

ENG523 FINAL TERM NOTES ALL LESSONS

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ENG523 COMPLETE FINAL TERM LECTURE WISE NOTES

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LESSON NO. 8,9,10

Question: What is one of the central concerns of political discourse analysis?

Answer: The central concern is how language represents the world to the public through various linguistic forms.

Question: How is language used in attributing meaning to individuals and groups in political discourse?

Answer: Language is used to attribute meaning to individuals and groups by describing their social practices and actions.

Question: According to cognitive science, what is the nature of mental representation?

Answer: Cognitive science suggests that mental representation is, at least in part, metaphoric in nature.

Question: How do people use metaphor in everyday life, according to cognitive science?

Answer: Metaphor is persistent in everyday life and is used not just in language but in thought and action.

Question: What role do basic-level metaphors play in comprehension, as suggested by cognitive science?

Answer: Basic-level metaphors allow us to comprehend and draw inferences about concepts using our knowledge of familiar domains.

Question: How does cognitive linguistics view metaphors?

Answer: Cognitive linguistics sees metaphors as a mode of representation and thought, not solely a linguistic phenomenon.

Question: Why do we use metaphors when thinking about abstract ideas, as per Lakoff and Johnson?

Answer: We use metaphors to represent abstract ideas because they are difficult to represent directly and are better understood through concrete concepts.

Question: What are some arguments presented in favor of metaphoric representation?

Answer: Metaphoric representation helps us refer to abstract concepts, quantify them, and identify specific aspects, making them more understandable.

Question: Why is the issue of metaphoric representation considered interesting and radical?

Answer: The issue of metaphoric representation is interesting and radical because it challenges traditional views of how language and thought are interconnected.

Question: How has metaphoric representation influenced psychological research?

Answer: Metaphoric representation has influenced psychological research, particularly in theories of idiom and metaphor comprehension.

Question: What are the advantages and disadvantages of discussing metaphoric representation?

Answer: The advantage is gaining insights into how abstract ideas are represented, but the disadvantage is the challenge of defining and discussing verbal metaphors.

Question: How did critical linguistics emerge in the late 1970s?

Answer: Critical linguistics emerged from Halliday's functional linguistic theory, viewing language as a "social fact" displaying politics and ideology through grammatical structure.

Question: What is Critical Discourse Analysis (CDA) and how is it related to critical linguistics?

Answer: CDA is a broader analytic program analyzing language to uncover power abuse and inequality in society, and it relates to critical linguistics as a part of this program.

Question: How does Van Dijk define CDA, and what is the aim of this approach?

Answer: Van Dijk defines CDA as a form of critically driven theory and practice aiming to study power abuse and inequality using various methods.

Question: What are some criticisms of the critical approach in CDA?

Answer: The approach has been criticized for potentially confirming preconceived notions and for using linguistic analysis to support claims of power abuse.

Question: Who are some influential scholars in the field of political discourse and CDA?

Answer: Scholars like Norman Fairclough, Ruth Wodak, and Teun van Dijk have been leaders in both political discourse and CDA.

Question: How does the critical analyst view political discourse?

Answer: The critical analyst views political discourse as the use of language and discursive positioning to hide or distribute responsibility and designate specific individuals or groups for political purposes.

Question: What is the relationship between political discourse and phonetics/phonology?

Answer: There has been relatively little attention given to how politicians use phonetic and phonological features of language for political purposes.

Question: How does Margaret Thatcher's speech modification illustrate the impact of phonetics in political persuasion?

Answer: Margaret Thatcher modified her speech to appeal to voters and enhance her political image.

Question: How does the study of prosody in political interviews reveal politicians' communication style?

Answer: Politicians tend to reflect a positive and fluid communication style in political interviews.

Question: How have prosodic features been harnessed in political debates to achieve specific effects?

Answer: In political debates, politicians use prosodic features such as pitch, emphasis, and focus to convey assertiveness, irony, emotion, and hyperbole to achieve specific political goals.

Question: How does advertising exemplify the diverse roles of discourse in society?

Answer: Advertising serves as a form of discourse that informs, influences, and relates to different social spheres and activities.

