

Semantics and Pragmatics(ENG524)

✚ **Introduction to Discourse Analysis:** Discourse analysis examines how language, both spoken and written, enacts social and cultural perspectives and identities. It explores the intersections between language, critique, power, and ideology. James Paul Gee's integrated approach combines a theory of language-in-use with a method of research

✚ **Discourse and Text**

- **Text** refers to any written or printed material conveying information, such as books, articles, or emails.
- **Discourse** encompasses not only the text itself but also the broader context (social, cultural, historical) influencing communication

✚ **The Emergence of CDA:** Critical Discourse Analysis (CDA) emerged as a cross-disciplinary methodological and theoretical approach. It explores the intersections between discourse, critique, power, and ideology. CDA gained prominence in education research, examining educational policy, literacy education, and identity

✚ **Key Scholars of CDA**

- **James Paul Gee:** Introduced CDA and emphasized the role of language-in-use.
- **Ruth Wodak:** Developed the discourse-historical approach (DHA) that considers historical context in discourse analysis.
- **Teun A. van Dijk:** Contributed to sociocognitive approaches and explored dominant discourses in information systems

✚ **Approaches of CDA**

- Sociocognitive (SCA)
- Discourse-historical (DHA)
- Social semiotic/multimodal (MCDA)
- Foucauldian dispositive analysis (DPA)

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- Corpus linguistic (CorpLingA)
- Cognitive linguistic (CogLing)
- + **Cultural Approach to Critical Discourse Analysis (CCDA):** CCDA examines cultural codes, discursive strategies, and the role of culture in shaping discourse. It emphasizes understanding power dynamics and ideology within cultural contexts
- + **DHA:** DHA considers historical context and explores how discourse reflects power relations and social structures
- + **History of Discourse Historical Approach (DHA):** The DHA was initially developed in 1986 to examine anti-Semitic stereotypes and prejudiced attitudes in Austrian public discourse. Over time, it evolved to analyze structures of discrimination, control, and domination in European institutional discourse
- + **General Characteristics and Research Interests of DHA:** The DHA views discourse as a system of thought, knowledge, or communication that constructs our experience of the world. It emphasizes the relationship between discourse and power, making it a valuable window into understanding societal dynamics. Researchers using DHA explore how language shapes reality, focusing on topics like migration, identity, climate change, and new media
- + **Discursive Strategies in DHA**

DHA identifies five key discursive strategies involved in constructing and perpetuating hegemonic discourses:

- **Nomination:** Labeling and categorizing entities.
- **Predication:** Making statements about entities.
- **Argumentation:** Presenting reasons or justifications.
- **Perspectivization:** Shaping viewpoints.
- **Intensification or mitigation:** Emphasizing or downplaying aspects
- + **The Concept of Critique:** Critique involves disciplined, systematic study of written or oral discourse. It goes beyond fault-finding and negative judgment; it can also recognize merit and involve methodical doubt. In social theory, critique provides insights into power dynamics and societal control
- + **The Concept of Discourse:** Discourse extends beyond mere conversation to any form of communication. It constructs our understanding of the world and

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is a major topic in fields like sociology, anthropology, and philosophy. Discourse is inescapable and shapes individual perspectives

- ✚ **The Concept of Context:** Context refers to the broader environment in which discourse occurs. It includes immediate co-text, intertextual relationships, social variables, and historical dimensions. Context significantly influences how language is used and interpreted
- ✚ **Theoretical Position of CDA:** CDA examines how language reflects power, ideology, and social structures. CDA is a flexible and productive variety of CDA, always opting for a problem-oriented perspective
- ✚ **Discourse and Socio-cultural Change:** Discourse plays a crucial role in shaping societal norms, values, and transformations. Analyzing changes in discourse helps understand shifts in cultural and social contexts
- ✚ **Textual Analysis in Social Research:** Textual analysis examines written or spoken texts to uncover underlying meanings, ideologies, and power dynamics. Researchers use various methods to explore discourse in social research
- ✚ **Definition of Context:** Context encompasses the situational, cultural, and historical factors that influence communication. It provides the backdrop for understanding discourse
- ✚ **Early Models of Context:** Early models of context focused on immediate co-text and linguistic features. However, contemporary approaches consider broader sociopolitical and historical contexts
- ✚ **Recent Models of CDA:** Recent models emphasize the interplay between language, power, and social structures. They explore how discourse reflects and perpetuates societal norms and inequalities
- ✚ **Genre:** Genre refers to specific types of discourse with shared conventions, purposes, and structures. Examples include academic papers, news articles, and advertisements
- ✚ **Choice and Constraints in the Use of Genre:** Writers make deliberate choices when selecting genres based on their communicative goals and audience expectations. Constraints within genres shape how information is presented

