

UNIVERSITY OF HERTFORDSHIRE, UK
UNIVERSITY OF ŁÓDŹ, POLAND

CADAAD 2010
BOOK OF ABSTRACTS

Łódź, 13-15 September, 2010

Edited by
Anna Ewa Wieczorek

Łódź University Press • Łódź 2010

Cover design by Anna Ewa Wieczorek

Printed directly from camera-ready materials
provided to the Łódź University Press

©Copyright by Wydawnictwo Uniwersytetu Łódzkiego, Łódź 2010

CADAAD 2010 Organization Team

INITIATOR AND HEAD OF THE CADAAD PROJECT:

Dr. Christopher Hart (University of Hertfordshire)

CADAAD 2010 LOCAL SITE COMMITTEE:

Prof. Piotr Cap (Committee Head, University of Łódź)

Ms. Anna Ewa Wieczorek (Conference Secretary,
University of Łódź)

Dr. Monika Kopytowska (University of Łódź)

Dr. Joanna Nijakowska (University of Łódź)

ABSTRACTS: PLENARY SPEAKERS

Seana Coulson
San Diego CA, USA

coulson@cogsci.ucsd.edu

Frame-Shifting and Conceptual Blending in Discourse

Conceptual integration, or blending, is a theoretical framework for describing how people combine information from different domains to yield new concepts. Previous work suggests blending processes are important for humor production and comprehension, as humorous examples often involve the construction of hybrid cognitive models in so-called blended spaces. However, such work has mainly focused on blends that underlie written and scripted language. To address the use of blending processes in more spontaneous examples of humorous discourse, an excerpt from the syndicated talk radio show *Loveline* is analyzed. Analysis suggests humorous discourse between the show's hosts displays many of the same types of blending processes at play in more scripted examples. In addition, we suggest that humorous conceptualizations that occur in the course of extemporaneous blending are shaped in part by the demands of conversational interaction.

The demands of conversational interaction are also shown to be relevant in the use of metaphoric language pertaining to more serious topics. In the second part of the talk, I will examine the use of the phrase "connect the dots" as it relates to recent appraisals of counter terrorism in contemporary political discourse in America. Examining discourse from a spoken radio interview with counter terrorism expert and former White House advisor, Richard Clarke, I detail the conceptual integration processes relevant for the emergence of novel meaning. Innovation here emerges from the intersection of cultural, linguistic, and situational knowledge in the service of the interconnected demands of discourse coherence and argumentative goals.

In the final segment of the talk, I examine a particular case of argumentative discourse that occurred in new media, as a political cartoon posted on a social networking site was modified and reposted. This case of dueling cartoons suggests the cognitive and communicative factors at play in technologically mediated interaction have much in common with those in old-fashioned face-to-face interaction.

Anna Duszak
Warsaw, Poland

a.duszak@uw.edu.pl

National Identity and Generational ‘Changing of the Guards’

The concept of identity, *social identity* in particular, locates high on many linguistic agendas today. It is also one of the key topics in *critical discourse studies*. Although beseeched by various concerns of definitional and procedural character, identity-based language research remains a vital source of insight into how the *linguistic* and the *social* elements converge in human communication, and how they co-construct the social sense of group membership.

The present paper elaborates on the concept of *national identity*. More specifically, it demonstrates how contemporary Poles conceptualize and discursively construe their sense of national identification, and that of patriotism in particular. The discussion starts with an overview of what constitutes the historical sense of “*Polishness*” for this nation, and how the traditional canon of *patriotic* values is solidified in well entrenched discourse routines. On the other hand, historical thinking and “doing national identity” are increasingly affected by changing values and priorities under the new post-communist order, and sweeping ideologies of Europeanization and globalization. The ongoing changes are seen by some as national identity crisis, while others link them to an emergent new sense of national identification and a new language of patriotism. Many of such issues beg critical discursive studies, yet respective work in this area is only beginning.

As a rule, it will be argued, scholars address “horizontal” diversity in how Poles of different social standing and political orientation position themselves on the past, the present and the future of this nation, while making their national identity claims. In contrast, this paper pleads for a “vertical” model of national identity that is couched in *salient generational difference*. In other words, I search for *discontinuities* in (discourses of) national identification, where national coherence is challenged, redefined or made negotiable in intergenerational exchanges. Such discontinuities are discussed in terms of critical difference in *proximity* of experience and its evaluation.

Bob Hodge
Sydney, Australia

B.Hodge@uws.edu.au

Ideology and Identity in a Highly Dynamic World: Challenges for a New Critical Discourse Analysis

This presentation reflects on two of the key terms of the conference, Ideology and Identity, in a framework conditioned by the third, Interaction. It argues that ideology and identity have always been constituted through interactions, but this fact has typically been bracketed out in many forms of analysis. In the networked world of today, this open dynamic system of interactions cannot be ignored. In these conditions, ideology and identity lose any semblance they once had that they are fixed, stable forms with consistent motives and effects. Instead they are mediated across space and time, continually creating and dissolving alliances and oppositions, allowing or enabling domination and resistance, stasis and revolution. The Critical Discourse Analysis required to provide insight into these forms needs new ways of understanding ideology and identity, and new approaches adapted to conditions of complexity and chaos.

These points will be exemplified through two case studies, in both of which 'identity' and 'ideology' are categories for analysis. One is the process of 'National Branding', versions of national identity generated by government and framed by and for business interests, illustrated with a campaign for 'Brand Australia'. The second will explore fissures in ideology and identity that appear when nations attempt to engage in 'Identity Diplomacy' when the conditions of interaction are chaotic.

Veronika Koller
Lancaster, UK

v.koller@lancs.ac.uk

Analysing Collective Identity in Discourse: Combining Discourse-Historical and Socio-Cognitive Approaches

This paper presents an approach to the study of collective identity that combines the discourse-historical (Reisigl & Wodak 2001, 2009) with the socio-cognitive (van Dijk 2003, 2006) strand in Critical Discourse Analysis. Drawing on social cognition theory, collective identities are understood as socio-cognitive representations of the group self, including its attributes, relational behaviour, goals and values, which are both constituted and negotiated by the interactions within a discourse community. Both discourse, as instantiated in textual interaction at the micro-level, as well as the models of collective identity that are engendered and negotiated in discourse, are shaped by meso-level contexts of text production, distribution and reception, which are in turn linked to the changing socio-political context at the macro-level. Combining discourse-historical with socio-cognitive analysis of discourse thus enables the researcher to investigate what models of collective identities are salient in a discourse community at a given historical moment, how changes in those models can be traced in concrete texts and to discuss why these changes have taken place.

Following from these theoretical considerations, the linguistic analysis at the micro-level addresses parameters such as actor roles and evaluation, process types and modality, intertextuality and interdiscursivity as well as metaphor. Textual analysis along these lines shows what attributes and behaviours are allocated to the collective self, what values and beliefs are ascribed to it and what concepts it is aligned with and demarcated from. The theoretical and methodological approach is illustrated with examples from political, religious and corporate discourse.

Martin Reisigl
Vienna, Austria

Martin.Reisigl@univie.ac.at

An Ideological Journey. On Procedures for Controlling Interaction in Public Places

Whereas an impressive amount of research done in the area of Critical Discourse Studies focuses on the relationship between discourse and identity and / or discourse and ideology, less attention is paid to connections between ideology and – discursively constituted – human interaction. Departing from this shortcoming, my paper will particularly concentrate on links and mutual influences between ideology and interpersonal interaction.

The paper subdivides into two parts. The first part aims to outline an integrative analytical framework that allows us to theoretically model the interplay between ideology, identity and interaction. In the course of my explanations, different typologies of ideology are presented and discussed. They see ideology, among other things, as a – more or less one-sided – perspective or world view composed of related mental representations, convictions, opinions, attitudes and evaluations, which are – at least partly – integrated into the identities of members of a specific social group and thus shared by them. It will be argued that ideologies serve as an important means of establishing and maintaining unequal power relations through discourse: for example, by legitimising hegemonic structures and by controlling access to specific discourses or public spheres, but also by discursively controlling human interaction. In addition, I will have a look at ideologies' function as a means of transforming power relations. At the end of part 1, CDA's ideological criticism will be defended against poststructuralist critics.