Question: Why does advertising sometimes have a perceived marginal status in discourse analysis?

Answer: Advertising's ability to draw inspiration from various sources and its ultimate commercial aims contribute to its perceived marginality.

Question: What are the primary aims of advertising messages?

Answer: The primary aims of advertising are sales promotion, brand establishment, and reassurance of product quality.

Question: How do advertisements construct social reality?

Answer: Advertisements construct social reality by promoting certain lifestyles, desires, and aspirations while downplaying opposing viewpoints.

Question: What are the three key themes in the study of media in political discourse?

Answer: The three key themes are the ideological nature of media discourse, media representations, and media manipulation.

Question: How does media language reinforce ideology?

Answer: Media language reinforces ideology by presenting certain perspectives as natural, common-sense, or politically correct.

Question: How do politicians use social media to their advantage?

Answer: Politicians use social media to connect directly with their constituents, control their public image, and bypass traditional media gatekeepers.

Question: What is multimodality in political discourse analysis?

Answer: Multimodality refers to the study of how meaning is conveyed through multiple semiotic resources, such as language, images, and gestures, in political discourse.

Question: How does multimodal political discourse analysis contribute to understanding communication strategies?

Answer: Multimodal analysis helps uncover how different modes work together to create meaning and influence political communication strategies.

Question: In what ways do politicians use visuals to enhance their message?

Answer: Politicians use visuals to reinforce their narratives, elicit emotional responses, and establish personal connections with the audience.

Question: How can critical multimodal discourse analysis help unveil power relations?

Answer: Critical multimodal discourse analysis can reveal how power is exercised through the selection and representation of visual and linguistic elements in political communication.

Question: What are the ethical considerations in political discourse analysis research?

Answer: Ethical considerations include ensuring privacy and consent when analyzing personal or sensitive political communications.

Question: What are the limitations of using linguistic devices in political debates?

Answer: Linguistic devices can sometimes be perceived as manipulative or insincere, leading to potential backlash from the public.

Question: How does social identity theory play a role in political discourse?

Answer: Social identity theory explains how individuals categorize themselves into social groups and how these group identities influence political language use and persuasion.

Question: How does social identity affect political discourse?

Answer: Social identity can influence how politicians frame their messages to resonate with specific groups or create divisions between different social categories.

Question: What are some potential challenges faced by political analysts in discourse research?

Answer: Challenges include biases in data collection, ensuring objectivity, and dealing with the dynamic nature of political discourses.

Question: How do metaphors contribute to political discourse analysis?

Answer: Metaphors help shape political narratives and understanding by framing issues in familiar terms that evoke emotional responses from the audience.

Question: What role does context play in political discourse analysis?

Answer: Context is essential in interpreting political discourse, as the same language can have different meanings depending on the situation and participants.

Question: How has the use of multimedia transformed political discourse in recent years?

Answer: The use of multimedia has allowed politicians to reach wider audiences, control their public image, and craft more visually engaging political messages.

Q: What is Discursive Psychology (DP)?

A: Discursive Psychology is an approach that addresses psychological matters in terms of how they figure in discourse in various contexts.

Q: How does DP view discourse in relation to action?

A: DP views discourse as oriented to action, focusing on how actions are performed through language.

Q: What are the three fundamental observations about the nature of discourse in DP?

A: The three fundamental observations are: discourse is oriented to action, situated sequentially, institutionally, and rhetorically, and constructed and constructive.

Q: In what sense does DP differ from cognitive psychology?

A: DP differs from cognitive psychology as it focuses on how action is done through discourse rather than accessing mental objects like intentions and dislikes.

Q: How is discourse situated sequentially in DP?

A: Discourse is situated sequentially in terms of the here and now of conversational sequence, considering how events unfold in real-time.

Q: How does DP view discourse in institutional settings?

A: DP does not treat all interaction in institutional settings as intrinsically following a specific institutional discourse or register.

Q: What is the major theme in DP regarding epistemic issues?

A: The major theme is how epistemic issues are managed using a wide range of conversational and rhetorical resources.

