1. Introduction

1.1 Contact

Group 46:
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Web page (for Mick’s part of the course): go to the course page under the department, and click on link.
1. Introduction
1.2 Units (i)
Teacher: Mick O’Donnell
UNIT 1. English Discourse Analysis: an Introduction
UNIT 2. Context of Situation: Register (i) : Field, Tenor and Mode
UNIT 3. Context of Situation: Register (ii): Written/Spoken Language
UNIT 4. Context of Culture: Genre in English; Genre Analysis
UNIT 5. The Analysis of Casual Conversation
UNIT 6. Structure in Casual Conversation
UNIT 7. The Organization of Discourse Structure in English: Theme-Rheme, Thematic Progression

1. Introduction
1.2 Units (ii)
Teacher: Laura Hidalgo
UNIT 8. The Organization of Discourse Content in English: Topic, Macrostructures
UNIT 10. The Organization of Information Structure in English Discourse: Given/New Information
UNIT 11. Discourse Unity. Resources for Texture in English: Cohesion
UNIT 12. – 14. Applications of DA in English
DIFFERENT AREAS: Critical Discourse Analysis, DA and gender, analyzing news genres, discourse analysis in the teaching of EFL, the advertisement as a genre; advertising language
1. Introduction

1.3 Evaluation

1. A portfolio of texts, analyzed for different features of the discourse during the course.
3. Final examination, on prepared texts.

\[ 1 + 2 = 40\%, \ 3 = 60\% \]

A pass in the exam is necessary for the portfolio and analyses to be considered.

Final Exam

You are given in advance 3 texts, and weeks to prepare your analyses.
In the exam, you are offered 2 of the texts, and need to analyse just 1.
So ideally, prepare 2 of the 3 texts.
You need to analyse:
- **Register** (in table form)
- **Genre**
- **Other analyses from class**, those most appropriate for the given text.
- **Refer to readings.**
- **Interpret your analysis**
Cheltenham
has been welcoming visitors for three hundred years, ever since the discovery of the first natural spring led to the development of the elegant spa town.

Cheltenham
is renowned for its Regency architecture, stylish shopping, colourful parks and floral displays, horse racing, music and literature festivals.

Fine accommodation and a wide variety of restaurants combine to make Cheltenham Spa an excellent touring base for the Cotswolds.

<table>
<thead>
<tr>
<th>(you)</th>
<th>Make our Tourist Information Centre your first call.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Our friendly team</strong></td>
<td>provide an extensive range of services ...</td>
</tr>
<tr>
<td><strong>We</strong></td>
<td>can book accommodation ...</td>
</tr>
<tr>
<td><strong>We</strong></td>
<td>supply tickets for local events ...</td>
</tr>
<tr>
<td><strong>In summer, we</strong></td>
<td>organise a varied programme of Scenic Coach Tours of the Cotswolds</td>
</tr>
<tr>
<td><strong>We</strong></td>
<td>stock a wide range of maps, walking trails...</td>
</tr>
<tr>
<td><strong>We</strong></td>
<td>can help you with advice on ...</td>
</tr>
</tbody>
</table>

Premodifiers (remember Lengua II?)

- Cheltenham has been welcoming visitors for three hundred years, ever since the discovery of the first natural spring led to the development of the elegant spa town.
- Cheltenham is renowned for its Regency architecture, stylish shopping, colourful parks and floral displays, horse racing, music and literature festivals.
- Fine accommodation and a wide variety of restaurants combine to make Cheltenham Spa an excellent touring base for the Cotswolds.
1. Introduction
1.4 What is Discourse Analysis?

Discourse Analysis:
- Wikipedia: “a general term for a number of approaches to analyzing written, spoken, signed language use or any significant semiotic event.

Brown and Yule 1983. *Discourse Analysis*

In this book we take a primarily linguistic approach to the analysis of discourse. We explain how humans use language to communicate and, in particular, how addressers construct linguistic messages for addressees and how addressees work on linguistic messages in order to interpret them. We call on insights from all of the interdisciplinary areas we have mentioned …. But our primary interest is the traditional concern of the descriptive linguist, to give an account of how forms of language are used in communication.
1. Introduction

1.8 How does DA relate to Other approaches?

<table>
<thead>
<tr>
<th>“areas mentioned”</th>
<th>their interests</th>
<th>their data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sociolinguistics</td>
<td>Social interaction in conversation; social context</td>
<td>transcribed spoken data</td>
</tr>
<tr>
<td>Psycholinguistics</td>
<td>Issues related to language comprehension</td>
<td>short constructed texts (textoids) or sequences of written sentences</td>
</tr>
<tr>
<td>Philosophical linguistics</td>
<td>Semantic rels bet pairs of sentences; relation sentences and the world, truth-values</td>
<td>constructed sentences</td>
</tr>
<tr>
<td>Computational linguistics</td>
<td>Models of discourse processing</td>
<td>Short constructed texts</td>
</tr>
</tbody>
</table>

1.4 What is Discourse Analysis?

Stubbs, M. 1983 Discourse Analysis

The term discourse analysis is very ambiguous. I will use it in this book to refer mainly to the linguistic analysis of naturally occurring connected speech or written discourse. Roughly speaking, it refers to attempts to study the organisation of language above the sentence or above the clause, and therefore to study larger linguistic units, such as conversational exchanges or written texts. It follows that discourse analysis is also concerned with language use in social contexts, and in particular with interaction or dialogue between speakers.
Discourse analysis is sometimes defined as the analysis of language 'beyond the sentence'. This contrasts with types of analysis more typical of modern linguistics, which are chiefly concerned with the study of grammar: the study of smaller bits of language, such as sounds (phonetics and phonology), parts of words (morphology), meaning (semantics), and the order of words in sentences (syntax). Discourse analysts study larger chunks of language as they flow together.

