



CADAAD 2006

First International Conference:
Critical Approaches to Discourse Analysis Across Disciplines

University of East Anglia
29-30 June, 2006

Book of Abstracts

Orientation

Thirty years have passed since research began at the University of East Anglia (UEA) into what would be inaugurated as Critical Linguistics with the publication of *Language and Control* in 1979. UEA has since remained at the forefront of critically applied linguistic research.

In continuation of this tradition, the School of Language, Linguistics and Translation Studies (LLT) is hosting CADAAD, a conference designed to assess the state of the art and offer new directions for interdisciplinary critical discourse studies. The conference is organized in cooperation with the Centre for Staff and Educational Development (CSED). It also marks the inauguration of UEA's new Research Center for Language and Communication.

Interdisciplinarity as a central theme for the conference can be interpreted in two ways, which are reflected in the two theme sessions. On the one hand, the *CDA in Applied and Professional Areas: Health, Environment, Education* session will consider three disciplines in which critical discourse studies are becoming increasingly important. On the other hand, whilst the methodological foundations of CDA historically lie with linguistics (from transformational to systemic functional grammar) and ethnography, recently critical approaches to discourse analysis both within CDA and neighboring disciplines have benefited from a wider range of methodologies, offering the opportunity for critical discourse studies to expand their methodological arsenal. The *Cognitive Orientations in Critical Discourse Studies* session will appropriate Cognitive Linguistics as a tool in critical discourse studies.

Plenary Lectures

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From critique to design; from linguistic modes to multimodality

The 'critical paradigm' of the 1970ties had its effect, and quite rightly, on thinking about language, (the 'linguistic turn' in the Social Sciences being somewhat contemporary with it) and within Linguistics - though largely unnoticed by most of that discipline at the time. It manifested itself not only in what became, first Critical Linguistics and then Critical Discourse Analysis, but also in many areas of Sociolinguistics, and particularly of course in feminist work on language, and one might even say, with much more significant political and social effect.

In the meantime, the world which had begun to change in profound ways in the mid to late 50ties, was by the 70ties in real transition, though that was hardly the topic of overt academic concern. The project of critique - bringing a given situation and structure into crisis - was happening apace, all without the help of CL or, a decade later, of CDA. Now, critique, in that sense, is hardly the issue; though other aspects of the project, namely an overt focus on the relations of power and representation, remain topical, necessary, and current. In the paper I want to examine what an approach would look like now, an approach which continued to be concerned with power and representation, and with a political project of bringing about more equitable social arrangements. If critique is necessarily backward looking, can the notion of design, oriented to the future as it is, become a new and essential orientation for such work, now?

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Political colour of metaphor with focus on black

Because of a tremendous victory by the extreme-right-wing party Vlaams Blok, until today the 1991 election day in Belgium is called "black Sunday". This lecture examines theoretically and empirically how a specific discourse is used by a specific ideology. Focus is on metaphor in right-wing extremist discourse, with Belgium as a case study.

Metaphors are indeed important style elements in discourse. The lecture discusses metaphor studies that allow to conclude that political discourse by extremists differs significantly from the discourse by other political groups. The discourse by the extreme right political groups has the most metaphor power. This discourse arouses stress and anxiety by its considerable use of medical metaphors. The metaphor studies further learn that the discourse by groups that are the most to the left of the political spectrum (e.g. the ecologists) also has increased metaphor indices. Apocalyptic warnings and the utopia of the ultimate good are obviously important for the left extreme. In general, however, parties at the right side of the center have a tendency towards more metaphor use and the use of more emotive language, than the parties at the left side of the center.

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Is there such a thing as discourse history? The case of metaphors

“Discourse history” can be conceived of as a sub- or as a sister-discipline of historical linguistics that focuses on changes in socio- and pragma-linguistic as well as stylistic and rhetorical aspects rather than on ‘systemic’ changes in a language (or in a group of languages). But how far does such theory construction help us to establish a coherent set of objects and methods of empirical investigation? In which way can modern corpus-based/driven research be integrated with qualitative analyses of semantic and stylistic change?

The paper will discuss these questions with reference to competing historical accounts of metaphor development, specifically concerning the conceptualization of state/society as a (human) body. Aspects of this metaphorical mapping have become lexicalized as set phrases (*body politic*, *head of government* etc.) that are still in use, and we can trace them back to and even beyond medieval times. However, does such a tradition of use constitute a “discourse history” in an empirically testable sense? Or are we only dealing with repeated instances of a fundamentally ‘ahistorical’ cognitive operation? The paper concludes with a distinction of levels of diachronic analysis that is aimed at relating the cognitive analysis of “conceptual metaphors” to the modeling of their development in historical discourse traditions.

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Theoretical issues in pragmatics and discourse analysis

When considering the field commonly called *pragmatics*, one inevitably notices the separation between scholars who anchor their work in social psychology and those working in the logical perspective primarily established for semantics.

While inside these two camps debates and battles are raging, surprisingly enough, it seems that the contact has been completely lost between the two camps. Each has its father, Austin for the first, Grice for the second, and it looks like no or little dialogue does currently take place between them. Even worse: the most significant advances within each field remains widely ignored from the other. Although it is at the same time obvious that imports from one approach towards the other is a necessary condition for a progress of scientific research.

I will take seriously here the assumption that any given approach of language should be able to hypothesize the kind of contribution it may provide as an import to other trends, despite that the the approaches are epistemologically irreconcilable.

I will suggest a few hypotheses on what this import could look like from cognitive pragmatics (theory of utterance comprehension) towards discourse analysis. Doing so, I will observe i) that discourse analysis is generally concerned with the speaker's side while cognitive pragmatics is concerned with the hearer's side and ii) that discourse analysis is generally about discourses taken as wholes (sets of organized utterances) while cognitive pragmatics is about discourses taken as dynamic processes, and iii) that discourse analysis often prefer to focus on psychosocial aspects of interaction while cognitive pragmatics is about the mechanistic process of understanding ongoing in an individual's mind. I will also try to speculate to which extent a semantic-pragmatic theory like Sperber & Wilson's *relevance theory* may be able to address conversation, including aspects of new utterance generation, and the limits of such speculations.

Theme Session

CDA in Applied and Professional Areas: Health, Environment, Education

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Discourse of a politicised environment: promoting sustainable development

This study addresses an environmental policy process in the context of regional economic integration, where developmental and environmental agendas attempt to conjoin under the premise of sustainable development. The case study analysed is the Mesoamerican Initiative on Sustainable Development (IMSD) of the Puebla-Panama Plan (PPP) a current regional integration process between Central America and the south of Mexico.

Different claims about the impacts of the PPP on the environment of the region and on livelihoods have been articulated by a range of actors. On one hand, members of the public sector or international organisations participating in the policy design and implementation argue for the environmentally friendly paths of the process. On the other hand, community groups and non governmental organisations (NGOs) formed coalitions enquiring the environmental costs of the investments related to the PPP and the terms under which 'sustainable development' is going to be implemented.

The discourse approach is used in the methodological framework to address policy as a process constructed through the negotiation and bargain among groups and authority acknowledging power relations. Political ecology and environmental politics constitute the basis for a critical conceptual framework to analyse why the process of policy design seems to be dismissed in the local dimension of implementation and how environmental issues become fragmented when conceptual problems in the policy design are not addressed.

The environmental and development discourse at the policy design level is contrasted with those in one infrastructure project on implementation. The implementation case (a port modernisation project) is located in an already neglected area of Mexico characterised by boom and bust economic development and this with a high dependency on environmental degradation (Coastal area of Tabasco).

The paper advocates to consider specific inputs of micro-regional discourses, actors and institutions in the design of development strategies, as well as the need to have more efficient and deliberative structures (intra-scale) on the implementation of regional plans.

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Managing organisational identities: a rhetorical and discourse analysis of industry policy on genetic modification

Despite the potential political impact of industry attempts to influence public policy about genetic modification (GM), little research has focused on critical understanding of industry perspectives. This paper draws on recent work combining critical discourse analysis and rhetorical criticism (Heracleous, 2004; Heracleous & Barrett, 2001) to explore aspects of organisational identity represented in the positioning of the New Zealand kiwifruit and dairy industries on GM. Both industries are largely cooperatively owned primary export industries, which produce significant export income for New Zealand; and both dairy products and kiwifruit have a somewhat iconic status, being seen as representative symbols of New Zealand both nationally and internationally (see, for example, Tourism New Zealand, 2005). Yet, these two seemingly similar industry organisations developed very different policies on GM. The kiwifruit industry advocates a very cautious public policy position, while the dairy industry has been a strong advocate for the commercial development of GM.

The paper analyses ‘accounts’, that is retrospective justifications for decision-making (Tompkins & Cheney, 1983), from interviews and focus groups with kiwifruit and dairy industry members, as well as documents explaining the industries’ brand identities and documents elaborating on their GM policies. The analysis builds on recent reconceptualisations of organisational identity in organisational communication, marketing, and public relations literature (see, for example, Balmer, 2001; Cheney, 2004; Cheney & Christensen, 2001; Christensen & Cheney, 2005). When organisational members collectively manage the identities of the organisation, they can be said to be *strategically responsive* (Gioia, Schultz & Corley, 2004), and an organisation’s strategic positioning on controversial socio-political issues draws on particular identities in the value-premises for its decision-making and negotiation with the issues. The paper thus considers the interrelationships between values, identities, and rationalities in the kiwifruit and dairy industry organisational communication about GM.