In the second part of the paper, an “ideological journey” will be undertaken that analyses ideologically impregnated procedures for controlling human interaction in public places. Reconstructing the journey from one's doorstep to the airport, it will be documented and discussed which ideologically loaded “symphical” (Bühler 1982) semiotic and especially linguistic “attachments” (i.e. inscriptions, add-ons etc.) are employed by public and private social agents in order to regulate interpersonal interaction in urban spaces. It will be investigated which ideological implications the implicit metonymic warning “This train is monitored by closed-circuit TV” [“*Dieser Zug wird videoüberwacht*”] (Viennese underground) conveys – in comparison to the justificatory inscription “For your safety a video recording takes place in this train” [“*Zu Ihrer Sicherheit erfolgt in diesem Zug eine Video-Aufzeichnung*”] (underground in Hamburg). The concrete analysis will, in addition

to the analytical framework proposed in the first part of the paper, theoretically rely on Goffman's notes on the social organization of gatherings and public order (1963, 1971), on Foucault's concept of "control procedure" (1972, 1977), and on Ron as well as Suzie Scollon's "geosemiotics" (2003, see also Norris 2004).

ABSTRACTS

Aysun Akan
Izmir, Turkey

aysun.akan@ieu.edu.tr

Critical Analysis of the Press Discourse on the 1942 Wealth Tax in Turkey

The 1942 Wealth tax affair was a critical moment for the non-Muslim minorities in Turkey, for after the imposition of the tax a great number of non-Muslims left Turkey or lost their wealth.

Although the controversy over the tax has continued it is now widely held that it was an anti-minority act that was carried out under the single party regime in Turkey. After a brief historical account of the tax I will attempt to analyse the role of the mainstream press in de-politicising and naturalising the tax and introducing it as a non-Muslim tax accompanied with an exclusionary and at times racist discourse against the non-Muslims, who were depicted as the well off of society. I will look at eight newspapers from the mainstream press representing political left, right and centre.

Further in my analysis of the news discourse I will attempt to show the role of the press in the reproduction of the dominant ideology of exclusive nationalism of the ruling elite which placed the non-Muslim minorities as the other of Turkish national identity.

Ingo Bachmann
Duisburg-Essen, Germany

ingo.bachmann@uni-due.de

Civil Partnership in the Press – A Corpus-Based Critical Analysis

Since the end of 2005 gay and lesbian couples in the UK have been able to register their relationship as a civil partnership. Civil partnership thus lends itself to be analysed from a critical discourse perspective, seeing discourse as “practices which systematically form the objects of which they speak” (Foucault 1972: 49).

The present paper is a corpus-based analysis of the discourses of civil partnership in the British press. A corpus containing all relevant articles from three major British newspapers (*The Daily Telegraph*, *Daily Mail* and *The Daily Mirror*) and from *BBC News Online* serves as data. The following issues will be addressed:

- To what extent are terms associated with the already established concept of civil marriage (e.g. *marriage*, *bride*, *wedding cake*) taken over to be used for the new concept of civil partnership? The focus here will be on how civil partnerships, registration ceremonies and civil partners are labeled.
- How are the relationships of gay and lesbian couples entering a civil partnership represented (e.g. focusing on the sincerity and length of the relationship)? This is linked to the first question as it includes how those entering a civil partnership are labeled (e.g. *partner*, *lover*, *boyfriend*) and which connotations this entails.

I would argue that what we see at work here is a discursive regulation of relationships.

Gregory A. Bennett
Washington DC, USA

gab45@georgetown.edu

'lol.' – The Implications of Utterance-Final Period Usage in Instant Messaging

Literature on punctuation usage in Instant Messaging (IM) communication is sparse and largely statistic and observational in nature. This paper builds on research put forth by Baron (2005) and Squires (2010) about punctuation in IM by focusing on and legitimizing the utterance-final period phenomenon. Though IM communication occurs through a computer mediated interface and is in essence highly textual, Lee (2002) offers that it certainly also contains a speech-like quality in its casual dynamic among young cohorts.

This paper offers that IM communication requires and utilizes various written conventions to create a textual equivalent to what Gumperz (1982) refers to as contextualization cues in spoken discourse. Based on a case study of 22 chats between two United States college students Gabriel (miredinmidterms) and Makino (sincereSEAS), findings suggest that utterance-final period usage is marked in IM communication and beyond its purpose as a separating punctuation between utterances as a conventional full stop, also carries an emphatic stress and focusing function due to its conclusive, terminating action in text.

Users may utilize these functions to create contextualization cues when emphasizing contrasting utterances, drawing attention to repeated utterances, creating sarcasm and augmenting question sentences. This may offer insight into the way in which the textual and speech-like qualities of IM communication are intricately linked. Additional research is needed to determine the implication of utterance-final period usage among users of other age groups and genders, users from regions outside the East Coast of the United States and users communicating in languages other than English.

Décio Bessa
Izabel Magalhães
Brasilia, Brazil

deciobessa@yahoo.com.br

Language in the Media about People Living on the Streets of Brazilian Cities

The aim of this paper is to examine discourse and genre in the media concerning the social issue of people living on the streets of Brazilian cities. Four widely distributed texts in the Portuguese language are analysed, covering the following genres: electronic cartoon (from the website www.charges.com.br), news report (from the newspaper *Folha de S. Paulo* and from the national weekly magazine *Veja*), and TV news (from *Jornal Nacional*, Globo TV network). The focus of the analysis is on genre, intertextuality and interdiscursivity, lexical choice/word meaning, and social agents' representation. The analysis also considers ideological aspects of the texts. The theoretical framework follows Fairclough's dialectical-relational approach (Fairclough 1992, 2003, 2009; Chouliaraki and Fairclough 1999). Given the qualitative methodological nature of this study and its adherence to the dialectical-relational approach, discourse is considered here as an element of media social practices. The following results are discussed:

- 1) the role of discourse in media social processes;
- 2) the contribution of critical language studies to the analysis of the social problem of people living on the streets, which can be illustrated by the lexical choices naming them;
- 3) the need to guarantee these people's rights, which suggests an urgent debate.

Silva Bratoz
Koper, Slovenia

silva.bratoz@fm-kp.si

Conceptual Metaphors in Pre-Election Discourse

The present paper looks at metaphor universality and variation in political discourse from a contrastive analysis perspective. It combines two theoretical traditions which are focused on analysing metaphors as forms of organising conceptual structure, i.e. the conceptual theory of metaphor as one of the most prominent frameworks in the cognitive linguistics movement, and critical metaphor analysis as an off-spring of critical discourse analysis. It is suggested that valuable methodological tools for researching metaphors in political discourse can be gained by combining these two traditions.

Several researchers have argued that metaphor should be studied by taking into account its cognitive aspect as much as its linguistic features. However, analysing metaphors by considering both the cognitive and linguistic aspects of metaphors leads to a number of methodological questions related to analysing metaphors contrastively, such as selecting the relevant sources of metaphors, processing the data collected, identifying and determining both conceptual metaphors and particular linguistic realisations of conceptual metaphors, and other related issues. Particular emphasis will be given to difficulties related to metaphor classification. These methodological issues are discussed systematically in the form of a contrastive analysis model which can be used as a guideline for further contrastive research in the conceptual metaphor framework. The proposed model has been tested in a case study focused on metaphors in pre-election political discourse. A corpus of newspaper articles in five different languages related to the American elections in November 2008 was scrutinized with a view to establishing the degree of universality and variation in conceptual metaphors between five languages, namely English, Slovene, German, Italian and Croatian. The results suggest that while there is a high degree of universality in terms of the predominant conceptual metaphors (such as conceptualising elections as fighting), there are also significant variations which have cultural implications, such as the ubiquity of metaphorically motivated terminology and election jargon identified in (American) English texts. It has been argued that these variations reflect fundamentally different conceptions of this social phenomenon in the minds of the speakers of different languages.

Annie Bryan
Swansea, UK

328941@swan.ac.uk

'You know we've been through this before': The Use of Media Templates in Television News Coverage of the 2005 London Bombings

Coverage of breaking news stories routinely makes reference to previous key episodes in order to aid comprehension of unfolding events. Kitzinger (2000) coined the term “media templates” to refer to such past episodes, which survive the conclusion of their “own” stories to inform subsequent reportage. This paper employs the concept of media templates to examine how past events were invoked in television coverage of one of the biggest news stories of recent years: the 2005 London bombings (“7/7”). A wide range of templates was drawn upon in the reportage of 7/7, rendering the past events they recalled central to the construction of the news narrative.