Q: What resources are used to construct discourse?

A: Discourse is constructed from a range of resources, such as words, categories, rhetorical commonplaces, grammatical structures, etc.

Q: How are transcriptions carried out in DP studies?

A: Researchers typically use the system developed by Gail Jefferson to transcribe discourse, capturing features like overlap, volume, and prosody.

Q: How are research questions developed in DP?

A: In DP, research questions are often developed based on the setting or a broad orientation to materials, rather than being predetermined.

Q: What does Interactional Sociolinguistics (IS) study?

A: IS studies language use in face-to-face interactions and how language influences social life.

Q: Why do people rely on extracommunicative knowledge in understanding talk?

A: People rely on extracommunicative knowledge because talk is often incomplete, and they need to infer how what is said relates to the situation and intentions of the speaker.

Q: How do people interpret indexical meaning in IS?

A: In IS, people interpret indexical meaning by completing what is left unsaid based on their knowledge of the context.

Q: How do misunderstandings in communication impact social interactions?

A: Misunderstandings in communication can lead to negative social repercussions, such as being found unintelligible or impolite.

Q: What does IS reveal about social identities and communication styles?

A: IS reveals how social identities are constructed and how different communication styles are interpreted by interactants.

Q: What is the importance of IS in understanding cultural differences?

A: IS helps to understand cultural differences in inferencing habits and contextualization styles, which can affect communication and interactions.

Q: How do linguistic anthropologists view the relationship between language and culture?

A: Linguistic anthropologists view language as interdependent with culture, exploring how language influences cultural practices and social structures.

Q: What does cultural anthropology study?

A: Cultural anthropology studies the diversity of human cultures and societies and the processes by which people construct social relationships and cultural identities.

Q: What does linguistic anthropology study apart from language structure?

A: Linguistic anthropology also studies language's impact on social interactions, beliefs, cultural identity, and other aspects of culture.

Q: How does linguistic anthropology view the impact of language on the world?

A: Linguistic anthropology studies how the use and spread of language can have wide-ranging implications for societies and cultural identity.

Q: How is linguistic anthropology different from traditional linguistics?

A: Linguistic anthropology views language in relation to culture and social structures, while traditional linguistics focuses more on language structures and forms.

Q: How do linguistic anthropologists approach the study of socialization through language?

A: Linguistic anthropologists examine how language is used in socializing individuals into their respective cultures.

Q: What is the significance of language as an index in cultural anthropology?

A: Language can be a defining characteristic of a culture, providing its unique identity.

Q: How do linguistic anthropologists study the spread of a language?

A: Linguistic anthropologists study the rate of spread of a language and its influence on multiple societies.

Q: How do linguistic anthropologists view the relationship between language and imperialism?

A: Linguistic anthropologists explore how colonization and imperialism have influenced language import to different regions and continents.

Q: What are the main aspects of culture that linguistic anthropologists study?

A: Linguistic anthropologists study how language impacts social interactions, beliefs, cultural identity, and other important cultural aspects.

Q: How do linguistic anthropologists view the role of language in socialization?

A: Linguistic anthropologists study how language is used to socialize individuals into their cultural practices and beliefs.

Q: What do linguistic anthropologists investigate regarding language spread?

A: Linguistic anthropologists study the influence of language spread on societies and cultures, and how it affects cultural identity.

Q: How does IS approach the study of discourse in face-to-face interactions?

A: IS focuses on how people infer meaning from incomplete talk using background knowledge in face-to-face interactions.

Q: What does cultural anthropology study in relation to language and culture?

A: Cultural anthropology studies how language influences culture, including social interactions, beliefs, and cultural identity.

Q: How does DP differ from cognitive psychology in its approach to discourse?

A: DP focuses on how discourse is oriented to action and how actions are performed through language, while cognitive psychology emphasizes intentions and mental objects.

Q: What are the three ways in which action is situated in DP?

A: Action is situated sequentially, institutionally, and rhetorically in DP.

Q: How do researchers build a corpus of examples in DP studies?

A: Researchers in DP build a corpus of examples by refining their examples through analysis and adding new examples as needed.