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A Critical Analysis of A Critical Approach to Teaching Composition

Critical pedagogies are based on Freire (1970) and may be considered one attempt to apply critical theories such as Critical Discourse Analysis to education. The primary goal of such approaches is to address social inequalities by creating a more equal relationship between teachers and students, thereby empowering students. Using CDA, I analyze the use of critical pedagogy in an English composition program. In this context, critical pedagogy is designed to empower students by redefining the roles of teacher and student so that students might feel more comfortable challenging the status quo through their rhetorical practices. The questions to be addressed here concern how the participants in these courses accomplish this goal and what kinds of identities they construct in the process. Thus the analysis might be considered a meta-reflection on the relationship between critical theory and practice which will provide insight into what “critical” can mean when applied to a particular institutional context.

The critical pedagogy I analyzed attempts to change the power structure by promoting student expression and asking teachers to refrain from directive practices. However, the data show that the teachers use passive constructions (e.g., “you are considered an autonomous writer”) and agentive constructions in which the subject is second person (e.g., “using this critical lens, you are now able to analyze the text from different angles”) in the written assignments they give to the students. Although perhaps intended to reduce the teacher’s influence on the students’ responses, these forms have the effect of constructing the students’ identities for them. They also seem to invoke a form of disembodied, institutional power. Although redefining power structures in order to address social inequality is a laudable goal, my analysis shows that attempts to do so may in fact recreate and reify existing structures and in the process further disempower students.

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“AIDS and its associates”: a discourse representation of the disease

In this article, an intertextual analysis is carried out to examine the various voices that are given space in the text and see how they are woven together textually. This entails examining how they are recontextualised (i.e. as direct quotes, indirect discourse, free indirect discourse, and narrative report of speech act) in the new context and how they are framed in relation to each other and in relation to the writer's voice. This study is based on media texts, with particular emphasis given to the boundaries drawn in the data between public and private orders of discourse, and the ambivalence of 'voice' embedded within the order of discourse. The analyses will illustrate how the reporter constructs the ambivalence of 'voice' where the boundaries between the public and private order of discourse are negotiated, causing a vague distinction between the voice of the reporter and the reported one. This ambivalence of 'voice' can be analysed by using Discourse Representation to examine the recontextualisation of AIDS discourse. The investigation of the present study is undertaken using the analytic paradigm of Critical Discourse Analysis (CDA) employed by Fairclough (1992, 1995a, 1995b, 2003). The data is extracted from TIME magazine since reports on AIDS were first published there in 1983 until 2005. Adhering to the Critical Discourse Analysis (CDA) paradigm as constructed by Fairclough, the article investigates how the media in the advent of disseminating information on AIDS, have “recontextualised” scientific discourse about the disease for public consumption. The results from the intertextual analysis indicate that the representation of AIDS is constructed within the paradigm of how the disease is defined, and the associative meanings attached to the disease (e.g. death, fearful disease, immorality, etc.).

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A critical discourse approach to the political economy of UK education policy

This paper discusses findings from an interdisciplinary doctoral thesis on the changing discourse of governance in UK education policy. In a critical discourse approach to the political economy of education policy, the research drew on a neo-Marxist theory of the capitalist state to position education in relation to the wider social formation. This longitudinal study examined a corpus of education White Papers dating from 1972 to 2005, investigating the textual representation and legitimation of the identities, roles and power relations involved in late capitalist modes of governing. The methodology combined corpus linguistic software tools with systemic functional analyses of transitivity, and Van Leeuwen's models of social action (1995; 1996b) and legitimation (Van Leeuwen, 1996a; Van Leeuwen and Wodak, 1999). Both the interdisciplinary method and its potential theoretical contribution are illustrated with two key findings from this research.

Firstly, the study revealed substantial textual evidence for the rising importance under New Labour of a personalised, inclusive style of political rhetoric. This inclusive institutional identity serves a hegemonic function in assuming consensus on policy proposals. The second finding relates to the management of social action. At the organisational level, the move towards 'governance' and away from 'government' in the late capitalist state is partly a matter of devising new techniques for governing increasing social and economic complexity (Jessop, 1996). In the UK context, the attempt gave prominence to the role of new managerialism in the organisation of public services (Clarke and Newman, 1997; Newman, 2001). The policy documents revealed the increasing use of a particular linguistic construction which it is argued helps enact a managerial model of governance. Its prominent use under New Labour is discussed in relation to neoliberal continuities with the preceding Conservative governments, as well as its role in re-defining social justice in terms of a skills-based workfare model of social inclusion.

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Adherence and preventive medicine in the discursive construction of health behaviour for people with mild to moderate asthma

Many people diagnosed with asthma do not take preventive medication as prescribed, despite experiencing less than adequate asthma control and quality of life. Despite current educational interventions to improve adherence, non-adherence represents a significant cost burden to the NHS. The individualistic assumptions of Social Cognition Models, the predominant theories applied to adherence behaviour, preclude a critical examination of the concept of adherence. This serves to minimise discussion of the social problems of adherence and the experience of taking preventive medication.

Discourse analysis is being used to examine interviews which illustrate how participants use rhetoric and the persuasive use of language to justify their health behaviour. Analytical work done to date suggests that Critical Discourse Analysis can be used to understand how dominant discourses within the medical model underlie the work of justifying health behaviour. How participants manage discourses of the 'responsible', 'good' or 'compliant patient' are apparent throughout the interaction of the research interview. Further analysis will be taken to understand whether this preoccupation serves to suppress or marginalise concerns participants have regarding medications and the provision of healthcare.

Key questions which arise from this analysis are:

Why do people with asthma, who are considered to be non-adherent with preventive medication, feel the need to justify their health behaviour?

What difficulties do discourses of compliance create for people in the construction of their identities and management of their asthma?

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Compliance, concordance and discordance: pharmacy discourse during the older patient-review pharmacist medication review encounter

This paper will present findings from a study involving 30 transcribed tape recordings of encounters between review pharmacist and older patients during medication review consultations. The in-depth study of the pharmacist-patient interaction is an area of neglect in the healthcare communication literature. Equally, private in-depth one-to-one consultations between patients and pharmacists are a new development in pharmacy practice. In addition, this study was unique because the consultations were carried out in the patients own home.

A detailed discourse analysis revealed medication review as a hybrid activity type (Sarangi, 2000) with two separable yet overlapping discourse types. The study found that review pharmacists adopted an interview format that relied heavily on cross-examination and was frequently didactic in style. In common with other research, the study found that pharmacy discourse is traditionally embedded in a rational scientific paradigm that seeks certainty and truth. This contrasts sharply with the lifeworld properties of the patients discourse (Mishler, 1984) and everyday lived experience of medicine taking. It resulted in a degree of discord during the pharmacist-patient interactions. This paper will examine the effect of several key institutional properties during the encounters including submerged meaning and misunderstanding.

The paper will conclude with some observations for the future of concordant practice during pharmacists' encounters with their patients, and in particular on the issue of the potential communicative competences involved in encouraging and enabling the patient's perspective during discussion of medicines.

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Critical discourse analysis in context: language, society, and ecology

The uniqueness, and appeal, of Critical Discourse Analysis lies in the way it combines detailed linguistic analysis with social theory to give insights into the inner workings of society. However, therein lies its limitation, because societies are necessarily embedded within the outer context of ecosystems. Discourse does more than establish power relations between people in a society, it also forms ways of interacting with the world beyond humans: the world of animals, plants, rivers, forests and the natural systems that sustain life.

In his seminal speech ‘New ways of meaning’ speech, Halliday (1990) challenged linguists to apply their analyses to ecological issues. The challenge has been taken up by some, including Harré et al (1999) and various authors in Fill & Mühlhäusler (2001), and there is now a growing literature in what has become known as ecolinguistics. However, discourse analysis in ecolinguistics often consists of the application of pre-existing social theories of discourse analysis to texts which happen to be about environmental issues.

This paper argues that critical discourse analysis, if it aims to analyse language within its full context, requires detailed textual analysis to be combined not only with social theory but also with ecological theory. In this way, any text, whether explicitly about the environment or not, can be critically analysed to draw out its social and ecological implications. To illustrate this, a framework for analysing texts is described which is based on Fairclough’s (2003) CDA, but extended and modified in line with Naess’s (1990) Deep Ecology theory. The framework is applied to a series of discourses, including economic discourse, the discourse of ecology, and nature writing. Of central concern are the ideas of interconnection and intrinsic worth, and the paper analyses the implicit and explicit ways that they are asserted or denied across domains of discourse. The conclusion looks at how ecologically based CDA can be turned towards itself, self-reflexively analysing the ecological theory it is founded on.

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Theme Session

Cognitive Orientations in Critical Discourse Studies

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A critical cognitive approach: the Egyptian written media

This study starts from the premise that Cognitive Linguistics (CL) and Critical Discourse Analysis (CDA), two apparently divergent disciplines, at the same time, the two most rapidly developing fields of modern linguistics, can be complementary. “CL and CDA can be very similar, at least in ... (the) case of investigating discourse which is, foregrounded for its ideological and political status.”(Stockwell, 2001, p.519) van Dijk, one of the proponents of the multidisciplinary approach to CDA, focusses on the fundamental importance of the study of cognition besides that of society in the critical analysis of discourse.

As such, this study attempts to investigate whether it is possible to have any synthesis between the two disciplines CL and CDA especially in the political domain. To achieve this aim, the study tries to uncover language manipulation; and how texts can mystify for readers the events being described. Thus the ultimate aim is to focus on the ideological representation of different people and different events not only from a social perspective, but also from a cognitive point of view.