This research is part of a larger interdisciplinary project funded by the UK Arts and Humanities Research Council, which explores how traumatic events (in this case, 7/7) are mediated and later commemorated on television, and how they subsequently come to be remembered by the public. Data comprises 5.5 hours of video-recorded, transcribed footage from five British TV channels. Adopting a critical semiotic approach (Kress 2010), the paper explores which media templates were most prevalent in the coverage of the bombings. It also considers the ideological factors underpinning the choice of templates, as their selection promoted particular readings of the story at the expense of competing interpretations.

The paper contends that media templates were deployed in a simplistic fashion in the coverage of the London attacks. In particular, the analysis demonstrates that they were used to foreground parallels between 7/7 and past tragedies (e.g. 9/11; the 2004 Madrid train bombings). By constructing the London bombings as merely the latest incident in a series of (supposedly) analogous events, media templates thus served to contain the shock of 7/7 (Hoskins 2006). In this way, it is argued, they contributed to the ethos of resilience and will to “move on” which pervaded the television news narratives of 7/7.

Ana María R. Burdach
Santiago, Chile

aburdach@uc.cl

Barack Obama: Before and After

To understand participant identity, attitude and engagement in text, it is important to unravel the social representations that underlie text interaction (van Leeuwen 2008). The perspective used in this paper is that political discourse, taken as a social practice performed by a political actor like Barack Obama as selected Candidate and as President of America, reveals the actor's attitude and engagement towards his political project, and the faces of his identity in the exercise of power (Fowler 2003). To find out how he expresses affect, appreciation, judgement and how engaged he is with America and its people, a critical discourse analysis perspective (Fowler 2003) and appraisal theory (Martin and Rose 2003, 2005), is used focusing particularly on a corpus of political speeches like "A more perfect Union" (March 2008), "Inaugural Address" (January 2009) and "Health care speech" (September 2009). The results reveal the presence of a horizontal (diachronic) and a vertical (synchronic) axis with continuous multicultural and multiracial references to American traditions and culture, and the values that underlie it. The analysis reveals as well a change in Obama's image: a move from a man of promise to a man of action. For the study, the construction of grids revealing the attitudinal resources used by the political actor proved to be a useful tool and a fundamental basis for interpretation.

Piotr Cap
Łódź, Poland

strus_pl@yahoo.com

Time Construals in the Framework of Proximization

Lisa Carroll-Davis
Southampton, UK

lcd3g08@soton.ac.uk

Contested Identities: An Analysis of Competing Discourses of Identity in Sandinista Nicaragua (1980-1990)

In Nicaragua in the 1980s, the conception of what it was to be ‘Nicaraguan’ was heavily contested, along political, social and religious lines. The revolutionary Sandinistas argued that a person could not be a loyal citizen without adhering to an anti-USA, pro-FSLN view. Opposition groups to the FSLN along with the Catholic hierarchy, on the other hand, suggested that to be Nicaraguan was to stand against the Sandinistas as harbingers of Soviet and Cuban intervention. In the midst of these competing voices, the recreation of Nicaragua was occurring as various groups clamoured to fill the hegemonic void created by the overthrow of the dynastic Somoza dictatorship. The FSLN, having won control of the government, occupied the dominant sphere. However, their contested legitimacy prevented them from seeing their discourse naturalised in the society (Fairclough 1989). The contestation over power in the country manifested itself as a discursive struggle to create national identity and unity.

Using the discourse historical approach (Wodak et al. 1999; Reisigl & Wodak 2009) in conjunction with corpus linguistics analysis (Baker 2006; Mautner 2009), this paper will examine to what extent the discourse of the FSLN government was incorporated into the discourse of the opposition with the aim of analysing the different identities presented in each discourse. Viewing discursive identity formation in this light shows that it is an interactive pursuit even between opposing groups. Through an examination of a variety of documents, using the computer programs WordSmith and AtlasTI, the overlap and divergence between the two discourses will emerge. Analysing the integration of, and distancing from, aspects of the government discourse in opposition materials will allow the image of the opposition’s view of the Nicaraguan identity to be contrasted and compared with that of the FSLN. Such a comparison will provide a means of analysing whether the purported diametric opposition of the different groups’ projected national identities was well founded, or merely a discursive device in itself.

Innocent Chiluiwa
Freiburg, Germany

ichiluwa@gmail.com

***Ethnic Militia, the Press and the Nigerian Government:
Examining the Discourse of ‘Amnesty’ and Identity***

Ethnic Militia in Nigeria was popularized in the Niger Delta in 2003, which many believe was the result of many years of underdevelopment, exploitation and environmental degradation of the oil rich region. In the last five years, the tension between the Nigerian government, foreign oil companies and the militia groups has degenerated to serious violence and kidnappings. This has led to both national and international outcry and pressure, forcing the government to set up ‘technical’ committees for negotiating peace and granting ‘amnesty’ to the militants in June 2009. The controversial amnesty which some militants are said to have accepted have also been rejected by others who rather prefer the word ‘armistices’ to ‘amnesty’ claiming that it is the Government that indeed needs to be granted amnesty by the Niger Delta people whose land and environment have been devastated through oil exploration for over 40 years.

This paper will examine the discursive implication of the government’s idea of ‘amnesty’ and how this to a large extent defines the identity, not only of the militants but of the Niger Delta people. The paper will argue that the idea of amnesty is ideological which touches on the issue of exclusion, and the minority question which are at the root of the Niger Delta crisis. The role of the Nigerian press in mediating this tension between the government and Niger Delta Militants will be examined.

Data will comprise news reports from two (2) Nigerian national newspapers and (2) two urban news magazines, which will be analyzed using Critical Linguistics and Critical Discourse Analysis. This approach will attempt to explore how linguistic processes in the media reports are capable of either justifying the government’s ideological position, or sympathizing with the cause of the Niger Delta which, have often been overshadowed by violence/militancy.

Laura Coffey
Huddersfield, UK

l.coffey@hud.ac.uk

Quantification and Reference: Strategies in the Representation of Masculinity in Women's Magazines

Quantitative approaches to text analysis have become increasingly popular over the last few decades, and much statistical corpus-based work has been carried out on language and gender. However, these studies have mainly focused on representations of women and femininity, and predominantly from a sociolinguistic perspective. There is a wealth of academic study on women's magazines which focuses on the construction of femininity as a consumerist practice and (detrimental) representations of female body image. Research into gender construction in women's magazines has also favoured more qualitative approaches, and the creation of masculine discourses in women's magazines is a limited area of study in all disciplines within the social sciences. However, given that language simultaneously reflects and constructs reality (Gee 1999: 82), an examination of how conceptualisations of masculinity are negotiated in women's magazines is imperative to both an understanding of the texts, and of gender relations in society.

This paper is therefore concerned with how discourses of hegemonic masculinity in women's magazines may be investigated using both quantitative and qualitative methods of text analysis, and the ideological implications of such discourses. I will demonstrate how discourses of hegemony are constructed through patterns of quantification and naming strategies, using both statistical analysis and tools from critical stylistics and Critical Discourse Analysis. I will argue that such practices produce homogenising discourses, which in turn contributes to an essentialist model of gender in women's magazines.

Anna Danielewicz-Betz
Ludwig Maximilians
Munich, Germany

adanielewicz_betz@yahoo.com

Falling Prey to X – The Role of Discourse in the Acquisition and Integration Processes

Within the theoretical frameworks of cognitive metaphor, blending theory of metaphor and functional systemic grammar, this paper deals with business discourse of current M&A activities in general and specifically with the recent acquisition of one global IT company (X) by another (Y) as seen from the critical discourse analysis perspective. The authors look at the pre-acquisition culture of Y and attempt a contrastive analysis of the corporate cultures of both companies, including the peculiarities of the respective structures (e.g. strict, military hierarchy versus relatively flat organisation), differences in global strategies (unified internal processes v. glocalisation), as well as internal/external communication styles.

In particular, using a corpus of authentic data, the author takes M&A metaphors as applied in the communication between the acquirer and the target company into consideration (e.g. during the transition period), as reflected, for instance, in the criticism of Y management by X executives, focusing on communication of redundancies, farewells, and change. Additionally, an English-German comparison is made of the internal Y expressions used by the former Y employees communicating in English and German, including English borrowings. Moreover, respective abbreviations and acronyms are taken into account in terms of their application in internal communication. Finally, a preliminary conclusion is drawn as to the perceived success/failure of the post-acquisition integration process.