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- ✚ **Relationship between Genres:** Genres are interconnected and influence each other. For instance, news reporting may influence political speeches, and vice versa
- ✚ **Genre Analysis and Various Forms of Writing:** Genre analysis examines how different genres function in specific contexts. It helps uncover underlying ideologies and power dynamics within written and spoken texts
- ✚ **Steps in Genre Analysis:** Genre analysis involves identifying genre conventions, examining textual features, and considering the social context in which the genre operates
- ✚ **Social and Cultural Context of Genres:** Genres are recognizable communicative events shaped by cultural and social contexts. They serve specific communicative purposes within professional or academic communities. Understanding genres involves considering their historical, cultural, and social dimensions
- ✚ **The Discourse Structure of Genres:** The discourse structure of genres refers to the organization and patterns within different types of texts. It includes elements like introductions, body sections, conclusions, and specific linguistic features. Analyzing these structures helps reveal genre conventions and expectations
- ✚ **Current Theory and Research in Genre Analysis:** Researchers study genres to understand how they function, evolve, and shape communication. Approaches include the New Rhetoric (NR), Systemic Functional Linguistics (SFL), and English for Specific Purposes (ESP). These perspectives explore both textual features and social contexts
- ✚ **Application of Genre Analysis:** Genre analysis helps writers understand specific expectations for research articles, academic writing, and other forms of communication. By examining patterns and trends in genres, writers can enhance their own compositions.
- ✚ **What is Multimodality?:** Multimodality involves using multiple literacies (modes) within one medium to convey meaning. Modes include textual, aural, linguistic, spatial, and visual resources. Multimodal communication considers images, layout, language, and other elements to create meaning
- ✚ **Origins/Background of Multimodality:** Multimodality gained prominence in the digital age due to increased use of images alongside text. Roland

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Barthes and others contributed to its development. It recognizes that all communication practices involve multiple modes

- ✚ **Approaches to MDA:** Researchers analyze multimodal texts using approaches like social semiotics, which consider how modes interact to convey meaning. Ethnographic methods and text linguistic analysis are used to explore multimodality
- ✚ **Criticism of Multimodality:** Some critics argue that multimodality lacks clear boundaries and can be challenging to analyze. Balancing attention to both form and context is essential
- ✚ **The Re-contextualization of Social Practice:** Multimodal texts are shaped by their cultural and social contexts. Re-contextualization occurs when modes are combined to create meaning within specific situations
- ✚ **Example of MMDA:** A televised weather forecast involves understanding spoken language, written language, weather-specific terms, geography, and symbols (clouds, sun, rain). All these modes contribute to the audience's understanding.
- ✚ **A Social Semiotic Theory of Multimodality:** Social semiotics examines how modes interact within cultural contexts. It considers the historical and cultural potential of each mode and how they shape meaning.
- ✚ **Genre and Multimodality Framework:** Genres can be analyzed multimodally by considering how different modes contribute to their structure and meaning. For example, analyzing a news article involves both text and visual elements.
- ✚ **Multimodality and Newspaper Genre:** Newspapers combine text, images, layout, and other modes to convey news. Analyzing their multimodal features reveals genre conventions and audience expectations
- ✚ **Multimodality in Film and Television Genres:** Films and TV shows use a variety of modes (visual, auditory, linguistic) to tell stories. Understanding multimodal choices enhances genre analysis in media
- ✚ **Carrying out MMDA:** Researchers use ethnographic methods, analyze visual and linguistic features, and consider cultural contexts to explore multimodal texts

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- ✚ **Corpus based Approaches and CDA:** Corpus-based research examines multimodal texts using large collections of data. It complements CDA by revealing patterns and trends across genres
- ✚ **Kinds of Corpora:** Corpora are collections of texts used for analysis. They can be specialized (e.g., academic articles) or general (e.g., newspapers). Corpus-based research informs genre analysis
- ✚ **Design and Construction of Corpus:** Constructing a corpus involves selecting texts, organizing them, and ensuring representativeness. Corpus design impacts the validity of research findings
- ✚ **The Strengths of Corpus based Research:** Corpus-based studies provide empirical evidence, reveal patterns, and allow for quantitative analysis. They enhance our understanding of genres and multimodality
- ✚ **Challenges of Constructing a Corpus:** Constructing a corpus involves representing a language or part of it. Challenges include ensuring representativeness, covering contextual variables, and capturing variation in texts. Attention to these issues improves corpus design
- ✚ **The Development of a Useful Synergy:** Synergy refers to combined efforts producing better results than individual contributions. Positive discourse analysis (PDA) promotes empowerment and social change. It complements critical discourse analysis (CDA) by advocating for positive discourse and interventions
- ✚ **Positive Discourse Analysis:** Introduction: origin and orientations: PDA focuses on empowering discourses. It goes beyond exposing hegemonic practices and aims to create social change. PDA draws from Systemic Functional Linguistics (SFL) and has applications in media discourse, ecolinguistics, and education
- ✚ **PDA and Ecolinguistics:** Ecolinguistics explores the relationship between language and the environment. PDA intersects with ecolinguistics, emphasizing positive discourses related to ecological issues
- ✚ **Assimilation, Accommodation and Cultural Capital**
 - **Assimilation:** Adding information similar to existing knowledge.
 - **Accommodation:** Modifying existing knowledge to accommodate new information. Both are essential for cognitive development⁸.

