

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 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.

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.

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.

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.

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.

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.

Demonstrating how the methods and findings of conversation and discourse analysis may inform the development of empirical research questions, this text offers clear comparisons between the two approaches, as well as offering a positioned argument.

This book argues for an inherent connection between Critical Discourse Studies and Communication Studies. The volume begins with a comprehensive introduction that documents the shift towards Critical Discourse Studies in the study of socio-discursive phenomena, as well as its implications in terms of theories, methodologies, and objects of study within and beyond Communication. The diverse selection of case studies further demonstrates the possibilities located at the intersection of Communication and Critical Discourse Studies, ultimately providing solid ground for a firmer cross-fertilization between the two. The chapters as a whole provide an insightful state of the art of the kinds of research that emerge when we consider the traversing trajectories of Critical Discourse Studies and Communication, advancing our understanding of self-reflexivity, journalism production and social media, discourses of neurodiversity, the environment, autism advocacy, and national memory. They also provide promising emergent venues that speak to the value and the need of interdisciplinary theory building. This book was originally published as a special issue of the journal, *Review of Communication*.

This book contributes to current theory building within applied linguistics and sociolinguistics by looking at the role of language in the lives, realities, and understandings of real children and youth in an urban setting. Collectively the studies amount to a comprehensive account of how urban children and youth construct, reactivate, negotiate, contest, and navigate between different linguistic and sociocultural norms and resources.

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