Angela Davidson
Coventry, UK

angela.davidson@coventry.ac.uk

A Multimodal Analysis of Food Advertising

There are various reasons why food advertising is a subject worthy of study. Food is a fundamental product which is part of our everyday life; representations of food in advertising can be found everywhere and for all ages. From a critical perspective, the activities of the food industry not only affect the way people shop and eat, but also affect people's view of their own and other social communities. The increasing rates of both anorexia and obesity in the western world are indicative of our food obsessions, and the contradictory messages we receive about food.

Using the theoretical framework of the social actor system network developed by Van Leeuwen, this paper will demonstrate some of the ways in which British magazine advertisers construct idealised worlds populated by stereotypical consumers. This involves the deployment and integration of a range of semantic, semiotic and multimodal resources such as imagery, layout, colour, typeface, and language. These methods often serve to reinforce existing prejudices and assumptions, and may have a far-reaching influence on customer choice, beyond the simple selection of a food product.

Matt Davies
Chester, UK

matt.davies@chester.ac.uk

The Syntactic Framing and Triggering of Binary Oppositions in the Discourse of the UK 2010 General Election Campaign

This paper seeks to explore the use of constructed binary oppositions in the UK general election campaign of 2010. The data will consist of a corpus of news reports, party political speeches and campaigning leaflets. The research focuses specifically on how the syntactic frames commonly used to house co-occurring canonical oppositions (commonly known as ‘antonyms’) – such as ‘*either X or Y*’, ‘*X not Y*’ ‘*while X,Y*’ – can also trigger non-canonical oppositions which appear in the same frames (see Davies 2007, 2008, 2010). An example of a non-canonical opposition would be ‘**clotted cream not ruptured spleen**’, reported on an anti-war banner on the London march against the invasion of Iraq in 2003. One of the aims is to develop a corpus linguistic methodology for revealing constructed oppositions in these frames and how they contribute towards the construction of in-group (‘us’) and out-group (‘them’) identities. This, I believe, is a method which can play a potentially significant role in explaining, at the syntactic level, how binary representations of the world (with ‘no shades of gray’) are constructed in public discourse. The general election is likely to provide a rich source of data as the two main political parties, Labour and Conservative, battle to present themselves to the UK public in a favourable light whilst alienating their main opponents from the same public. The study will aim to investigate how common political conceptual oppositions such as **public / private, rich / poor, extremist / moderate** and so on, are played out discursively in the lead-up to and aftermath of the general election.

Jennifer Anne Eagleton
Macquarie University, Australia

jenny@asian-emphasis.com

Hijacking an Ideology: The Cultural Revolution, Metaphor, and Hong Kong's Democratization

The Great Proletarian Cultural Revolution was a period of widespread social and political upheaval in the People's Republic of China between 1966 and 1976, resulting in nationwide chaos and economic disarray. Interestingly, in the discourse of partially democratic Hong Kong's future democratization, the language of the Cultural Revolution has been taken up by both sides to further their own political agendas and play on not-too-distant historical fears. The pro-Beijing side harked back to the Cultural Revolution by denouncing the democrats' "confrontational" tactics, mass mobilizations (political marches) and the disarray that fast democratization would cause to Hong Kong's stability and prosperity, while democrats' accused Beijing of using "Cultural Revolution rhetoric" and tactics to hinder the wishes of the Hong Kong people for full universal suffrage as promised in its "mini-constitution", the Basic Law.

During the Cultural Revolution, political slogans, used to simplify complicated issues, unify public thought, and agitate for specific public action, "were the primary rhetorical symbols used to justify violent behavior, dehumanize class enemies, encourage anti-traditional acts, and elevate the cult of Mao" (Lu 2004). Metaphors are similarly used during Hong Kong's democratization as pragmatic devices for ideological purposes (Charteris-Black 2005, 2008; Kitis and Milapides 1997; Lee 2005; Wilson 1990), in this particular case, the spectre of the Cultural Revolution. Using Wodak's discourse-historical approach to CDA (Wodak & Meyer 2009) and Charteris-Black's critical metaphor analysis (Charteris-Black), this paper will illustrate differences in ideological dispositions through metaphor by examining articles from two Hong Kong newspapers, a popular pro-democracy, liberal tabloid called the *Apple Daily*, and a broadsheet, the *Ta Kung Pao*, which reflects the Beijing Government's views (Flowerdew 1997; Flowerdew & Leong 2007).

Debra Edwards
Melbourne, Australia

d.edwards@latrobe.edu.au

Informing the Future, through Critique of the Past: A Critical Discourse Analysis of Australian Literacy Policy

In this paper a critical discourse analysis lens is used to examine the construction of literacy and of the successful literate student in Australian Commonwealth Government literacy policy. I am interested in exploring the potential of using critical discourse analysis for a textual analysis of literacy policy documents for informing future policy. Specifically in this paper I intend to examine the competing discourses evident in the constructions of literacy and the successful literate student in the policy documents.

Critical examination of the discursive accounts provided in government policy are important because these accounts have authoritative value by virtue of being government policy – regardless of how the accounts are substantiated. Ball (1993: 12) argued that policy is “textual intervention into practice “ and as such literacy policy documents influence literacy teaching practice and public perceptions of a successful literate student. The discourse of the policy document is perpetuated through public and private discourse and the implementation of the policy. In Australia the Commonwealth government has increasingly used policy to influence literacy curriculum and pedagogy.

Analysis of the Australian Commonwealth literacy policy documents indicates that increasingly a neoliberal economic discourse is displacing humanist and social justice discourses of literacy. In this paper I explore how these are articulated within the policy documents and how a neoliberal discourse has the potential for a narrow construction of literacy that is at odds with the daily reality of student’s lives.

Ibrahim Efe
Lancaster, UK

i.efel@lancaster.ac.uk

Critical Discourse Analysis of Turkish News Reporting on Secularism and Islamism

This research project is aimed at analysing Turkish news reporting with respect to a highly contentious social issue in Turkey, i.e. the fissure caused by the conflicting ideologies of Islam and ‘Secularisation’ (Berkes 1964, Feroz 1976, Yavuz and Espesito 2003). The specific problem this research project is dealing with requires much social, cultural and historical background knowledge to be brought into the analysis of the use of language by newspapers. It is also essential for this research project to develop a thorough understanding of the functions of the genre of newspapers as a form of mass media communication in general and in Turkey in particular. These being said, this research project will draw upon the Discourse-Historical Approach (Wodak and Reisigl 2001, Wodak and Meyer 2009) to analyse the discourse(s) on and around the above mentioned phenomenon by allowing enough space for essential aspects of the many layers of socio-political and historical context. Thus, necessarily, this research will be of an interdisciplinary nature. The historical significance of the social problem under investigation, the complexities of the genre, i.e. newspapers, and the difficulty of positioning a critical perspective to the data to be analysed are the main reasons why I chose the DHA as theoretical and methodological approach for this research project. The data to be analysed consists of hard news and articles from four national Turkish newspapers, *Zaman*, *Vakit*, *Hurriyet* and *Cumhuriyet*. The data will be analysed both quantitatively, using Corpus Linguistics, and qualitatively by refereeing to various analytical tools offered by the DHA. The very first results show that both Islamist and Secular newspapers use traditional discourse methods to construct in-groups and out-groups (i.e. subject pronouns, nominations), however, indirect and/or figurative uses of language occur more predominantly due to censorship and monopoly issues in the Turkish media. Another interesting finding is the fact that Secular newspapers are not opposing ‘Islam’ itself per se but trying to bring a different understanding of it than those of the Islamist papers.

Tamás Eitler
Budapest, Hungary

eitler.tamas@t-online.hu

Automating the Consumer: Multimodal Identity Construction and Identity Ascription in Advertisements

The paper argues that the way in which neoliberal economic discourses emphasise unconstrained lifestyle identities and informed, agentive choice (Antonio 2007) can be highly incompatible with how brand identities are actually presented and how consumer identities are ascribed through multimodal semiosis (Kress and van Leeuwen 1996) in advertisements.

The corpus for the study comprises print, broadcast and on-line advertisements of telecommunications companies operating on the deregulated Hungarian market. It is hypothesised that due to a great number of linguistic and visual elements and compositional structures shared by the competitors' advertisements, consumers do not become well informed and cannot act freely.

For triangulation, the research methods include quantitative and qualitative multimodal critical discourse analysis (Kress and van Leeuwen 1996) and focus-group interviews (cf. Scollon 2001). Whereas the multimodal analysis is used to find patterns enhanced synergically through intersemiosis (e.g., O'Halloran 1999), the focus group interviews shed light on the subtle emergent identity constructing process both for the brands in question and for their consumers.