The data chosen for this study are drawn from the Egyptian media coverage of the Egyptian parliamentary elections (2005). Different newspapers are selected: the so-called governmental newspapers; the oppositional independent ones; as well as those belonging to oppositional parties.

A combination of the tools of both CDA and CL will be used to detect the ideology represented in the selected data. Systemic Functional Grammar as one of the favourite choices of CDA practitioners will be used, i.e. transitivity and nominalization. CL tools include the knowledge, attitudes of the producers as well as inferences on the part of the readers showing how these mental structures control the production and comprehension of text and talk.

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Containers, conceptual blends and discourse space in immigration metaphors: referential and evaluative strategies

A number of discourse strategies involved in the (re)production of racist ideologies have been identified by Critical Discourse Analysis (CDA). Possibly amongst the most important of these are the referential and evaluative strategies. Certain discourse structures are said to realise particular discourse strategies. Consider, for example, the frequently analysed referential function of pronouns. The main aim of this paper is to demonstrate how container metaphors in immigration discourse realise both referential and evaluative strategies. In doing so, cognitive dimensions of discourse and representation will be explored, dimensions which mainstream CDA has often neglected (Chilton, 2005). Whilst critical metaphor studies can be cited as a cognitive approach to CDA, a number of differences and tensions, in terms of application and theory respectively, locate it on the periphery of the field. A further aim of this paper, then, is to firmly embed critical metaphor studies in the CDA paradigm.

Using conceptual blending theory (Fauconnier and Turner, 2002) as opposed to conceptual metaphor theory (Lakoff and Johnson, 1980, 1999), a range of container metaphors will be analysed, sourced from recent UK immigration discourse across three registers: parliamentary debates, election manifestos and news articles. The container image schema which appears in each blend will be illustrated and its 'inherent logic' (Johnson, 1987) shown to realise a referential strategy in immigration discourse, denoting 'insiders' versus 'outsiders'. Further, drawing on Chilton's (2004) discourse space theory in which referents are conceptualised as located along three axes in a discourse space, container metaphors in immigration discourse will be shown to realise an evaluative strategy as a function of the 'distance' they create along the modal axis.

Following van Dijk's characterisation of ideology as shared social cognitions, defined as 'the system of mental representations and processes of group members' (van Dijk, 1995: 18), we may conjecture that the conceptual blending operations performed during political discourse and the representations of referents in (political) discourse space are precisely ideologies, mediating between discourse and social practice.

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Sculpting public opinion: understanding the (mis)use of metaphors in the media

The intersection of education and language policy has produced one of the most hotly disputed topics throughout the United States in recent years. In 2000, the Arizona Proposition 203 campaign gained overwhelming public approval by claiming that Arizona's bilingual education programs impeded English language learning by language-minority students. Due to the success of this campaign, language-minority students in Arizona are currently only allowed one school year (180 days) of sheltered English immersion before being mainstreamed into the regular education (all-English) classroom. Established within a context of educational and social antipathy, it is necessary to look at the impetus for language policies like Proposition 203 and the strategies used to promulgate them to the voting public. In order to view this debate from a broad perspective, the data for this work were systematically collected from the most pervasive periodical sources of public discourse during the months leading up to 2000 campaign.

The analysis draws on Lakoff and Johnson's (1980) work with metaphor theory to uncover the rhetorical strategies applied by the English for the Children campaign to position Proposition 203 in such a favorable light to the public eye. The results demonstrate that the overall debate between bilingual education and Proposition 203 was filtered through an intricate web of persuasive metaphors that ultimately tainted the public's opinion of language-minority students. In general, extra rhetorical emphasis was placed on portraying bilingual education as a FAILURE, situating minority language students as VICTIMS, and enshrining English as the key to attaining "American Dream."

This Critical Metaphor Analysis exposes the underscoring ideology behind biased legislation like Proposition 203 and those who promote it. Finally, the conclusions provide an additional synopsis of the status of bilingual education since the passing/implementation of Proposition 203 and consider the future of this program in Arizona and other states around the country.

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What does it mean, when texts 'really' mean something: types of evidence for conceptual patterns in discourse

The central argument of this paper is that discourse analysis must be conceptual before it can be critical. The construction of discourse is above all the construction of a conceptual discourse space (cf. Fauconnier, Werth). This space is patterned (I use this term in favor of 'structured' to avoid confusion with structuralist approaches) by conceptual devices such as cognitive models (or frames), folk models, metaphors, metonymies, etc. described in the tradition of cognitive linguistics (Lakoff, Johnson, i. a.). While the recently popular blending theory provides a very alluring hypothesis for the kind of cognitive operations functioning on the conceptual patterns in discourse, a practicing discourse analyst is still mostly left to rely on her intuition limiting her to very small parts of the discourse under investigation rather than having a reliable method of identifying the underlying conceptual patterns. So far, relatively little work has been done in this direction. There have been attempts to outline the types of textual representation or triggers for metaphor (Goatly) but we have to go to the ethnomethodology-inspired frame analysis for a more detailed account (Tannen).

This paper first outlines the kinds of conceptual devices and patterns that might be available for a critical treatment. These patterns are then linked to their potential textual representations. It is argued that a successful critical analysis of discourse needs this manner of textual evidence to be able to determine the conceptual patterns underlying the texts it subjects to scrutiny. Only then can we start exposing 'hidden' meanings to the possibility of contestation.

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Doing CDA with conceptual metaphor

In the dominant CDA models, emphasis on ideology, power, and language (Fairclough, 1989; van Dijk, 1998; Wodak, 2001) has overridden concern with the conceptual structures that are behind discourse, even although such structures have started to be investigated across discourses (Charteris-Black, 2004; Hamilton, 2003; Nerlich & Dingwall, 2003; Van Teeffelen, 1994; White & Herrera, 2003; Wolf & Polzenhagen, 2003). Overall, critical discourse analysts addressed local issues in discourse such as lexis, syntax, modality, etc., but global features of discourse, such as irony, analogy, and metaphor, have so far received a shorter shrift (Wilson, 1990; Chilton, 2004). One important critical development for discourse has been initiated by Charteris-Black (2004), which is known as “critical metaphor analysis” – a version of discourse analysis drawing on the insights of CDA, pragmatics, and the cognitive theory of metaphor.

The proposed talk offers a version of CDA totally reliant on conceptual metaphor, drawing on a distinction made in the cognitive paradigm between “processing metaphor” and “metaphoric processing” (Gibbs, 1999). Processing metaphor has to do with the cognitive, inferential system that discourse readers implement to work out what conceptual metaphors entail. Metaphoric processing is the fact that metaphor occurs at the level of thought, and that discourses may lend themselves to a conceptual metaphor account even though they may not include metaphor in the traditional, non-cognitive sense. To establish that metaphor does function discourse critically, the talk addresses the following points: (i) the pervasiveness of metaphor in discourse as deserving consideration, and the fact that it pervades discourses as showing it to be its discursive dimension (Cameron, 1999; Charteris-Black, 2004), (ii) the analytical apparatus that conceptual metaphor offers to the critic as crucial for metaphor as a critical tool (Lakoff & Johnson, 1980, 1999), and (iii) the role of metaphor as offering a mental/conceptual framing by re-categorizing the topic at hand in discourses. To show how conceptual metaphor qualifies and works discourse critically, use will be made of promotional discourse as illustrative material.

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Critical discourse analysis and the interpretation of metaphor at the register level

One aspect of Critical Discourse Analysis (CDA) involves examining how metaphors in texts, particularly hard news texts (reports of very recent conflicts, crimes etc), imply certain values. The usual theoretical basis for such analysis is Lakoff and Johnson (1980). My presentation, based on O'Halloran (forthcoming), shows problems with transplanting Lakoff and Johnson's discourse-level approach to a CDA register-level one. I use Lee's (1992) analysis and interpretation of what he identifies as metaphors in a hard news text as a case study to show the following: problems with how CDA prototypically draws on Lakoff and Johnson (1980) to critically analyse metaphor at the level of register.

I draw on evidence from a large corpus in order to show collocational and phraseological evidence around what Lee identifies as metaphors. I show how this evidence questions not only his interpretation of these expressions, but also his Lakoff and Johnson (1980) inspired analysis. In doing so, I offer the concept of 'register prosody' as well as a corpus-based method for checking over-interpretation of linguistic data as metaphorical, in relation to regular readers of a range of registers.

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Emotion expressions in a cognitively-orientated critical analysis of violence in discourse

The paper deals with the role of emotion expressions in the analysis of violence episodes. A cognitively-oriented kind of critical discourse analysis (CDA) is advocated, as I argue that this kind of study is best performed by considering and implementing such analytical tools as proposed by the cognitive-linguistic approach to language, thought, discourse and culture. Unlike other treatments of the issue, emphasis is laid on the cognitive-cultural and cognitive-discursive construction of emotions, and on their instrumental role in motivating the action and reaction strategies attributed to particular characters involved in emotionally-charged violent scenarios such as those of hostility, envy and resentment.

Data come from a sample of various excerpts from pop fiction stories used in a state-financed research project on violence. They are analysed by drawing on existing approaches to emotions in discourse and framed in the context of current theoretical views of CDA and cognitive-cultural linguistics.

The role of emotion is described by disentangling the textual/conceptual nodes that make for emotion-related coherence construction, and the relevant cognitive-emotive contextual assumptions and abductions. A particular state of affairs is portrayed as triggering a web of emotions and cognitions that help build up a whole dispositional mode prior to violent action. Some conclusions:

(1) Emotions are very complex, ideologically-charged categorial phenomena which have a powerful motivational force, a fact that makes them closely connected to ensuing violent action.