Deborah Tannen
(From Linguistic Society of America web)

Discourse analysis does not presuppose a bias towards the study of either spoken or written language. In fact, the monolithic character of the categories of speech and writing has been widely challenged, especially as the gaze of analysts turns to multi-media texts and practices on the Internet.

Stef Slembrouck (DA web page)
1. Introduction
1.4 What is Discourse Analysis?

Discourse Analysis:
• Concerned with whole texts rather than sentences or clauses.
• Divides into:
  1. Spoken Discourse Analysis: study of conversations, dialogues, spoken monologues, etc.
  2. Written Discourse Analysis: study of written texts, such as essays, news, political speeches (?), etc.
• More concerned with naturally occurring data than in made up examples.
• A collection of techniques, rather than a single analysis.

Multimodal Discourse Analysis:
• Discourse Analysis is not just concerned with the text on the page.
• MDA explores how multiple modalities (text, image, sound, video) combine to make meaning.

What is the meaning of this “text”?
1. Introduction

1.4 What is Discourse Analysis?

Critical Discourse Analysis:

• The use of discourse analysis techniques to reveal ideological bias, hidden power relations, sexism, racism, etc. in discourse.
• Names: Kress, Fairclough, van Dijk, Wodak,....

1. Introduction

1.5 Why Study Discourse Analysis?

Why do we study Discourse Analysis?

1. As linguists, to find out how language works, to improve our understanding of an important kind of human activity

2. As educators, to find out how good texts work, so that we can focus on teaching our students these writing/speaking strategies.

3. As critical analysts, to discover meanings in the text which are not obvious on the surface (e.g., analysing a politician’s speech to see their preconceptions).
1. Introduction
1.7 How does DA relate to Pragmatics?

• Difficult to answer, since both fields are basically defined by the set of people who work in the field, and their practices.
• Pragmatics has been a term used to refer all aspects of linguistics which don’t fit inside semantics, syntax or phonology
• While semantics concerns the relation between language and the things language refers to, pragmatics is more about the relationship between language and its users.
• Thus: pragmatics concerns speech-acts, and what people can infer from language but is not said (implicature, presuppositions, indirect speech acts).
• But generally concerned with choices in individual utterance, not patterns of choices throughout a discourse.

It is plain that discourse analysis has objectives that lie very close to, if not shared by, those of pragmatics. This is because discourse is none other than a sequence of sentences in operation -in other words utterances. But while discourse analysts explain the interpretation of the elements in question without going outside language, pragmatics resorts to other ambits of human activity (beliefs, feelings, knowledge, intentions...).

*(Pragmatics and discourse analysis, by Margarida Bassols Puig)*
Approaches to the study of language+ data used

<table>
<thead>
<tr>
<th>Internal approach: looking for internal rules that native speakers use to generate grammatically correct sentences</th>
<th>External approach: asking how we use language to communicate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Isolated sentences</td>
<td>Any stretch of language felt to be unified</td>
</tr>
<tr>
<td>Grammatically well-formed</td>
<td>Achieving meaning</td>
</tr>
<tr>
<td>Without context</td>
<td>In context</td>
</tr>
<tr>
<td>Invented or idealised</td>
<td>Observed</td>
</tr>
</tbody>
</table>

1. Introduction
1.7 How does DA relate to Pragmatics?

BOTH DA and PRAGMATICS TAKE AN EXTERNAL APPROACH

“Pragmatics [is] a general cognitive, social, and cultural perspective on linguistic phenomena in relation to their usage in forms of behaviour.”

(Verschueren, 1999: 7)
<table>
<thead>
<tr>
<th>Text 1.1. Magazine article giving advice to parents (focus: the people involved)</th>
<th>Text 1.2. A more academic version (focus: impersonal)</th>
<th>Text 1.3. Informal conversation between friends (focus: informal)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A baby who won’t stop crying can drive anyone to despair.</td>
<td>An infant’s incessant crying can lead to despair on the part of caregivers.</td>
<td>Did your kids used to cry a lot? Oh pretty tedious at times yea</td>
</tr>
<tr>
<td>You feed him, you change him, you nurse him, you try to settle him, but the minute you put him down he starts to howl.</td>
<td>When [feeding, changing, nursing and soothing techniques] fail, [the reasons for the crying] are not immediately discernible.</td>
<td>Like I remember times when I couldn’t work out what the hell it was. There didn’t seem to be anything you could do</td>
</tr>
<tr>
<td>[The most common reason baby cries] is hunger.</td>
<td>[The most common reason for crying] is hunger.</td>
<td>C 27 == No reason or...</td>
</tr>
</tbody>
</table>