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- In cultural contexts, assimilation promotes conformity, while accommodation allows adaptation to diversity
- + **Pragmatics and CDA history:** Pragmatics studies how language is used in context. CDA examines power dynamics in discourse. Understanding pragmatics enhances CDA analyses
- + **Hymes and Pragmatics:** Dell Hymes contributed to the study of speech acts and communicative competence. His work influenced both pragmatics and CDA
- + **Language Context and Discourse:** Language use depends on context. Discourse analysis explores how language constructs meaning within specific situations
- + **Speech Acts and Discourse Analysis:** Speech acts involve language actions (e.g., requests, promises). Discourse analysis examines how speech acts shape communication
- + **Felicity conditions and discourse:** Felicity conditions are necessary conditions for successful speech acts. Analyzing these conditions reveals underlying social norms and expectations.
- + **Presupposition and CDA:** a socio-cognitive approach: Presuppositions are implicit assumptions in language. CDA considers socio-cognitive aspects of presupposition, exploring how discourse reflects social cognition
- + **Sentence Level Presupposition:** Sentences carry presuppositions. Analyzing these helps uncover implicit meanings and social implications
- + **Existential Presuppositions and Framing:** Existential presuppositions involve assumptions about existence. Framing refers to how discourse shapes perception and meaning
- + **Discourse Level:** Discourse-level analysis considers broader patterns and structures in communication
- + **Cross-cultural Pragmatics and CDA:** Cross-cultural pragmatics explores how cultural differences impact language use. CDA considers power relations across cultures
- + **Conversational Implicature and CDA:** Conversational implicatures involve implied meanings. CDA examines how these implicatures reflect social dynamics

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- ✚ **Politeness Face and CDA:** Politeness theory explores how language maintains social harmony. CDA considers politeness strategies and their implications
- ✚ **Systemic Functional Linguistics and CDA:** SFL is a linguistic approach that examines how language functions in social contexts. CDA uses SFL to analyze discourse structures and their role in shaping social inequality. It focuses on language use as text, discursive practice, and societal practice
- ✚ **Objections to SFL in Critical Discourse Analysis:** Some criticisms of SFL-flavored CDA include data unrepresentativeness, subjective analyses, and an anti-mentalist theory of context. However, SFL's Marxist heritage harmonizes linguistic theory with social theory
- ✚ **Lexico-grammatical Tools for Text Analysis:** Lexico-grammatical tools analyze language features like vocabulary and sentence structure. They help uncover patterns and complexities in texts
- ✚ **Metaphor and CDA:** Metaphorical structures play a role in CDA but have received less attention. A theoretical framework combining CDA and metaphor can enhance our understanding of discourse
- ✚ **Metaphor and Cognition:** Metaphors shape our thinking by mapping concepts from one domain onto another. Cognitive linguistics explores how metaphors influence our understanding of the world
- ✚ **Metaphor, Context and Discourse:** Metaphors are context-dependent and contribute to meaning in discourse. They can reveal underlying ideologies and social action
- ✚ **Metaphor in Multi-modal Texts:** Metaphors appear not only in language but also in visual and other modes. Analyzing multi-modal texts uncovers how metaphors operate across different forms of communication
- ✚ **classical rhetoric and new rhetoric:** Classical rhetoric focuses on persuasive communication techniques. New rhetoric considers broader aspects of discourse, including social context and ideology
- ✚ **New Rhetoric:** New rhetoric explores how language shapes thought and action. It emphasizes the role of discourse in constructing meaning and social reality

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- ✚ **Contemporary Argumentation Theories:** These theories examine how arguments are constructed, evaluated, and used in communication. They consider both linguistic and social factors
- ✚ **Tools for Critical Research:** Researchers use various tools, such as metaphor analysis, discourse analysis, and corpus linguistics, to explore critical issues in language and society
- ✚ **The applied principles of CDS:** CDS applies critical theories to analyze language in social contexts. It aims to uncover power dynamics, ideology, and social inequality
- ✚ **The limits of CDS and Applied Linguistics:** While CDS provides valuable insights, it faces challenges related to data limitations, theoretical tensions, and practical applications
- ✚ **New Directions for Critical Discourse Studies:** Researchers continue to explore innovative approaches, interdisciplinary connections, and emerging topics within CDS
- ✚ **CDA and History: Introduction:** CDA investigates how historical discourse shapes social narratives and power relations. It examines memory, contested pasts, and contributions to historiography
- ✚ **Contributions of CDA to Historiography:** CDA enhances our understanding of historical texts, memory construction, and the role of discourse in shaping historical events.

Follow the Applied Linguistics Mentor channel on WhatsApp for all the basic help:

<https://whatsapp.com/channel/0029VaazKAVBfxoDMH419U0u>

Maha Malik

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For Mids Files

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