(2) Intensional, extensional, motivational and socio-pragmatic aspects of violence-related emotion categories are actualized in intriguing textual ways embodying various construals for cognitive-rhetoric effect. This process is amenable to cognitive text/discourse analysis.

(3) Such an analysis constitutes a critical act in that it is of a cognitive-cultural, social-semiotic and interpretive-evaluative nature.

In the light of this research, emotionology and conflict studies will be specifically related to the interface between cognitive linguistics / sociology and CDA.

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Frames and Critical Discourse Analysis in violence-related emotive event analysis

All violence has three basic dimensions: emotive, behavioural and behavioural-evaluative. The paper discusses the first of these in terms of the relevance of frame semantics and propositional knowledge to CDA in connection with the analysis of violence-related emotive events (as in “after seeing the accident the woman was pale with fear”), as part of research currently being carried out in a state-financed research project on violence (see Sánchez-García, this conference). Thus, a critical discourse analysis (CDA) that is rooted in cognitive (including frame-propositional) models is advocated. The importance of frames and framing as analytical tools has been recognized in interaction analysis but not sufficiently so in such discourse modes as expository or narrative. Specifically, it is argued that frame-semantic and constructional analysis can shed light on propositionally rendered emotive schemata and on emotion-related coherence construction in dealing with emotionally-charged violent episodes in pop-fiction stories, the source of data at the present stage of our project. Emphasis is laid on the instrumental role of lexical-grammatical frames in the interaction of emotion/violence categorization and construal, as well as in cueing subsequent critical discourse analysis at three levels: cognitive representation, symbolic communication of goal-directed global meaning, and facilitation of cause-effect attribution. Illustrations are offered for each. Emotive expressions encapsulate intentional, extensional and intensional aspects of semantic representation. Examples will show:

(i) how frames link intensional and extensional aspects (an integration mediated by the cognitive-cultural or motivational level) of specific violence-related emotion categories, e.g. allowing for mappings between lexico-grammatical means and W-Y-X-Z frame-propositional emotive schemas [where W is the stimulus-cause (the accident), X the experiencer-undergoer (the woman), Y the kind of emotion (fear), and Z the bodily/behavioural effect (paleness)].

(ii) how they are instrumental in meaning-construction processes that are activated in discourse and are amenable to critical cognitive discourse analysis.

General Session

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Representation of refugees and asylum seekers in UK newspapers

This paper reports work on an ongoing project on the representation of refugees and asylum seekers in the UK press. In recent years, the number of refugees and asylum seekers entering the UK has increased: unsurprisingly, these groups have attracted intense media and political discussion. As the representation of these groups in the press can influence the way in which readers perceive them, the discourses surrounding these, and related, groups have been the focus of linguistic studies (e.g. Greenslade, 2005; ter Wal, 2002).

Although the project combines approaches within critical discourse analysis and corpus linguistics, the aim of this paper is to exemplify how corpus-based techniques can contribute to CDA (cf. Hardt-Mautner, 1995; Orpin, 2005; Sotillo & Wang-Gempp, 2004; Wilson, 1993). The study uses a corpus of 150 million words, comprising articles relevant to refugees and asylum seekers from 12 national and 3 local UK newspapers, spanning the last ten years.

Following Baker & McEnery (2005), the paper analyses collocational networks surrounding the terms *refugee(s)* and *asylum seeker(s)*, that is, the linguistic units which tend to co-occur statistically significantly with these terms in the corpus. The study also makes use of the notions of *semantic prosody*: the "consistent aura of meaning with which a form is imbued by its collocates" (Louw, 1993: 157), and, more significantly, Stubbs' expanded notion of *discourse prosody*: "a feature which extends over more than one unit in a linear string. ... [P]rosodies often express the speaker's reason for making the utterance, and therefore identify functional discourse units" (2001: 111-112).

Through the examination of frequent collocates for patterns and systematic associations, elements of the underlying discourses related to, and, arguably, constructing the identities of, the two groups can be revealed. The paper will also compare the corresponding discourses in broadsheets and tabloids.

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Therapeutic authority: doing power in interaction

Adopting a multidisciplinary approach (vanDijk, 2001), I use data from session transcripts, diagnostic protocols, and fieldwork observations conducted at a family therapy clinic to critically examine therapeutic authority as a discourse of power-in-interaction. Previous work on therapy as conversation (e.g. Labov & Fanshel, 1977; Muntigl, 2005) has set forth a careful microanalysis of therapists' discursive strategies in the successful enactment of the therapeutic agenda unproblematically – as if conversational process were socially decontextualized – and critics of the therapeutic as power (such as Foucault, 1988 or Szasz, 1997) have examined its history and social costs. My analysis bridges notions of discourse as interactional, institutional, and social practice (Fairclough, 1989) by examining therapeutic strategies in conversation to reveal the underlying logic that makes them work.

In this paper, I show how therapeutic authority is (1) supported by a dual relational logic of enablement and disablement of client authority, which the therapist first elicits and then negates, (2) is different than client authority in that it also claims access to a specialized universe of vocabulary and understanding “outside” the conversational encounter that cannot be accessed, and therefore cannot be disputed by the client, (3) is reliant on the therapists' (unarticulated, silent) knowledge of institutional texts, of which I explore two: the construct of clinical significance and psychological measures such as the Beck Depression Inventory and the K-SAD, which work to reify the social discourse of therapy as inner world access.

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The discursive construction of racial identities in business English coursebooks: a critical perspective

This presentation reports on a study which critically examines ways of representing people of different races in Business English language coursebooks. The last fifteen years have seen a greatly increasing number of Business English coursebooks, reflecting the intrinsic position that English has in international business. Many of these coursebooks are marketed as addressing the English language needs of people who are required to operate in multi-lingual and multi-cultural business contexts with speakers of English from around the world. However, as this presentation will demonstrate, the professional roles and characters in such coursebooks are primarily defined in terms of White Western racial, geographic, linguistic, and cultural models. The presentation, working within the framework of critical discourse analysis, will explore and reveal how patterns of racial bias are constructed in seven Business English coursebooks. It will challenge assumptions made in these books about people of different races and question their relevance to international business contexts.

While researchers have raised the issue of racial bias or unproblematised Western interests in Business English coursebooks (Flinders, 2005) and English language education (Modiano, 2001), empirical studies do not often focus on the discursive construction of racial identities in these books. This study uses a grounded approach (Charmaz, 2000) to codify and compare verbal and visual representations. A more finely grained analysis of the coursebook discourse structures is achieved through use of the analytic tools of the systemic functional framework (Halliday & Matthiessen, 2004). Specifically, the appraisal framework (Martin & Rose, 2003) is used to identify how the choices of lexical and grammatical systems align the learner around sets of values in these discourses. By discussing how words and images are used in combination and contribute to the construction of the discourses, this presentation will reveal themes and patterns in the Business English coursebooks examined.

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On the methodology of dispositive analysis

Foucault never wrote an explicit methodology of discourse analysis. His writings present his results and his sources, but not how he got there. When it comes to dispositive analysis, the picture is murkier still. The status of dispositives is less clear than that of discourse, so even less is there a Foucauldian methodology of dispositive analysis.

In this paper, I intend first to briefly outline definitions of the dispositive, drawing on Foucault himself, but also on Siegfried Jäger and Jürgen Link's writings enlarging on their understanding of the dispositive in Foucauldian discourse analysis.

Following on from this theoretical discussion, I shall consider how one could actively undertake a dispositive analysis, taking Siegfried Jäger's operationalisation of Foucauldian discourse analysis and my own work on an embryonic dispositive analysis as a starting point. In this section I will outline the possibility of introducing semiological analysis into the mix, in an attempt to facilitate the operation of dispositive analysis.

Finally I hope to be able to show with one or two examples from my own work on analysis of state architecture in Germany how the addition of semiology enriches the analysis and makes the method more workable.

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Co-operativeness in translated political discourse

Political discourse as any form of communication is expected to adhere to Grice's Co-operative principle, which states that under normal circumstances every communicative contribution should be truthful, relevant, informative and appropriate (1975). Violation of these conventions, or maxims, leads to a difference between what is literally said and what is meant. Political discourse, characterised by violations of maxims, can be furthermore manipulated if it is a discourse in translation. Awareness of manipulation presupposes an informed audience. Chilton argues that the "primary expectation is that individuals will truthfully intend to communicate representations of the environment, with the back-up that everyone also has the ability to check for consistency and cheating" (2004:32). But what if the audience speaks a different language and is unable to be informed because it has to rely on translation and the media to take part in the political discourse?

This paper focuses on the adherence to the CP in the chain of texts and interlocutors in the process of translating a political speech for publication in target news media. It will be shown, that all participants in this chain: the politician, the translator, and the publishing media can violate the CP. Since most analyses of political speeches have considered a monolingual perspective, the analysis in this paper focuses more on translation and media representation. The paper argues that these violations, whether they are intended or unintended, can influence or manipulate the political message as understood by the target language reader.

Data for this analysis is drawn from a corpus of texts consisting of George W. Bush's addresses to the nation announcing war in 2001 (Afghanistan) and 2003 (Iraq), and their translated versions in German news media.

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A CDA Approach to Translation of Taboos in Literature within the Framework of Ideology

The notion of translation changes from society to society and from time to time in a particular society and, as Schäffner (2003: 23) argues, translation is an ideologically embedded social practice because the choice of a source text (cf. Toury's preliminary norms, 1980: 53-54, 1995: 58) is determined by the interests, aims, and objectives of social agents or clients. These factors also determine the function of the target text (TT) in the target society. Besides these external factors, translators' own worldviews, values, and the ideological orientations they acquired during their socialisation process in the society they live in are also at work.

