

02 Discourse Critical Introduction Jan Blommaert

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Critical Discourse Analysis (CDA) is an umbrella term that encompasses a variety of methods focusing on the critical study of language for social critique (Blommaert 2005; Liao and Markula 2009)....

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Using a multimodal approach –graphic, vocal, written – How to do Critical Discourse Analysis guides students to an understanding of how language, power and ideology are negotiated in visual communication and media texts, from magazine and advertising, to YouTube and music videos. Authors David Machin and Andrea Mayr draw on discourse analysis, appraisal theory, stylistics and conversation analysis to present a systematic toolkit for doing language and image analysis. Using case studies and examples from a range of traditional and new media content, the book equips students with the necessary tools to analyze and understand the relationship between language, discourse and social practices.

Discourse studies, the study of the ways in which language is used in texts and contexts, is a fast-moving and increasingly diverse field. With contributions from leading and upcoming scholars from across the world, and covering cutting-edge research, this Handbook offers an up-to-date survey of Discourse Studies. It is organized according to perspectives and areas of engagement, with each chapter providing an overview of the historical development of its topic, the main current issues, debates and synergies, and future directions. The Handbook presents new perspectives on well-established themes such as narrative, conversation-analytic and cognitive approaches to discourse, while also embracing a range of up-to-the-minute topics from post-humanism to digital surveillance, recent methodological orientations such as linguistic landscapes and multimodal discourse analysis, and new fields of engagement such as discourses on race, religion and money.

This book focuses primarily on continuities and discontinuities of fascist politics as manifested in discourses of post-war European countries. Many traumatic pasts in Europe are linked to the experience of fascist and national-socialist regimes in the 20th century and to related colonial and imperialist expansionist politics. And yet we are again confronted with the emergence, rise and success of extreme right wing political movements, across Europe and beyond, which frequently draw on fascist and national-socialist ideologies, themes, idioms, arguments and lexical items. Post-war taboos have forced such parties, politicians and their electorate to frequently code their exclusionary fascist rhetoric. This

collection shows that an interdisciplinary critical approach to fascist text and talk—subsuming all instances of meaning-making (oral, visual, written, sounds, etc.) and genres such as policy documents, speeches, school books, media reporting, posters, songs, logos and other symbols—is necessary to deconstruct exclusionary meanings and to confront their inegalitarian political projects.

Discourse analysis considers how language, both spoken and written, enacts social and cultural perspectives and identities. Assuming no prior knowledge of linguistics, *An Introduction to Discourse Analysis* examines the field and presents James Paul Gee's unique integrated approach which incorporates both a theory of language-in-use and a method of research. *An Introduction to Discourse Analysis* can be used as a stand-alone textbook or ideally used in conjunction with the practical companion title *How to do Discourse Analysis: A Toolkit*. Together they provide the complete resource for students studying discourse analysis. Updated throughout, the fourth edition of this seminal textbook also includes two new chapters: 'What is Discourse?' to further understanding of the topic, as well as a new concluding section. A new companion website www.routledge.com/cw/gee features a frequently asked questions section, additional tasks to support understanding, a glossary and free access to journal articles by James Paul Gee. Clearly structured and written in a highly accessible style, *An Introduction to Discourse Analysis* includes perspectives from a variety of approaches and disciplines, including applied linguistics, education, psychology, anthropology and communication to help students and scholars from a range of backgrounds to formulate their own views on discourse and engage in their own discourse analysis. This is an essential textbook for all advanced undergraduate and postgraduate students of discourse analysis.

This bestselling textbook is the ideal companion to *An Introduction to Discourse Analysis: Theory and Method*, by leading author, James Paul Gee. Using a practical how-to approach, Gee provides the tools necessary to work with discourse analysis, with engaging step-by-step tasks featured throughout the book. Each tool is clearly explained, along with guidance on how to use it, and authentic data is provided for readers to practice using the tools. Readers from all fields will gain both a practical and theoretical background in how to do discourse analysis and knowledge of discourse analysis as a distinctive research methodology. Updated throughout, this second edition also includes a new tool—'The Big C Conversation Tool'. A new companion website www.routledge.com/cw/gee features a frequently asked questions section, additional tasks to support understanding, a glossary and free access to journal articles by James Paul Gee. *How to do Discourse Analysis: A Toolkit* is an essential book for advanced undergraduate and postgraduate students working in the areas of applied linguistics, education, psychology, anthropology and communication.

The status of English in Europe is changing, and this book offers a series of studies of attitudes to English today. Until recently English was often seen as an opportunity for Europeans to take part in the global market, but increasingly English is viewed as a threat to the national languages of Europe, and the idea that Europeans are equally at home in English is being challenged. This book will appeal to anyone interested in global English.

Combining perspectives from discourse analysis and sociolinguistics, the second edition of this popular textbook provides students with an up-to-date overview of the field of intercultural communication. Ingrid Piller explains communication in context using two main approaches. The first treats cultural identity, difference and similarity as discursive constructions. The second, informed by bilingualism studies, highlights the use and prestige of different languages and language varieties as well as the varying access that speakers have to them.

Preface Author's preface 1 Introduction 2 Speech acts and conversational maxims 3 The ethnography of speaking 4 Conversational analysis 5 Intonation 6 A linguistic approach 7 Discourse analysis and language teaching 8 The acquisition of discourse 9 The analysis of literary discourse Further reading Bibliography Index

Making a new contribution to the developing field of multimodal critical discourse studies, Ian Roderick's book demonstrates how technologies that tend to be widely represented as innovative, or as simple pragmatic solutions, are always anchored in power relations and are therefore deeply ideological. A series of examples analysing technologies such as robotics, smart phones or bio-medicine, their functioning and uses, as well as their representations in the media, show that these are embedded within discourses that tell us about social and power relations, identities and political values. The book takes a tour of everyday technologies and how they are represented in different settings. A Disney theme park attraction showing how technology has improved family life makes many assumptions about what is natural in terms of interpersonal relations, pleasure and satisfaction. Advertisements that represent robot workers inform us about the kinds of worker-management relations now characterising work places. Roderick looks at the way that technologies, while often represented as divorced from their production and maintenance, as objects of wonder, need to be seen within a fabric of social relations that tends to be suppressed from how we see them as part of a wider technological fetishism. Engaging with existing theories of technology, the book argues that we must take a more interdisciplinary approach to avoid the pitfalls of social constructivism and technological determinism. Our experiences of technologies are shaped through the relationship between knowledge, practices and institutional forms.

The *Routledge Handbook of Discourse Analysis* covers the major approaches to Discourse Analysis from Critical Discourse Analysis to Multimodal Discourse Analysis and their applications in key educational

and institutional settings. The handbook is divided into six sections: Approaches to Discourse Analysis, Register and Genre, Developments in Spoken Discourse, Educational Applications, Institutional Applications and Identity, Culture and Discourse. The chapters are written by a wide range of contributors from around the world, each a leading researcher in their respective field. All chapters have been closely edited by James Paul Gee and Michael Handford. With a focus on the application of Discourse Analysis to real-life problems, the contributors introduce the reader to a topic, and analyse authentic data. The Routledge Handbook of Discourse Analysis is vital reading for linguistics students as well as students of communication and cultural studies, social psychology and anthropology.

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