamics, gender bias, and ideology in school practices, policies, and curricula.
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CDA and Textbooks

- Examines how textbooks reflect and perpetuate ideology (e.g., nationalism, gender roles, colonialism).
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Strengths of Textbook CDA (Two)

1. Identifies hidden ideologies.
 2. Supports educational reform through critical insight.
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Textbook-Related Blanks/True-False

- Textbooks are neutral → **False**
 - Textbooks can reproduce state ideology → **True**
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Discourse in Education

- Language shapes educational interaction, roles, knowledge, and social norms.
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Discourse Historical Approach (Wodak) – Five Strategies

1. **Nomination**
 2. **Predication**
 3. **Argumentation**
 4. **Perspectivization**
 5. **Intensification/Mitigation**
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Border Politics

- Discourse about borders reflects national identity, inclusion/exclusion, and security ideologies.
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Violence Against Women (Clark 1992)

- Media discourse often blames victims, hides systemic causes, or sensationalizes gendered violence.
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Four Typical Tiers of Media CDA Should Focus On

1. Text/content
 2. Production
 3. Reception
 4. Socio-political context
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Class Talk (Linguists)

- Refers to how language reflects class structures, lifestyles, and social mobility.
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Class Model – Savage et al.

1. Elite
 2. Established middle class
 3. Technical middle class
 4. New affluent workers
 5. Precariat
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Subjectivity/Positioning

- How speakers represent themselves and others through discourse to express identity or power.
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Ideology (Althusser)

- A set of ideas that represent the imaginary relationship of individuals to their real conditions of existence.
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What is Terrorism?

- Use of violence or threat for political, ideological, or religious purposes.
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Reality TV (Brief Definition)

- Unscripted television programs that present real-life situations for entertainment.
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Perpetrator Mitigation (Definition)

- Linguistic strategies that reduce the blame or harshness of a perpetrator's actions.
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Cook on Advertising and CDA

- Advertising manipulates language subtly to shape consumer behavior and ideologies.

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Components of Literature Review

1. Thematic coverage
 2. Methodological approach
 3. Theoretical framework
 4. Research gaps
 5. Critical analysis
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▶ Pakistan Perspective: Bush Administration

- CDA reveals how Pakistan was framed in post-9/11 discourse: ally, threat, or “other.”
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Journalism-Related Question

- CDA of journalism uncovers how linguistic choices shape public opinion, construct truth, and hide bias.
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True/False could appear from:

- CDA and textbook (1 & 2)
 - Political discourse
 - Neoliberalism
 - FCDA
 - MCDA
 - SM-CDA
 - Approaches of FCDA
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Blanks could appear from:

- FCDA
- CDA
- Neoliberalism
- Principles of CDA
- Topic codes: 98, 106; 107; 112; 116; 122, 125, 131; 139; 144; 155; 167; 170; 171; 177; 179; 180; 181
- Pakistan perspective – Bush Administration