As Fowler (1981: 27) suggests, ideologies and linguistic structures which encode them are strikingly visible in comparable variant linguistic structures and he adds that 'good examples are rare, to be spotted only by assiduous scanning of news reports and *translations*.' In this study I aim to explore the relevance of literature in general and translated literature in particular to the realities of a society, mainly with an emphasis on ideology. Although literary texts reveal significant deviations from non-literary texts in both organization and structure, there are still some common points of literary texts with other text types, and these can be picked up within CDA. The examination of surface linguistic manifestations in TTs can reveal the prevalent ideology/ideologies and the effects of ideological social conditioning on translators' cognition and accordingly on their decision-making process during which they should also bear in mind the text consumption tendencies, or expectations, of the target readers.

Bearing in mind the historical, social, political, cultural and cognitive dimensions of translation and translating, I will discuss how appropriate the theories of Ruth Wodak and Teun A. van Dijk are for the analysis, description and explanation of the surface linguistic manifestations in literary TTs. Using a range of taboo- and euphemism- related examples from different TTs, I will explore the relationship of (literary) translation as product and process to society, particularly to the prevalent ideology or ideologies in that society.

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The powerful and powerless in parliamentary discourse

This paper reports the results of an ongoing research project of the language of Egyptian Parliamentary debates. The activities of most parliaments in general and Egyptian parliament in particular are divided into two major areas: Legislation and Monitoring. The former includes debates or discussions of draft Bills, the government's policy or draft agreements for the parliament to agree on or to reject. It is through these types of activities that members of parliament (henceforth MPs) can voice the needs, demands and opinions of their political parties and social groups. Monitoring on the other hand, consists of those activities related to following up the implementation of specific laws, agreements, or pledges of the government or its representatives (the ministers) and this is done through statements, petitions or interpellations.

Interpellations, the focus of the project, are considered to be one of the most powerful and conflictive forms of Parliamentary discourse. This is due to the fact that they are forwarded by an (MP) – usually affiliated to an opposition party- accusing a minister of nonfeasance, mal use of authority...etc. and demanding an immediate explanation.

The aim of the current project is to investigate the linguistic features that characterize 'interaction and conflict' among the various participants during 'question time'. It also aims at providing a pragmatic analysis of the strategies which MPs employ to achieve 'persuasion' within the parliamentary context.

The corpus of the study comprises mainly of the written accounts of all the interpellations in one parliamentary round that usually takes up to seven months. These are approximately ten interpellations, each taking one whole session or part of it. The interpellations are all selected from the same parliamentary round to unify the socio-political context and limit the number of variables.

Working within the framework of Critical Discourse Analysis (CDA), The current paper discusses the interaction and conflict of Us and Them, Self and Other, in-group and out-group in parliamentary discourse.

The following linguistic categories will be discussed: the overall discourse organisation (opening and closing); syntactic features (topicalisation, passivisation, nominalisation); rhetorical features (parallel structure, the number game, rhetorical questions).

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Inhabiting the theatre of war

The NATO air war on the Federal Republic of Yugoslavia (FRY) in 1999 generated a number of debates about judicial and ethical grounding of the war. This paper is going to analyze the discourses which were in the shadow of the above mentioned issues – the discourses about the relationship between Serbia, Montenegro and NATO.

More precisely, this paper will analyze how the official Serbian newspaper Politika through the address to the nation given by Slobodan Milošević, president of FRY and official Montenegrin newspaper Pobjeda, through the address to the citizens by Milo Đukanović, president of Montenegro, presented the beginning of the NATO air war. Đukanović and Milošević were political enemies at the time, and Serbia and Montenegro led very different politics even though they were part of the same country and as such they were both bombed.

In their addresses, Đukanović and Milošević used different discourse models (defence war discourse model vs. neutral country discourse model) and by doing that they set limitations to readings, not only to these initial texts, but to all the texts that came after, and anticipated different representations of the outcome of the war.

The purpose of this paper is to illuminate these different discourse models through analysis of registers (social languages), intertextuality and situated meanings (Gee 2005). The methodology used is a combination of elements from both multimodal discourse analysis (Kress and van Leeuwen 1996) and political discourse analysis (Chilton 2004).

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How Islam is shown to the American and the British: a CDA of the representations of Islam before and after 9/11 in British and American periodicals

This paper examines the representations of Islam and Muslims in British newspapers, Guardian and Daily Telegraph, and American magazines, Time and Newsweek, 2 month before and after 9/11. Using Theo Van Leeuwen's framework (1996) and its sociosemantic categories, exclusion and inclusion, and their realization in Language, related news has been analyzed.

The western ideology usually regards Muslims as archaic, barbarian, sensual and passive. To pursue this line of argumentation, the media has used Language in two different ways: misrepresentation of Islam implicitly via exclusion, passivation, impersonalisation, genericisation before 9/11 and explicitly via activation, specification, association, nomination and single determination.

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Constructing asylum seeking families

In this report I show how asylum seeking families are constructed by participants in an internet discussion board in two very different ways; one in support of asylum seekers, the other in opposition. A discourse analysis, based on the 'critical discursive psychology' model, was conducted on an internet message board where contributors were asked to comment on councils' decisions not to implement section nine of the 2004 Asylum and Immigration Act. This is a controversial ruling which allows children to be separated from their failed asylum seeker parents. The focus on the message board allowed for a complete self contained, though dialogically networked, debate to be analysed in detail. This is the first discursive analysis of a complete debate about asylum seekers containing only members of the public. I show how the nature of these asylum-seeking families, which are potentially threatened by this law, comes to be constructed in two opposing ways by the members of the public in this debate: first, as a loving family and second, as a unit for breeding. The loving family repertoire normalises the asylum seekers in question, which reduces the 'us and them' dichotomy often found in talk about asylum seekers and appeals to humanitarian arguments in support of asylum seekers and against section nine. By contrast, the breeding repertoire dehumanises these families and undermines their legitimacy, which lessens the blow of separating these families and allows for the justification of this harsh treatment of asylum seekers. I discuss the implications of these opposing constructions of asylum seeking families for the asylum debate in general, and pay particular attention to those strategies that oppose the dominant anti-asylum trend

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Power and resistance in police interview discourse

This is a study of the discourse of police interviewing using a multi-method approach, drawing on CDA, CA and pragmatics. The study focuses on the balance of power and control in a police interview with Dr Harold Shipman. Four discursive features are identified as being particularly significant, and a detailed analysis of the complex interplay between these features shows that power and control are constantly under negotiation, and are always open to challenge and resistance. Further it is shown that discursive dominance is not necessarily advantageous to participants, due to the specific goals and purposes of the police interview context.

The chosen analytical framework is shown to be a particularly effective tool for research in this context. The approach taken combines the analytical strengths of CA with the critical social stance of CDA, without sacrificing the pre-eminent focus on the data itself. It thus adopts CA's approach to data collection and analysis, using naturally occurring data and undertaking a close analysis of detailed transcripts. However, in line with CDA, there is a recognition of the over-arching relevance of the institutional context and the social status of the participants, which may influence the interaction in ways which are not necessarily made directly manifest in the data. This paper thus argues for the importance of including both micro and macro features in a sound analysis of power in discourse.

Specifically, it highlights the dangers of looking only at the immediate context of the police interview in isolation from its role in the judicial process of which it is an intrinsic component. By failing to take into account the wider goals to which the police interviewer will (consciously or not) be orientating, the researcher is likely to miss vital aspects which are demonstrated to be a key influence on the interviewer's discursive strategy.

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Intertextual analysis of two competing voices

The study is concerned with investigating two ideologically competing communicative events, one is the criticism of McDonald's from the London Greenpeace leaflet "*What's Wrong with McDonald's?*" and the other one is a letter from the McDonald's CEO (Chief Executive Officer) to shareholders titled with "*Dear Fellow Shareholders*" in the annual report published in 1997. Fairclough (1992) insists that 'discourse' is not only shaped and constrained by social structure, but also socially constitutive of 'social identities', 'social relationships' and 'system of knowledge and belief'. From this view, the research hypothesizes that while the London Greenpeace attempts to attack the McDonald's perceived wrongdoing and harmful business practices in order to inform to the public, McDonald's attempts to recover its damaged brand image and to assume its hegemony again in the fast-food business world through manipulating the key terms of the London Greenpeace criticisms. Based on the hypothesis, the research aims to investigate how the letter of McDonald's intertextually connects and reacts to the criticisms. To answer the question, while intertextuality (Fairclough, 1995; Lemke, 1989, 1995) provides the theoretical background and analysis focus, Discourse Formations (DFs) (McAndrew, 2001, 2004) provide a powerful analytical framework for investigating the present research questions, in that the analysis of DFs provides a chance to witness the ideological struggles in intertextual relations. The intertextual analysis is based on analysing the consistently foregrounded intratextual meanings around core participants in the criticism leaflet "*What's Wrong with McDonald's?*" and the McDonald's 1997 CEO's letter and then relating the meanings of the corresponding core participants from both texts with Alliance or Opposition. Through the intertextual analysis, the research will find how McDonald's deals with the criticisms, creating new social images and social relations.

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From Ahabath to Love – the politics of „re-presentation” in the Arendt-Scholem exchange

The paper will start with reconsidering the notion of „re-presentation”. That is, re-presenting something already given. It will be shortly argued that a notion such as this implies a troubleless trip between contexts, and the presumption that notwithstanding the different contexts, the different rhetorical situations – ideas as such might easily be „re-presented” the way they have originally been formulated.