Confirming the hypothesis, the results show that the communication of the competitors contains a significant number of similar multimodal elements and compositions. The degree of similarity is incongruous with the most basic tenets of marketing communication (Kotler 1996), whose main purpose is to establish a unique selling proposition and a distinct, easily recognisable brand image, helping consumers with their decisions. It will be asserted that this linguistic and visual corporate power praxis aims at consumer automation.

Jiska Engelbert
Rotterdam, The Netherlands

engelbert@fhk.eur.nl

From Cause to Concern: Critical Discourse Analysis and Extra-Discursive Interests

An important starting point in critical discourse analytical endeavour is to consider discourse production as interested, as enabling the normalisation of what are inherently coloured or distorted descriptions and views of the social world. In accordance with this analytical suspicion, the critical discourse analyst is to reconstruct how particular discursive configurations work to background or conceal such extra-discursive commitments. Having a stake or interest in particular versions of social life, then, is typically considered and explored for constituting a cause of discourse production. Critical Discourse Analysis (CDA) has often been criticised for working from this assumption, most notably by proponents of so-called emic approaches that argue discourse analysts can only make empirical claims about what, as a concern of the text of talk, is visibly made relevant by discourse participants.

Rather than arguing for the supremacy of one approach over the other, this paper wants to consider the ramifications of considering extra-discursive interest as a 'discursive concern' as opposed to a 'discursive cause' (Locke & Edwards 2003). My argument is that the former analytical perspective (that draws on the insights of a Discursive Psychology) is in fact highly equipped and suitable to deal with some central concerns of CDA, most notably with the issue of how discourse can accomplish the sense that problematic interests are by no means informing or shaping discourse production. Moreover, incorporating some of this perspective's features into its analytical toolkit might bolster CDA's claim to empirical soundness.

To illustrate and argue for this compatibility, I am exploring materials that have been subjected to CDA's explicit analytical scrutiny and suspicion, most notably in the work of Norman Fairclough: the discourse of New Labour. By means of carefully unpacking Tony Blair's 2007 valedictory party conference speech, I hope to demonstrate how we can equally consider the speech for putting forward a very particular (and problematic!) view of social life and governance *without* a-priori assigning specific extra-discursive interests and commitments to Blair or New Labour.

Astrid Ensslin
Isamar Carrillo Masso
Bangor, UK

a.ensslin@bangor.ac.uk

The 'Language' of Gaming: Towards a Critical Discourse Analytical Approach

This paper offers a methodological evaluation of video games and gaming as objects of critical discourse analysis. It forms part of a research project that examines the ways in which video games of various genres as well as various media, paratextual phenomena and indeed gamers themselves use language and multimodal discourse (Ensslin, forthcoming a). As discourse analysis applied to video games is a relatively new area of research, I shall offer an introduction to the field of games studies from a 'textual' point of view and discuss the extent to which existing discourse analytical tools are applicable to the increasingly diverse body of video games and surrounding discourses relating to instruction manuals, blurbs, gaming magazines, advertising, fan sites, blogs and online discussion groups. Indeed, one of my key questions will be the appropriateness of the singular use of 'language' when applied to such a diversified and generically elusive body of entertainment media.

Following an investigation of existing textual studies (Jones 2008), multimodal (Machin and van Leeuwen 2007; Ensslin 2010, forthcoming b) and corpus-based (Carrillo Masso 2009) games research I will introduce a qualitative analytical toolkit that includes, on the one hand, a variety of representational issues such as lexis and pragmatics, intertextuality and intermediality and the ways in which they convey underlying political, ethnic, sexual and, not least, language ideologies. Equally importantly, it offers an extended view on interactional multimodality: how distinctive features of game world and interface design, as well as game mechanics more generally, impact on human-computer and human-computer-human communication, and therewith on actions taken and ideologies subscribed to by players.

Laura Filardo Llamas
Valladolid, Spain

lfilardo@fyl.uva.es

To Live in the Heart (and Mind) of Others: The Construction of Memory in Northern Irish Commemoration Plaques

One of the most striking aspects of contemporary post-Agreement Northern Ireland is the commemoration spectre that is haunting it. While strolling around some of the streets in Belfast or (London)derry, one is constantly surprised by the amount of murals, graffiti and commemoration plaques which seem to recall – and reconstruct – their recent history. It could be argued that those memorials have a double function. On the one hand, they help construct a collective memory of the past, in as much as they “represent” given historical events (Achugar 2008). On the other hand, they seem to (de)legitimise (Chilton 2004) those historical events, as the portrayed events are not only recalled but they are also reconstructed. In those memory (re-)constructions we can see how given facts may be prioritized or hidden, and given actors involved in them may be portrayed in very different ways (Van Leeuwen 1996). The way in which both functions are achieved and their interaction with one another can be analysed by looking at the language – and images – that are used, in as much as they have a mediating function which entails accessing history from a particular point of view, which is, in turn, related to the legitimising function of those memorials. In this paper, we intend to look at the type of language – and images – that are used in commemoration plaques found in Belfast. The analysis of certain linguistic devices such as deictics, referential expressions and metaphors will help us uncover the discourse world (Chilton 2004) that is created in them, and how this is closely connected to the beliefs of the community where the plaques can be found. Hence, we will see how, often, that discourse world is ideologically loaded, and it serves to construct a collective memory of recent historical events in a way which allows a connection of those events with the present. The analysis will therefore show how commemoration plaques do not only have a historical “recording” function, but also a justifying one, both of which can be uncovered by doing a close linguistic analysis.

Bernhard Forchtner
Ana Tominc
 Lancaster, UK

b.forchtner@lancaster.ac.uk

Is the Pragma-Dialectical Theory of Argumentation an Obstacle for a Coherent Notion of Emancipatory Critique in the Discourse-Historical Approach?

At the core of the Discourse-Historical Approach (DHA) lies its progressive agenda for “emancipation, self-determination and social recognition” and against the ideological distortion of these values (Reisigl and Wodak 2001: 34). While DHA has mainly justified this stance through references to Habermas’ language-philosophy, its empirical analysis has drawn on van Eemeren and Grootendorst’s Pragma-Dialectical approach (cf. 1994, 2004). The latter appears to be more than a methodology, as it rests in Popper and Albert’s Critical Rationalism. Thus, an epistemological contradiction emerges concerning the concept of critique in DHA, between Critical Rationalism and Habermas’ Critical Theory.

In this paper, we make this contradiction explicit. **Firstly**, we review epistemological underpinnings of DHA and Pragma-Dialectics. On the one hand, we look at how Habermas justifies *emancipatory critique* by reflecting on validity claims as *unavoidable* presuppositions of any meaningful human interaction (cf. Habermas 1984, 1987). Thereby, he grounds the recognition of the other as equal, thus establishing the difference between convincing and persuading/manipulation, which is so crucial for the study of ideological language-use. On the other hand, we discuss Popper’s (1966: 231) conviction that *critique* can only rest on an “irrational faith in reason”. But what are the consequences for DHA’s progressive agenda if analysts have to *irrationally* believe in (rules for) a rational debate which Pragma-Dialectics sees at the heart of its approach? **Secondly**, we discuss this contradiction at the core of DHA’s concept of *critique*. On the one hand, Reisigl and Wodak (2001: 71) claim that Pragma-Dialectics’ rules for rational arguing should form and ground the ethics on which progressive politics should rest. On the other hand, the same authors (2001: 265) emphasise the importance of Habermas’ normatively rich concept of deliberative democracy for their emancipatory aims.

Our aim is thus twofold: firstly, we make an epistemological contradiction in DHA explicit, and secondly, we show why DHA’s critique of ideological language-use cannot rest on Critical Rationalism (that is, on Pragma-Dialectics), and why a coherent orientation towards Habermas’ language-philosophy is thus necessary.