Q: How does IS view the relationship between language and socialization?

A: IS explores how language is used in socializing individuals within specific cultural contexts.

Q: How does linguistic anthropology view language as interdependent with culture?

A: Linguistic anthropology views language as inseparable from cultural practices and social structures.

Q: What is the role of context in IS?

A: Context is essential in IS as it helps infer the meaning of incomplete talk and understand the intentions of speakers.

Q: How do linguistic anthropologists study language's impact on social life?

A: Linguistic anthropologists study language use in various social interactions and how it shapes cultural beliefs and identities.

Q: How does cultural anthropology view the diversity of human cultures?

A: Cultural anthropology examines the wide-ranging diversity of human cultures and societies around the world.

Q: What role does transcribing discourse play in DP research?

A: Transcribing discourse helps researchers analyze and understand the nuances of language use in various contexts.

Q: How do linguistic anthropologists study the effect of language on societies?

A: Linguistic anthropologists study how language use affects social dynamics, power structures, and cultural practices within societies.

What is English for Academic Purposes (EAP)?

Answer: English for Academic Purposes (EAP) is teaching English to assist learners in their academic studies and research.

How did EAP initially focus on curriculum and instruction?

Answer: EAP initially focused on curriculum and instruction rather than theory and analysis.

What has EAP evolved to address in the academic context?

Answer: EAP has evolved to address the diverse needs of students in the academe, considering cultural, social, and linguistic differences.

What are the areas covered by EAP in academic communicative practice?

Answer: EAP covers areas such as pre-tertiary, undergraduate, and post-graduate teaching, classroom interactions, academic publishing, curriculum issues, research, student and instructional genres.

What is the role of discourse analysis in EAP research?

Answer: Discourse analysis is crucial in EAP research to understand the structures and meanings of spoken, written, visual, and electronic texts in academic contexts.

How has EAP moved away from purely pedagogic considerations?

Answer: EAP has moved away from purely pedagogic considerations to become more theoretically grounded and research-informed.

What are the challenges faced by students in the modern academic context?

Answer: Students now face challenges of moving between genres, departments, disciplines, and various modalities and presentational forms in their academic communication.

What are some of the new challenges for non-native English-speaking academics?

Answer: Non-native English-speaking academics face challenges in delivering workshops, participating in meetings, making presentations at international conferences, and conducting and publishing research in English.

How has discourse analysis contributed to understanding academic communication?

Answer: Discourse analysis has made a significant contribution to understanding academic communication by studying language in action and analyzing texts in relation to their social contexts.

What is genre analysis in discourse analysis?

Answer: Genre analysis focuses on any element of recurrent language use, including grammar and lexis, relevant to the analyst's interests.

How does genre analysis help in understanding academic communication?

Answer: Genre analysis helps understand the typical features of academic texts and the preferences of disciplinary communities, revealing underlying discourses.

What are the main ways of studying interactions in discourse analysis?

Answer: The main ways of studying interactions in discourse analysis are examining the actions of individuals as they create particular texts and studying the distribution of different genre features.

What is a corpus in the context of discourse analysis?

Answer: A corpus is a collection of spoken or written authentic texts that represents a specific area of language use and is usually computer-readable.

How can concordances be used in corpus analysis?

Answer: Concordances can be used in corpus analysis to find and sort out language patterns in the corpus.

What are the considerations in constructing a corpus for discourse analysis?

Answer: Considerations in constructing a corpus include deciding on the variety or dialect of the language, the genres to include, and whether the texts should be spoken, written, monologic, dialogic, or multi-party.

How can specialized corpora be helpful in discourse analysis?

Answer: Specialized corpora are helpful in discourse analysis when the research question relates to the use of spoken or written discourse in specific kinds of texts or situations.

How does discourse analysis help investigate political discourse?

Answer: Discourse analysis helps investigate political discourse by studying the discursive practices, strategies, and tactics used by politicians in their everyday interactions.

What does the backstage of politics refer to?

Answer: The backstage of politics refers to the everyday life of politicians and the routines of political organizations that are not readily visible to the public.