It is this non-rhetorical notion that will be contested in my paper in analyzing the subsequently published famous exchange between political philosopher Hannah Arendt and historian of Jewish religion, Gershom Scholem. Using the method of discourse analysis I will examine how Scholem’s concept (indeed, his main charge), *Ahabat Israel* is unproblematically „re-presented” as „the love of the Jewish people” in Arendt’s counter-argument so as to suit her coming modernist counter-rhetoric. The paper argues that using devices such as translation, abstraction, categorization (to be closely examined in the presentation) Arendt not so much „re-presents” or neutrally repeats as re-formulates and practically deconstructs Scholem’s concept assimilating it to a modernist context adopted in Arendt’s argument. Notwithstanding the appearance, thus, the practice of her rhetoric is not to reflect on some already given common ground but implicitly deconstructing and redefining that „common ground” from right at the beginning so as to make further reflections and criticism seem to be inevitably evolve from that „common ground”.

Doing this, she constructs the concept as a kind of „emotion”, „Love” using a distinctively Western modernist discourse and subsequently contrasting this „Love” to received and valued ideas of Truth and Reason.

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Emotions on emotions. ‘Thinking aloud’ about questionnaire emotions

We are interested in the interaction between informants and a psychological questionnaire designed to gauge the level of their emotions. Particularly, we shall focus on the informants’ struggle when faced with a choice between their own narrated emotions and the set of emotion labels imposed by the questionnaire items. Our data comes from a study on experiences of unemployment in which, among others, we asked the informants to complete a questionnaire “examining feelings and behaviour in the situation of a job loss” and ‘think aloud’ while doing it.

We shall discuss two strategies with which the informants negotiated the discrepancies between their own and the questionnaire perspectives. The first consisted in informants matching their narratives to the questionnaire items, thus subordinating their experience to what they perceived as a more valid perspective. In the other, the informants explicitly rejected ‘questionnaire reality’, positioning their subsequent choices as irrelevant.

We shall finish, firstly, by showing the usefulness of the CDA perspective in the assessment and critique of psychological instruments and, secondly, by arguing for a more context-sensitive approach in the study of emotionality and other aspects of lived experience.

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Policing the new world order

This paper is concerned with America's articulation of the pursuit of justice in securing the 'New World Order'. The New World Order, we contend, has been a discourse-(in)-formation in the post-Cold War years, from Bush Senior's inaugural statement in 1990 to President George W. Bush's administration in the present time (Lazar & Lazar 2004). In a world no longer divided along strategic bipolar lines with the demise of the 'Soviet threat', the New World Order discourse refers to America's articulation of its unipolar global hegemony in the face of a world otherwise gravitating towards multipolar centres of power. The study of the discourse involves a critical intertextual analysis of the speeches of the three post-Cold War American leaders across time and specific historical events, and their respective administrations. The corpus for the present study comprises Bush's speeches in the aftermath of 9/11 including the attack and occupation of Iraq since 2003; Clinton's speeches in the context of American military action in Afghanistan and Sudan, and Iraq in 1998; and Bush Senior's statements in the context of the 1990-91 Gulf War.

This paper deals with the justification for America's use of force in the New World Order, based upon its 'pursuit of justice and peace'. The critical analysis shows how a 'law and order' frame is fundamentally set up in the discourse, and how within it Saddam Hussein and Osama bin Laden have been similarly positioned as criminals/outlaws, while America self-elects to be the global policeman and protector of the new international order. Although policing in the modern world is conventionally tied to the enforcement of 'law and order', the analysis also shows that the two are not always collocational. Indeed, they unravel in places in the discourse, revealing that 'keeping order' out of moral outrage is sometimes prioritised over the principles and practice of law – suggesting, interestingly, that America itself is above the law.

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An interdisciplinary methodological framework for the study of media identities

In a world where news media are omnipresent and play a crucial role for the functioning of democracy, the question of their identities is increasingly relevant. Indeed, identities are social actors' source of meaning and experience. However, owing to the prevailing positivist paradigm in media studies, i.e. the transmission (sender-receiver) model, the question of media identities has been largely ignored. The purpose of this paper is to present an interdisciplinary approach for the investigation of media identities, their construction and impact in the public sphere through the case study of the French elite daily, *Le Monde*, from 1999 to 2001. This project adopts a systemic model of analysis that bridges the hitherto separated media-centric and society-centric approaches by combining the use of communication models based on the work of the Palo Alto Group with methods of linguistic analysis and rhetoric.

The media-centric approach follows the orchestra model (Mucchielli & Guivarch, 1998: 37-39) whose main focus is collective performance. The model asks questions such as: what is each player's part and role *vis-à-vis* the others; which system of interactions is in place; how are the players synchronized; how is their behaviour regulated? It is with linguistic and rhetorical methods of analysis (metadiscursive markers, coherence, APPRAISAL system, pragma-dialectical approach) that the social interactions appearing within *Le Monde's* writings are studied. In the society-centric approach based on the interactionist-systemic model (Mucchielli & Guivarch, 1998: 31-37), the results of the media-centric approach, i.e. the evaluation of *Le Monde's* performance, are used to represent *Le Monde* in the sociological analysis of interactions of which *Le Monde's* writings are part. This interdisciplinary combination of media- and society-centric approaches allows to contrast perceptions of social interactions seen through *Le Monde's* eyes and those of society, and thus allows for *Le Monde's* identity(ies) to be defined.

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A discourse analysis of conversational maxims in encounters with law enforcement officers

This paper analyses the use of spoken language by suspects and witnesses being questioned by law enforcement officers. The aim is to discover through careful discourse analysis of spoken interactions whether, and to what extent, Grice's (1975) Cooperative Principle and Brown and Levinson's (1987) Politeness Principle are in evidence, and how adherence to or breaking these conversational maxims helps or hinders the interrogation process.

Using an analysis of segments of the popular American reality-television show "Cops" for illustration, the analysis draws on experiences gained first-hand whilst participating in numerous 'ride-alongs' with the Alachua County Sheriff's Office, the Gainesville Police Department and the University of Florida Police Department, both located in North Florida, as well as six Welsh and English police forces.

The resultant discourse analysis considers possible explanations as to why some suspects are arrested or taken into custody, whereas others are allowed to go free. The possibility will be considered that evidence of successful manipulation Grice's Cooperative Principle (and the associated Conversational Maxims, in which Politeness is included for the purpose of this study) may have some degree of subconscious influence on police officers' decisions regarding a suspect's guilt or innocence. From the media analysis and associated experiences, conclusions are drawn as to the extent to which adherence to or breaking each Conversational Maxim may influence the outcome of an encounter with law enforcement officers. This analysis could be an important indicator for directions in training law enforcement in truth detection and investigative interviewing techniques.

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Diversity is unity: a Critical Discourse Analysis of the European constitution

Setting the rules to be obeyed and defining the sanctions to be applied when rules are not obeyed is the primary function of law. However, many contemporary laws, in particular laws about culture and language, lack this function. In the EU, these provisions typically concern policy areas outside the Union's jurisprudence, such as culture, education, and the Union's general values. These are the provisions through which European identity is defined; their proportion in the EU's treaties reached its peak in the Constitution. But while the Constitution has been widely discussed both in media and scholarly literature, there have been hardly any critical linguistic analyses of the text itself. Yet, law, by definition, represents, shapes, and codifies the values and ideologies of a society: it is the central site of power which regulates all discourse; a corpus consisting of legal texts therefore cannot be but representative.

Combining a textual (linguistic) analysis of clause types and a contextual (discourse) analysis of intertextuality, this paper aims at showing precisely how the Constitution is invaded by fragments of discourses and registers other than EU law: general discourse on Europe and linguistic structures reminiscent of descriptive passages in narratives. The goal is to demonstrate how laws which do not regulate behaviour make beliefs and ideologies appear as accepted knowledge and universal truth. For example, the declarative provisions of the Constitution present respect for cultural and linguistic diversity as one of the elements of European identity in attributive and identifying clauses. On the other hand, legally binding provisions containing the modal feature of obligation, encoded in transformative and attributive clauses, in fact guarantee that this respect will always remain symbolic. But while law is the ultimate discourse of the will to truth, is it powerful enough to bring into being a new European identity?

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PDA – contesting dominant discourse by reframing the issues

Media analysis has been enriched by (C)DA / Critical Linguistics. Roger Fowler (1991) and Norman Fairclough (1995), inter alia, have shown that nominalisations, transitivity, modality, genre, etc are crucial to understand how the media normalise certain ‘symbolic universes’ (Berger and Luckmann 1967). Nevertheless, an analysis of 1000 news items on the Russian-Chechen conflict indicates that these discursive techniques only appear in the press as part of an overarching ‘frame’ (Lakoff 2002; Gamson 1989), such as the ‘Villain—Victim’ frame (Russians are the human-rights-abusing aggressors; Chechens are the oppressed independence-fighters). Interviews with journalists support this text analysis. Only very rarely do news stories contest the dominant frames, and, for example, offer a more complex representation of the conflict. This paper follows Martin and Rose’s (2003) call for more PDA – Positive Discourse Analysis – to complement CDA. PDA describes what texts ‘do well’ and ‘get right’ in our eyes. Here, I describe five discursive strategies used in those few texts which contest the dominant frames: In alternative media, texts can (i) utilise alternative frames (e.g. ‘Villain—Hero’), and (ii) parody the mainstream frame. In the mainstream media, texts can (iii) complexify, (iv) partially reframe, and (v) blend frames. An example of blending different dominant frames (by appropriating the conventional left-wing critique of American neo-cons to criticise the Chechens) suggests that this is the most powerful strategy for reaching a wide audience.