Valeria Galanti
Lucca, Italy

valeria.galanti@imtlucca.it

TBA

Luísa Godinho
Geneva, Switzerland

lgodinho23@yahoo.com.br

Discursive Acceptability and Refusal in a Competitive Political System: The Case of the Portuguese Communist Party (PCP) and Its European Discourse

Style as a textual dimension is too often far away from the political analysis. The arrival of pragma-dialectics however has opened a promising way to conciliate argumentation and rhetoric. In this paper I shall present a case in which style is a central aspect of analysis, once it is present in the whole corpus. The case of the PCP European discourse (the oldest and the smallest Portuguese party with parliamentary representation) is a curious stage to analyze the way ideology presents itself and survives in a political environment that is antagonic to its premises. We are particularly interested in the way the three dimensions of the present neo-realistic style – antagonisms, collective characters and popular language – have interacted through the years with political context in order to achieve a balance between ideological identity and electoral results. We will develop our model of analysis and present our results: the strategies and the evolution that stylistic resources have pursued since 1964 until today in order to pursue their fundamental goals as discursive and political instruments: help the party affirm its ideas and increase its electoral power.

Anna Maria Grammatico Carmagnani amcarmag@usp.br
São Paulo, Brazil

Discourse(s) and Identity(ies) : The Representation of Teachers in Brazilian Newspapers

Taking into account all the changes that our societies are experiencing at present, with the unstable relations within and across nations, uncertainties experienced in our lives (these so well planned before), fragmentation of our selves (or the stable idea we had about ourselves as individuals), my contention in this text is that the discourse produced by the media in Brazil about Brazilian schools, specially the discourse about teachers and the way they are represented shows us they are *included* in the different media texts to be *excluded*, as they are pointed as responsible for the weaknesses and problems of the Brazilian educational system. At the same time, media texts establish an opposition between public education and private education, Brazilian schools and foreign schools and education, Brazilian students and students in other countries. This strongly contributes to the identity construction of both teachers and students, symbolically placing them at a conflicting *in-between* condition (cf. Hommy Bhaba). They are at the same time reminded of their present state of exclusion (for not belonging to the “right” community or a “central” nation) and promised a state of fulfillment and inclusion (if they follow the suggestions provided by the “experts in education”). So, our objective is to reflect upon the issue of identity and subjectivity construction from a discursive perspective, based on the studies of Stuart Hall and Hommy Bhaba on culture and identity, and the concept of *bio-power* discussed by Michel Foucault. The analysis shows us that those professionals can be strongly affected by the discourse that disqualifies them directly or indirectly, stating their inefficiency. As a result, they are silenced, controlled and excluded, by being represented as responsible for the continuous failure of students in international exams and national evaluations at different levels. Our aim is the discussion of this kind of representation and the effects it can produce in a given culture and community.

Debra Gray
Rachel Manning
Bristol, UK

Debra.Gray@uwe.ac.uk
Rachel.Manning@uwe.ac.uk

The Spatial Regulation of Anti-Social Behaviour in Bristol

The issue of spatial regulation has become of increasing interest to social psychologists, as part of a growing concern with the spatiality of social and psychological processes (e.g. see Dixon and Durrheim 2004; Dixon, Levine and McAuley 2006). Drawing on this social psychological work, our current research examines the spatial regulation of anti-social behaviour (ASB), in terms of how such spatial regulation impacts on the construction and use of particular spaces, most notably by young people. In this research we aim to investigate places as both discursive processes, but also begin to engage with their 'brute physical existence' (Benwell and Stokoe 2006). Initial exploratory data will be presented that will focus on the use and impact of ASB control measures on young people's use of space in Bristol – in particular how ASB control measures are perceived by both groups of young people in Bristol and the police officers who deploy them, as well as how this relates to the ways in which spaces are (re)produced by different groups. In this way, we hope to reveal the ways in which institutional practices such as legislation impact of the everyday lives of people, how this is enmeshed with constructions of identity, belonging and subjectivity, as well as ideologies of place and socio-spatial relationships.

Marisa Grigoletto
São Paulo, Brazil

mgrigol@usp.br

The English Language in Brazilian Media: The Construction of a Discursive Memory and Its Effects

The influential role of media discourse in the production of social representations in contemporaneous societies is abundantly demonstrated in analyses of discourse. This paper analyses the production and circulation of statements about the English language in Brazilian media vis-à-vis the construction of a discursive memory. The analysis will focus on the role of the media in the construction of a social imaginary about the English language and the needs and objectives of English language teaching in Brazil. Firstly, I will argue that the media may be regarded as a “memory-place” (Nora 1997) in contemporaneous societies, a concept proposed in the sense of forms of externalization of social memory in material, functional and symbolic places. With respect to statements about the English language in contemporaneous Brazilian media, my claim is that the functioning of the media as a memory-place produces effects on the discourses that circulate inside and outside schools. The analysis is grounded on two approaches to discourse analysis: Pêcheux’s theory of discourse in France, which defends the “opacity” of language as one of the “materialities” of ideology and postulates that language in its intersection with history is what constitutes social subjects and meanings; and Fairclough’s approach to Critical Discourse Analysis, mainly his conceptualizations about how texts function in media discourse. My analysis focuses on some recurrent statements which are part of a discourse about the English language produced in current Brazilian printed media. The results show that in Brazilian media discourse about the English language certain statements are reiterated, whereas others are erased or silenced. Statements that are reiterated tend to reinforce dominant meanings belonging to the discursivity of the market (for example, the meaning of English as a commodity), and, consequently, to silence the educational and political character of the teaching of English as a foreign language. This paper will conclude with a discussion about the increasing influence of the media on meanings and policies that pertain to the educational domain.

Martin Guardado
Alberta, Canada

martin.guardado@ualberta.ca

Spanish Language Socialization and Maintenance in Canada: Discursive Constructions and Practices

This paper draws on an 18-month ethnography conducted with Hispanic families in Metro Vancouver, Canada. The goal of the paper is to investigate, from a language socialization perspective (Ochs & Schieffelin 2008), the various ideologies and practices surrounding the families' efforts to foster the development and maintenance of Spanish. Although an understanding of the individual, familial and societal benefits of heritage language development and maintenance is well established in the sociolinguistics literature, the various discourses surrounding language maintenance in families and the linguistic practices resulting from their ideologies are less frequently discussed explicitly. Therefore, via a thematic analysis of interviews and critical discourse analysis of face-to-face, naturally-occurring interactions, the paper draws attention to the diversity of aspects present in the families' discursive construction of Spanish maintenance. The interviews with parents were found to contain discourses of language maintenance that embody implicit and explicit ideologies about language. Thus, I first present a brief discussion of some of the metalinguistic constructions of language maintenance found in the data (e.g., utilitarian, indexical, aesthetic, affective, proper, oppositional). Then, I explore the ways in which some of these ideologies of language are deployed in parent-child linguistic interactions. Particularly, I examine the discursive practices through which the families attempted to socialize their children into their particular ideologies of language. The data show that, to this end, the families drew on a range of metapragmatic devices that included different types of explicit and implicit directives and lectures.

In conclusion, the analysis presented in this paper locates language ideologies on a continuum from complete explicitness to relative implicitness. The metalinguistic practices analyzed reveal parents' attempts to revalorize Spanish in the English-dominant Canadian context in order to construe it as a "power code" (Hill 1985). However, since speech is often a coercive force (Philips 1998), some of the very explicit processes of metapragmatic regimentation of language use found in the data show that when parents coerce children to speak in a particular way, this practice often has the effect of unwittingly oppressing children by silencing them.

Christopher Hart
University of Hertfordshire, UK

c.j.hart@herts.ac.uk

Agent ‘Mystification’ Revisited, Again: A Cognitive Grammar Analysis

Critical Linguistics and Critical Discourse Analysis (CDA) have both invested much stock in the ‘mystificatory’ properties of particular linguistic structures, including agentless passives, nominalizations and agent substituting metonymies (Hodge and Kress 1993; Reisigl and Wodak 2001). Recently, however, claims that these structures are mystifying have come into criticism (e.g. O’Halloran 2003; Widdowson 2004). Here it is argued that agency is always recoverable from context based on normal pragmatic principles such as relevance. Van Leeuwen therefore distinguishes between ‘suppression’ and ‘backgrounding’. Agency is never totally suppressed but it can be backgrounded where agents are ‘not so much excluded as de-emphasised’ (Van Leeuwen 1996: 39). CDA is still guilty, though, of taking it for granted that agent mystification in text has any conceptual impact.

One strand of CDA which has addressed the conceptual impact of particular textual structures is the Cognitive Linguistic Approach. However, this approach has been concerned almost exclusively with the conceptual effects of metaphor rather than agent mystification (Charteris-Black 2004; Koller 2004; Musolff 2004). In this paper, I propose that by applying Langacker’s theory of Cognitive Grammar (1987, 1991) the scope of the Cognitive Linguistic Approach can be broadened to analyse agent mystification.