What are some of the challenges in exploring the backstage of politics?

Answer: Challenges in exploring the backstage of politics include the nontransparent and chaotic nature of political organizations, requiring ethnographic research and participant observation.

What are the four linguistic-discursive approaches influential in organizational research?

Answer: The four influential linguistic-discursive approaches in organizational research are ethno-methodology, conversation analysis, sociolinguistic analysis, and critical discourse analysis (CDA).

How does the discourse-historical approach (DHA) help in analyzing political discourse?

Answer: The discourse-historical approach (DHA) integrates historical, inter-textual sources, and background of social and political fields to analyze political discourse and its changes over time.

How do intertextuality and contextualization play a role in discourse analysis?

Answer: Intertextuality refers to the linkage of all texts to other texts, while contextualization involves taking an element out of context and restating it in a new context, giving it new meaning.

What contributes to the perceived disorder in politics?

Answer: Perceived disorder in politics often results from shared knowledge or exclusion from shared knowledge, influencing power play and achieving political aims.

How do politicians employ discursive strategies and tactics to pursue their agenda?

Answer: Politicians employ discursive strategies and tactics to convince different audiences of their political agenda and strategically use a wide range of genres and modes suited to their context.

What is the role of cognitive models in politics?

Answer: Cognitive models play a role in how politicians quickly respond to events and situations and update their knowledge in the political arena.

Why is chaos a necessary feature of "politics as usual"?

Answer: Chaos is a necessary feature of "politics as usual" due to the unpredictable and ever-changing nature of political events and actions.

What helps politicians cope with chaotic situations?

Answer: Politicians cope with chaotic situations through routines, norms, rituals, and strategic knowledge management.

How does discourse analysis help reveal the complexities of political work?

Answer: Discourse analysis reveals the strategic and tactical knowledge that politicians employ in their daily interactions and political work.

How can the democratic deficit in politics be challenged?

Answer: Challenging the democratic deficit in politics requires making information about daily political work more publicly accessible.

What are the main layers of context in the discourse-historical approach (DHA)?

Answer: The main layers of context in DHA include intertextual and inter-discursive relationships, extra-linguistic social/sociological variables, history and archaeology of texts and organizations, and institutional frames of specific contexts.

How does the DHA help explore changes in discourses over time?

Answer: The DHA helps explore changes in discourses over time by integrating historical and inter-textual sources and analyzing how discourses, genres, and texts change due to socio-political contexts.

What does inter-textuality in discourse analysis refer to?

Answer: Inter-textuality in discourse analysis refers to the linkage of all texts to other texts, either through reference to topics, events, or arguments.

What is the significance of contextualization in discourse analysis?

Answer: Contextualization involves taking an element out of its original context and implementing it in a new context, giving it a new meaning.

How does discourse analysis reveal latent power dynamics in politics?

Answer: Discourse analysis reveals latent power dynamics in politics by studying how shared knowledge and discourse practices include or exclude others strategically.

What knowledge do experienced politicians possess to cope with chaos?

Answer: Experienced politicians possess knowledge of the rules of the political game and employ strategic and tactical knowledge to navigate chaos effectively.

What are some of the strategies used by politicians to pursue their agendas?

Answer: Politicians use a wide range of discursive strategies, such as framing, persuasion, coalition-building, and agenda-setting, to pursue their agendas.

How do politicians employ different genres in their political communication?

Answer: Politicians employ different genres, such as speeches, press releases, social media posts, interviews, and debates, to communicate their political messages effectively.

How do linguistic-discursive approaches complement each other in organizational research?

Answer: Linguistic-discursive approaches complement each other in organizational research by providing multiple perspectives to explore the complexities of political communication and power dynamics.

What role does rhetoric play in political discourse?

Answer: Rhetoric plays a crucial role in political discourse by employing persuasive language and communication techniques to influence and shape public opinion.

How can discourse analysis contribute to improving democratic processes?

Answer: Discourse analysis can contribute to improving democratic processes by shedding light on the strategic knowledge and practices of politicians, thus promoting transparency and accountability in politics.

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