Despite the small scale nature of this analysis, it could illuminate a useful application of PDA: which re-framings resonate with editors (i.e. are selected for publication)? This could guide academics wishing to publicly contest media (mis-)representations of their areas of expertise.

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Promoting the European identity: politeness strategies in the discourse of the European Union

The global era has spread the consumer approach from the private to the public sphere, producing a new form of commodity, known as public goods. Entities like social services, identities and public education are undergoing a process of *commodification*: they become products to sell that are advertised by public institutions for the sake of an alleged common good. This phenomenon has had repercussions on the communicative style adopted in institutional contexts. Specifically, discourse types usually associated with trade and goods production seem to have *colonized* the discourse of public institutions.

The European Union does not seem to be immune from this effect of globalization. However, if it is true that a promotional style may be *colonizing* EU discourse, it is also true that the European Union may be willing to embrace the discursive changes affecting the public sector to fortify its own foundations. Indeed, the lack of a feeling of European belonging among EU citizens is often thought to fuel Euro-scepticism and slow down European integration; therefore, a common European identity seems to be among the 'products' that the Union needs to advertise in order to facilitate the smooth development of the EU project.

However, the construction of a supranational identity is particularly problematic in the European context since, generally speaking, Europeans already possess well-delineated national identities. In pragmatic terms, encouraging the formation of a supranational identity may be perceived as a threat to Europeans' national *face* and provoke further resistance *vis-à-vis* the Union. Thus, attempts to promote a European identity may be more effective if they incorporate a certain degree of *politeness*.

In this study, a corpus of EU documents published online is examined from a multimodal perspective to identify linguistic and textual traces of promotional discourse. These elements are interpreted in terms of *positive* and *negative politeness* moves, conveying an overall sense of solidarity, optimism and non-coercion. The analysis draws on the analytical taxonomies proposed by critical discourse analyst Norman Fairclough (1989) and *politeness* theorists Brown and Levinson (1987).

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Corpus Linguistics in historical discourse analysis – new tools for old discipline?

This paper suggests an interdisciplinary approach to the study of historical texts. It employs linguistic methods for the analysis of corpora to investigate key concepts in the writings of a seventeenth century political philosopher. Corpora are collections of computer-readable texts. Corpus linguistics, however, is not just the application of computer technology in the study of language. Corpus linguistics has triggered new ways of linguistic thinking. Corpora can bring to light facts about language that may be hidden to the human analyst. Corpora show that words do not have meaning in isolation, but their meaning is closely linked to the collocational, textual and cultural contexts in which they occur. A closer investigation of the interplay of these contexts is crucial for the study of social and political ideas (e.g. Stubbs 2001, Alexander 2002, Halliday et al. 2004). In a case study, this present paper will look at key concepts in the writings of the seventeenth century republican thinker James Harrington. Historians of the 'linguistic turn', such as Pocock (1972; 1975) and Skinner (1969; 2002) have frequently employed methodology borrowed from scholars of language. They have identified conceptual languages as well as speech acts in political writings and focused on key concepts in early modern political thought, such as *virtue* or *corruption*, and their use over time. They have argued that the analysis of political language in context can help us to understand an author's motives and politics as well as indicate changes in their contemporary political climate. We will test and discuss such established approaches in historical discourse analysis with the help of corpus linguistic methodology and innovative descriptive tools. We will look at collocational profiles and subtle evaluative meanings that are associated with semantic prosodies and local textual functions (Sinclair 2004, Mahlberg 2005). The discussion will take into account both questions in historical discourse analysis and corpus linguistics and will attempt to show how the two disciplines can complement each other.

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Critical Discourse Analysis of Social Theories: the case for Marxism

The work applies critical discourse analysis (CDA) as a research method to social theories (Fairclough 1992, 1995; Kamler 1996; Wodak & Meyer 2001). A special accent has been made on diverse multidisciplinary illumination of a text in the particular social historical context and action. CDA draws upon systemic functional analysis (Halliday 1993; Butt et al. 2000) that integrates both social and linguistic analyses for comprehension and attenuation of sophisticated sociological concepts as various linguistic symbolic (Peirce 1955) forms.

The object of the investigation is Karl Marx's *A Contribution to the Critique of Political Economy* (1859) that contains in a very concise form the main concepts of historical materialism whilst Marx introduces his innovative model of development of human society in an embedded fifteen sentence passage. Marx follows in general the academic patterns of structuring of semiotic diversity (Wodak & Meyer 2001: 124), yet unfolding new ideas. The dichotomy *given - new* is presented throughout the text confirming Halliday's account of information structure (Brown & Yule 1983).

CDA with historical approach scrutinizes Marx's ideology and his newly introduced concepts of superstructure, productive forces, social consciousness et al. in three dimensions: (1) immanent critique discovers eight inconsistencies, (self)-contradictions, paradoxes and dilemmas in the text, (2) socio-diagnostic critique reveals persuasive emancipatory character of the discourse, (3) prognostic critique contributes to hermeneutic grasping of human society.

The combined self-reflective analysis reveals some implicit cultural stance of two English translations in comparison to the German original. For example, such terms as 'superstructure' and 'totality' cause latent negation by English native speakers. The term of social consciousness as an entity that has then been broadly argued in philosophy is redundant since Marx does not use this term as *Gesellschaftsbewußtsein* but only *gesellschaftliche Bewußtseinformen* (social forms of consciousness).

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“New kids on the block”: the discursive construction of two new premiers by the mass media

The study focuses on news reports relating to Malaysia's Prime Minister Abdullah Badawi and Singapore's Prime Minister Lee Hsien Loong, who were given extensive media coverage during the handover period. The transition of both premiers was considered an event as Abdullah's leadership style is viewed as different from his predecessor, while Lee's ascension is expected since he is the son of the first prime minister, Lee Kuan Yew. The investigation of the present study is undertaken using the analytic paradigm of Critical Discourse Analysis (CDA) employed by van Dijk (1996, 1998), Fairclough (1992a, 1995a, 1995b, 2003) and Fowler (1991). The analysis looks at a general characterization of the newspaper discourse, with a focus on particular discursive strategies (i.e. newspaper headlines, leads, captions under photographs; quotation patterns; over-lexicalisation) employed to conceal ideological meanings. A corpus of newspaper articles of a local daily, *The Star*, is examined on 100 days after Abdullah took office, and the three months leading to Lee's premiership. Results from the analyses illustrate how the representation of Abdullah and Lee as 'Mr Nice Guy' and 'Mr Mysterious Guy' respectively, are reinforced using the various discursive strategies mentioned above.

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From pragma-dialectics to pragma-semantics: can Argumentation Theory and Relevance Theory be interfaced?

In this talk, I will address the possibility of bridging two linguistic theories of communication, van Eemeren & Grootendorst's pragma-dialectical Argumentation Theory (AT), and Sperber & Wilson's Relevance Theory (RT), with the purpose of mutual fertilisation on the level of utterance interpretation.

Although AT's intuitions seem highly operable within a theory of discourse (where discourses are seen as wholes), there are three points of discussion that I would like to develop, regarding the theoretical operability of pragma-dialectics vis-à-vis natural language processing and interpretation (including argumentative discourse processing):

1. The normative aspect of pragma-dialectics is problematic for epistemological reasons, since it presupposes an a priori framework for successful communication, determined by an explicit and reflective step-by-step procedure, and thus exceeding the scientific goal of descriptive and explicative adequacy.
2. Although the pragma-dialectic model provides tools for evaluating, producing and analysing argumentation, it does not satisfactorily account for the interpretation of arguments. In fact, the meaning of the utterances processed in this model is assumed, which makes AT an a posteriori approach.
3. Van Eemeren & Grootendorst suggest that an argument is fallacious "only in relation to a particular normative model of an argumentative discourse" (2004), which entails that the soundness of arguments is also audience-dependent. The question of argumentative soundness therefore boils down to a conventionalist outcome.

After a brief description of RT (which provides a model of step by step understanding), I will try to discuss how interfacing both approaches can prove fruitful when dealing with the gap between micro and macro analysis, and ultimately, I will address the issue of cooperation and non-cooperation in discussing the lines along which such an interface can be envisaged. On the basis of this discussion and of considerations about cooperative behaviour during interaction (assumed by AT and RT), some clues as to the elaboration

of a cognitive pragmatic account of argumentative communication (be it cooperative, non-cooperative, or fallacious) will be suggested.

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**From register analysis to multimodal analysis:
expressions/representations of the relationship between the
'state' and the 'citizen'**

This paper summarises my investigation into how discourse, in the form of texts made from both linguistic and other types of semiotic resources, acts as a means of creating and exchanging meanings of 'state' and 'citizen' so as to affect: (a) the expectations (and scripts?) held by individuals in relation to the state, and (b) how these individuals engage with the state and public or private sector entities.

Key focus is upon the mental 'models' (used here as an umbrella term) put into operation by the creators and consumers of relevant discourse, and how these models might interface with one another and be subjected to variation and amendment over time.

Accounts of cultural and communicational change in Local Government during a time of ideological flux provide the underlying driver for analysing that particular socio-cultural context; specifically in a period when the meaning of 'citizen' became elided with that of 'consumer/customer', and the meaning of 'state' was correspondingly impinged upon by the realignment of the public sector/private enterprise boundary. This is an issue considered by, for example, Fairclough (1994,1995) in his work on what he terms 'marketisation' of public sector discourse.