A Cognitive Grammar analysis provides some suggestive evidence that agency is conceptually backgrounded by mystification devices. In this paper, then, I put forward a Langackerian analysis of agentless passives and agent substitution metonymies in immigration discourse. The illustrative analyses argue that, whilst agency always remains within the ‘scope of the predication’, it is conceptually backgrounded as a reflex of ‘profiling’ other elements in an ‘action chain’ (Langacker 1991).

Kayoko Hashimoto
University of Queensland, Australia

k.hashimoto@uq.edu.au

Discourse on Promoting English Education in Japanese Newspapers: Collaboration and Mutual Dependency between Government Policies and Newspaper Media

This paper demonstrates that collaboration and mutual dependency exist in hidden but influential ways between newspaper media and the government in promoting English in Japan through the application of CDA as a methodological tool.

As any language policy is political as well as educational, government policies for promoting TEFL (Teaching of English as a Foreign Language) in Japan have been politically inspired. They tend to focus less on the educational needs of individual learners and more on how TEFL contributes to the nation's economic success and the formation and maintenance of national identity in an era of globalisation.

While there is a belief within the Western news media that governments exist to be investigated and attacked because they are always in economic difficulty, use politics to persuade and influence, and never achieve enough social equity (Stanton 2007), the Japanese newspaper media have focused on educating people to help them to upgrade their social status (Chûma 2003).

The concept of this study – that both newspaper articles and government policy texts construct the public representation of English education in mutually inclusive ways – is innovative for its approach to these two totally different types of texts, and for the insight that power does not necessarily exist at the top but in layers in society where language plays a crucial role. CDA is used as a methodological tool for the study because this study is not about political connections or conflicts between the government and the media in the traditional sense, but about the systematic language practices applied in the texts. This paper will also illustrate that CDA is an effective tool to reveal the complex issues that surround the promotion of English education in Japan, which has long been criticised for its ineffectiveness.

Aylanda Hidayati Dwi-Nugroho
Petra, Indonesia
NUS, Singapore

g0700751@nus.edu.sg

Australian Media Representation of Indonesia in 2009: The Locals

Australia and Indonesia are two unique neighboring countries. Historically and geographically, both are close, but politically and culturally they are very distant. Bilateral relations in the past were not always positive and supportive towards each other. Tensions in 1970s-1990s were sparked by controversial articles on Soeharto and East Timor cases, which became headlines in Australian newspapers. The relations since early 2000s, however, have grown into a closer, more open and more understanding relations, despite being tested by three bombing attacks in Bali and Jakarta, which caused many Australian casualties. Part of a larger study, this paper focuses on how the *Sydney Morning Herald (SMH)* portray the local people in Indonesia's capital city, Jakarta. The framework used in this study follows van Leeuwen's Social Actors and Social Actions (2008), Martin's (2001) and Martin and White's (2005) Appraisal, and Bednarek's (2006) Parameters of Evaluation. The data were four news items on mysticism, food vendors, monkey show, and scavengers. The purpose of this study is to observe how a foreign media represents the local people of Indonesia. This paper argues that the background culture and ideology of the news writer affect greatly how he sees the local Indonesians and represent them in the newspaper for the consumption of Australian readers.

Alys Humphrey
Istanbul, Turkey

alys.humphrey@boun.edu.tr

Establishing Legitimacy and Credibility in the Discourse of NGOs

Studies of institutions have shown that legitimacy and credibility are important aspects of institutional identity, particularly in the case of NGO (Suchman, 1995; Beyer, 1981; Sproull, 1981). Given that identity is established and reflected largely through linguistic means, legitimacy and credibility are constructed and maintained through the discourse of an NGO (Foucault 1978; Giddens, 1984; and Fairclough, 1995). Through a CDA based analysis of newsletters published between 2000 and 2008, it is observed that two large and well-known NGOs, Open Society Institute and Amnesty International, establish legitimacy through appeal to rather different qualities. In the former case, a subjective view is presented, with the institution's attitude and opinion paramount in establishing legitimacy and credibility. In the latter case, that of Amnesty International, the institution is cast as legitimate and credible through appeal to objectivity.

These differing approaches to establishment of legitimacy are manifested through different discursive patterns and devices. Hedging is a major feature of Amnesty International's discourse, playing a central role in the establishment and maintenance of an objective stance. Meanwhile the discourse of Open Society Institute is characterised by boosters, creating their subjective route to legitimacy and credibility. The analysis indicates that differing distribution of linguistic features in the respective institutions' newsletters are central to the construction of the two identities. The most striking of these are semantic roles - particularly agency (and in relation to that, active versus passive constructions) and lexical choice, particularly with regards verbs and adverbs. In the case of Amnesty International the use of verbs such as 'claim' and 'allege' in discussing the testimony of victims, the use of adverbs 'allegedly' and 'reportedly' and use of passives with omitted agents in describing perpetrators' actions represent hedges which allow the institution to appear unbiased. On the other hand, in Open Society Institute's discourse, use of verbs such as 'demonstrate', 'promote' and 'initiate' together with modals such as 'will', the frequency of adverbs such as 'clearly' and 'substantially', and inclusion of semantic agents, especially those referring to themselves, operate as boosters and result in their explicitly subjective approach.

Sylvia Jaworska
Ramesh Krishnamurthy
London, UK

s.jaworska@qmul.ac.uk

On the F-Word: A Corpus-Based Analysis of the Media Representation of Feminism in British and German Newspapers, 1990 – 2009

Research in social psychology has demonstrated that public attitudes towards feminism are shaped by a strong dichotomization based on stereotypical views linking feminism with leftist and lesbian women, while downplaying its positive contribution to contemporary society (Aronson 2003, Edley & Wetherell 2001, Riley 2001). A pattern often observed is that of a seeming rejection of feminism, followed swiftly by substantive support for women: “I am not a feminist but...” (Buschman & Lenart 1996). It is claimed that such ambivalent expressions are largely due to the negative and sexualised media construction of feminism that decouples feminist issues from feminism and in so doing perpetuates a traditional sexist discourse, while minimising the opportunities for social change (Riley 2001). Research on the media representation of feminism seems to confirm this tendency (Howell 1990, Rhode 1995). Rhode (1995) identified four strategies used in the depiction of feminism and feminists: demonisation, trivialisation, polarisation and a focus on self- rather than social transformation. According to Lind & Salo (2002), feminists are frequently described as being radical, militant or lesbian. While most of this research provided valuable insights, the findings were often based on a small sample of texts. Also, the vast majority of the studies were conducted in an Anglo-American setting, and there is very little research outside this cultural context.

This paper attempts to address some of the shortcomings of previous work by examining the discourse surrounding feminism in a large corpus of German and British newspaper data. It will do so by employing the tools of Corpus Linguistics (CL). Increasingly, CL has been used in critical discourse research to analyse the discourse of racism, homosexuality, climate change and refugees, uncovering the existence of language patterns and messages otherwise unobserved (Krishnamurthy 1996, Baker & McEnery 1996, Baker 2004, Grundmann & Krishnamurthy forthcoming). By investigating the collocations of the key term ‘feminism’, this paper aims to show how feminism has been framed in these two specific cultural contexts, and the language patterns, associations and changes that have emerged over the past two decades.

Lesley Jeffries
Brian Walker
Huddersfield, UK

l.jeffries@hud.ac.uk

Corpus Approach to Cultural Keywords: A Critical Corpus-Based Analysis of Ideology in the Blair Years (1998-2007) through Print News Reporting

This paper will report on a corpus-based study that assesses the ideological landscape during the important years of the New Labour project by analysing print news reporting from that period. Our investigation identifies cultural keywords (in the Raymond Williams' sense) via the analysis of key-words (in the corpus/statistical sense) extracted from newspaper data from 1998 to the end of 2007. The project demonstrates that certain lexemes (or combinations of lexemes) gain currency in relatively short historical periods, and they take on political importance in addition to their everyday meaning.

A corpus of comparable data from The Guardian, The Independent, and The Times for the period concerned was assembled from a large, on-line newspaper database. Due to time constraints, we took a structured sampling approach to the corpus building, and chose the politically 'busy' month of September (party conferences) for each year, from which to collect news-related items from each newspaper. The resulting corpus was approximately 2.3 million words. A comparison corpus was built along similar lines using newspaper data from the 10 year period prior to 1997. The corpus was analysed, in the first instance, using Wmatrix (Rayson 2003,2008), which can calculate keyness at the word level (key-words), at the grammatical level (key-POS), and the semantic level (key-concepts).