Analysis backed up by robust and proven theory has been central. For a pilot study I employed Register Theory in analysing a small corpus of written texts produced under the institutional auspices of a local authority. The study suggested that a marketised rebalancing of the relations between that body and the citizens of its jurisdiction had occurred since the early 1990s, evidenced by investigation of the tenor variable of situation in particular. The expansion of work so as to consider texts produced using the semiotic potential of public sector service provision involves adopting a theoretical perspective informed by approaches to multimodal discourse and social semiotics, e.g. Kress and van Leeuwen (2001),(2005).

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An unwelcoming welcome: public discourse surrounding Romania's accession to the EU

This paper presents a micro-level critical discourse analysis of three European newspaper articles on Romania's accession to the European Union (EU) and the original EU reports which the articles cite. Although Romania's EU candidacy has been accepted, the data reflect a view of Romania as occupying a position of inferiority vis-à-vis Western European countries. Romania's accession to the EU is presented dually as a metaphor of *deficiency* and *risk*, (e.g., Romania *lacks* [sufficient] *progress*, is *poorer*, *distracted*, *unreliable*, and *irresponsible*). On a deeper level, this linguistic framing of Romania serves as a *discrimination tool* (Fairclough 1989, 1995a; Wodak & Weiss, 2005, *inter alia*) for the EU to reinforce its power and increase economic, cultural, and political gaps between *us*, the EU, and *them*, the candidate countries. Note the excerpt below:

*“As I have clearly stated before, should there be **serious shortcomings**, I would not hesitate to make use of all our remedial tools. This includes not only **the possibility of postponing accession** by one year but also all other **available safeguards**. I am convinced that the Honourable Members of the Parliament will agree to this approach.” (Rehn, 2005b)*

The *us/them* orientation (van Dijk, 2001) pervades the primary and secondary discourse (Fairclough 1995a) in: personal pronouns and possessive adjectives (*I/our* vs. *they/their*), nominalized key concepts (*serious shortcomings*, *available safeguards*), and modals that concomitantly mark the authority/strength of the EU and the prediction of Romania's failure.

The discourse reflects an *ex post facto* reluctance coupled with anticipatory unsteadiness regarding EU enlargement. More specifically, we note patterns of paradoxical tension: Romania is discursively constructed as an inferior and trouble-fraught nation in contrast with a cautious EU striving to maintain and protect its wealth, power, and expertise. Romania is a welcome candidate to the EU, and at the same time, a clearly unwelcome risk.

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Comparitive critical linguistic analysis of the gender equality debate in Estonia

The paper will offer a critical linguistic analysis of the transcripts of the debate over gender equality legislation in the Estonian parliament in 2003, prior to the country's accession into the EU. The analysis will be carried out on three levels. The first, following Fowler (1991), will look at how the lexico-grammatical choices of the speakers construct gender equality, predominantly as something unnatural and foreign. The textual structures are viewed within the general characteristics of political discourse (Chilton 2003). Possible cross-cultural influences will be considered, especially the transfer of ready-made anti-feminist stereotypes via international media into a post-socialist context (e.g. Oakley and Mitchell 1997). The second level of analysis will place the discussion within a broader social context of Estonian public discourse and will address the reasons why gender equality is problematic within the current neo-liberal consensus (Van Dijk 1998). The third level of analysis will compare the representation of gender equality with the representations used in the EU gender equality policies and in the American equal rights campaign to identify possible international influences on the representational repertoires in Estonia. The multi-level analysis of the gender equality legislation debate hopes to demonstrate a resistance to the re-negotiation of the existing power relations among the political elite and the perpetuation of an ideology hostile to gender equality. The paper is interdisciplinary, combining linguistic analysis with insights from political and legal studies. Although the paper deals with an Estonian case, the linguistic and ideological processes at work are relevant also in a broader international context.

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Positive Self representation and negative Other representation in Iranian and Western media

Critical Discourse Analysis (CDA) has become a very effective academic research activity across subjects in social, political, educational, and linguistic sciences. It scrutinizes the power relations, ideological manipulations, and hegemony. This paper is an attempt to explain how single realities are presented and viewed entirely differently by different people having a range of religious and political perspectives reflected in their essays. In this study, van Dijk's (2004) framework adopted from "Politics, Ideology and Discourse" is used to detect discursive structures which lead to ideologically based parochial, prejudiced as well as antireligious statements. The CDA of the essays has underscored the fact that ideological manipulations are expressed, enacted, sustained and, at times, inculcated through discursive structures. The macro strategies of 'positive self-representation' and 'negative other-representation' (which are intimately tied up with 'Polarization' of in group vs. out group ideologies or US-THEM) have turned out to be very accurate criteria for the evaluation of attitudes, and opinions. They have proved to be rife in the ideological manipulations of the texts leading to the intended positive self-representation and negative other-representation. These are discursive structures applied to enhance, mitigate, avoid or exacerbate an issue. These in-group/out-group differentiations are manifested in the CDA applied on the attitudes towards Islam, Iran, Palestine and Nuclear industry in Iranian and western media. The findings of this study can also be conducive to expanding students' critical thinking abilities in comprehension and production of language and also in revitalizing the neglected area of critical education and pedagogy.

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Murdering a Prime Minister and a Foreign Minister: journalist genres under pressure

This investigation deals with two murders of Swedish ministers, the murder of the Swedish Prime Minister Olof Palme at February 28, 1986 and the murder of the Swedish Foreign Minister Anna Lindh at September 10, 2003. These two murders were of course extensively covered in Swedish media, here however restricted to the coverage of the main Swedish broad sheet *Aftonbladet* ('Evening Paper') one week ahead from each murder.

The aim is to investigate the coverages from perspectives of genres and intertextuality, assuming that an extraordinary news event as a murder of a minister challenges the journalistic genre system because of the public demand of many texts about a restricted content within a short time period. Key questions are:

What genres are used and for what purposes?

How can the genres and genre systems of *Aftonbladet* in 1986 respectively 2003 be characterised?

How are the texts connected from a perspective of intertextuality?

Which conditions rule the voices coming to speak in the texts?

How can the coverage of *Aftonbladet* be related to power structures, ideologies, presuppositions and inferences?

What does a comparison between 1986 and 2003 reveal of differences and similarities of Swedish journalism and media as well as the structure of the Swedish society?

The methodological points of departures are Fairclough (1992, 1995, 2003), Bernstein (1990), Cook (2001) and Rahm (in press) investigating genre, intertextuality, intratextuality, re-contextualisation as well as the relations between categories of contents, subjects, relations and textual structure. From a linguistic point of view, it is

also of interest to examine wording and styles. Research from the fields of media studies, journalism and sociology will contribute to the understanding of the investigated texts.

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“We don’t want to tolerate certain behaviours”: local constructions of (un)desirability in a US downtown neighbourhood revitalization initiative

There has been a steady interest in critical approaches to discourse among urban scholars for at least the past decade. They by no means constitute a homogeneous group: a multitude of research foci is accompanied by differing understandings of discourse and how it should be analyzed. What unites them is the assumption that language plays a central role in urban processes and that a discourse analytic framework can enhance political-economic perspectives prevalent in urban research (Hastings 1999). A particularly active area of study concerns urban policy and the examination of policy language as shaping rather than reflecting practices (Jacobs, 1999; Jacobs & Manzi, 1996). However, there appears to be a lack of empirical studies that investigate the intersection of urban affairs, language and social inequality at a more local level.

In this paper, I argue that urban research could benefit from supplementing analyses of policy discourse with an examination of language use in face-to-face interaction. I situate my claims within the context of urban revitalization in the United States with a focus on a mid-size city in the Southeast. Drawing on audio-recorded data from unstructured interviews with various stakeholders as well as a neighborhood tour, I examine how speakers provide moral assessments of resident types. My analysis is guided by Fairclough's (2003) discussion of modality and evaluation and will center on participants' subtle accounts of who is and is not a desirable urban resident. As I argue, such constructions embody moments in the manifestation and discursive reproduction of an ideology of urban transformation characterized by resident involvement and an increased reliance on civic participation (Lepofsky & Fraser, 2003).

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The pronoun functions in American 2004 Presidential debates

Pronoun choices are always important in putting across a piece of political persuasion. Pronouns in the political discourse are far from the categorical divisions set by the traditional grammarians (person, number and sex). Pronoun interpretation is mediated by a range of social and personal factors producing a range of possible uses and interpretations (Maitland 1988). Wilson (1990: 46) states that “pronouns may function communicatively to reveal various aspects of the speaker’s attitudes, social standing, sex, motivation and so on”. Chilton (1997: 206) holds that “pronouns delineate a social or political ‘space’ in which people and groups have a position... Amongst the resources of English it is the pronouns I, you, we, they that have a special function in producing a social and political ‘space’ in which the speaker, the audience, and others are ‘positioned’”. In this sense, it is to be expected that politicians will be particularly sensitive to the use of pronouns in developing and indicating their ideological position on specific issues. This is in fact what happens in the 2004 American presidential debates. In this paper, the author will explore the way in which Bush and Kerry select and distribute pronouns for both political and personal reasons. This paper investigates the functions of first-person, second-person, third-person pronouns, and the singular versus the plural pronouns. Finally, the author provides a case study (the 2004 American presidential debates), using a three-dimensional discourse space based on the axes of space, time, and modality (cf. Chilton 2004). The author argues that that the pronoun analysis (space dimension) can be integrated with the other two dimensions (time and modality dimensions) to construct the three-dimensional space in terms of discursive construction of political ideology and power.