The present paper investigates just the key-word output and considers the following:

- How does the semantic co-occurrence of the key-word demonstrate particular nuances of meaning?
- How does the semantico-syntactic behaviour of the key-word (in terms of transitivity roles) demonstrate meaning specific to the context?
- Does the key-word enter into any unconventional lexical relations (e.g. opposition)?
- Is the key-word associated with any modal or negated text worlds?

Our paper will report our findings and list what we consider to be important cultural keywords from the Blair years.

Bertie Kaal
Amsterdam, The Netherlands

ar.kaal@let.vu.nl

Spatio-Temporal Reasoning in Political Party Positioning: The Case of Security in Dutch Political Party Manifestos

This study involves the projection of conceptual elements of discourse onto political dimensions of party positioning. The aim is to elicit a discourse typology from political texts that maps textual representations of party positions onto political Left/Right and GALTAN dimensions. The method should provide a more fine-grained meaning approach that enhances content-analytic approaches to position parties on political dimensions. Spatio-temporal representation is regarded as a human cognitive process that affords a reasoning model to conceptualise differentiation (e.g., Rickert & Habel 1999; Li & Gleitman 2002; Flynn 2005). This study applies that proposition to attitudinal differences between political parties as expressed in their manifestos.

The data consist of Dutch party manifestos for the 2006 national elections. “Security” will serve as an umbrella theme because it often serves to legitimise policies on more specific issues (e.g., immigration, education, health care, social and economic stability, crime prevention, fraud, etc.). Following Chilton’s Discourse Space Model (Chilton 2005, 2007), the analysis involves identifying framing devices (e.g. Cap 2008; Chilton 2004, Steen et al. In Press) that characterize perspectives on worldview (temporal and spatial), self/other (insider/outsider), and moral stance (epistemic and deontic modality). Party positions are determined by their deictic perspective (i.e., the perceived Self/Here/Now). The hypothesis is that closeness to the deixis triggers urgency. The positions are further analysed for semantic markers of urgency and weight of security policies in order to elicit nuances in party priorities and goals.

From an argumentation point of view spatial distance expresses degrees of political involvement/responsibility and therefore indicates degrees of necessity and urgency. Security instinctively calls for urgency and so, when issues are constructed with a sense of threat, action to increase or guarantee security can hardly be debated. However, parties often posit social and economic threats to justify restrictive measures to achieve their ideological goals (Baldwin 1997). The paradox that Security measures always benefit some at the expense of restricting others is implicit in these texts.

Argyro Kantara
Greece

kantaraa@hotmail.com

Adversarial Challenges and Responses in Greek Political Interviews. A Case Study

This paper examines journalists' adversarial challenges and politicians' responses to them within the Greek political news interview. More specifically, using the framework of conversation analysis the above strategies are examined in detail in a particular highly adversarial political interview, using it as a case study. Within the Greek context, journalists tend to challenge interviewees by: 1) predicting the interviewee's answer and immediately after finishing his question explicitly asking him not to answer along specific lines, 2) explicitly stating that the interviewee either repeats himself when answering or has given an evasive answer, 3) using colloquial language, jokes and layman's words as the outside source (footing), 4) presenting contrasting opinions as a "matter of personal disagreement." In turn interviewees respond by: 1) issuing direct attacks to the interviewer as a person 2) issuing indirect attacks to the interviewer as a person 3) using questions to answer a question.

Previous research on media discourse in Greek television (Patrona 2006, 2009) has indicated that TV panel discussions and prime time news discourse echoes the attested conversationalization of western media discourse, but relevant research on political one-to one interviews has not verified this. Detailed examination of the challenging nature of the interviewer's questions and the nature of the interviewee's responses to them in the data under analysis reveals that the one-to-one political interview genre has evolved into a highly confrontational genre, attesting thus to claims of its *conversationalisation* (Fairclough 1998).

It is argued that both co-participants comply with the changing highly confrontational institutional norms of the transformed genre co-constructing a new form of *neutralism*, where both participants on equal terms challenge and counterchallenge each other, using most of the times unsourced assertions, highly appropriate in the context though.

Seth Katz
Peoria IL, USA

seth@bumail.bradley.edu

The Roles of First Mention Definite Reference in Discourse Processing

Van Dijk (2008) argues persuasively that as we produce and process discourse, discourse participants always work from a mental model of what the other participants know, a model that we constantly update and adjust based on clues in the other participants' contributions or responses to the discourse. Prominent among these clues in English is the use of definiteness markers, which discourse participants commonly employ to indicate what they think other participants in the discourse should know, and to indicate and construe group membership, social distance between and among discourse participants, and relative status of discourse participants. Nowhere are these ongoing processes more clear than in the use of definite reference to introduce, or first mention, new topics in spoken and written discourse. This paper will survey both the conversational constraints on the use of first mention definite reference, and changes in the literary use of first mention definite reference in English, examining how first mention definite reference has been and is used to construct and construe discourse.

E. Dimitris Kitis
London, UK

dimitri.kitis@kcl.ac.uk

Anti-Enclosure Acts in Thessaloniki: An Urban-Semiotic Interpretation of Colliding Discourses

The concern of the presentation is the nature of a number of specific social actions and discourses in place within the urban centre of Thessaloniki, Greece. The actions or events in question range from public functions and concerts to confrontations with the police (video). The texts in use range from oratory by politicians to an explicitly political and transgressive type of graffiti, which is here termed *street slogans* (transcript, photograph). The social acts and language use will be co-located within the urban fabric of the city (google maps) and shown to index semiotic systems in an urban-semiotic reconstruction of the city's discursive aggregate. The outlook is that the analysis should not just consider the actions as functions of the specific discourses but rather the action being taken, the social actor(s) taking them, the material urban setting and time-frame of the events and the particular text (or other mediational means) used by the social actor(s) when taking action. The principle adhered to is that a text should be brought into a real-time, ongoing social interaction for it to have actual rather than potential meaning. Thus the approach will deal with the problems of discursive silence (re-creating spatio-temporal presence of discourses) and the manner of use of discourses by social actors to achieve the action itself. What will be considered in the case of every social action is the historical body of the social actor(s) (*habitus*), the interaction order holding for the particular actional moment amongst the participants who are co-constructing the action and the discourses in place (textual, visual and place semiotics), enabling or constraining the mediated action (Scollon 2008: 22). The approach elucidates controversial, attestable actions in real time and space as they are taken by distinct social actors and employs a CDA framework to reveal an actual battle raging over public space and discourse; ultimately a problem of legitimation.

Monika Kopytowska
Łódź, Poland

mkopytowska@yahoo.com

*Proximizing the Threat – A Critical Analysis of News Reports
on the AH1N1*

Anna Kordasiewicz
Warsaw, Poland

a.kordasiewicz@uw.edu.pl

Politics of Intimacy in the Relationships between Domestic Workers and their Employers.

The main focus in discourse studies seems to be on “public” identities (racism, nationalism etc.), the analytical approach of the proposed paper is discourse analysis of private relationships as they are constructed in narratives. An analytical technique for analysis of a relationship will be presented, that is based, i.a. on membership categorization device and application of preference organization (Harvey Sacks) in the field of narrative analysis.

The paper describes various strategies applied to manage intimacy (closeness) in the relationships between domestic workers and the people who hire them. It is commonly assumed that the domestic service situation entails an intrinsic ambiguity of public/private sphere blurring. Intimacy is a dimension to be dealt with by both the employers and domestic workers. Depending on individual strategy, intimacy may be purposely induced in interactions and brought up in narrative or intentionally avoided in interactions and constructed as non-existent in narrative.

The paper discusses the symbolic domains and their main combinations in the narratives on the relationships. Following symbolic domains compose the spectrum of defining relationships within domestic service: kinship frame, work (contract) frame, pedagogic frame, friendship frame, servanthood frame. The intimacy and hierarchy is managed by the workers and employers through inscribing a given relationship in one or (more often) a combination of symbolic domains. The domains are rarely seen separated in the narratives, in most cases they interweave, combine, are used to cover others (e.g. „fictive kinship” to cover exploitative master – servant relation).

The paper is based on a Ph.D. research project on the phenomenon of paid domestic work in post-war Poland (1945-2010). In the course of the project I collected narrative interviews with 60 employers, workers and employment agents. An array of situations is taken into account, e.g. hiring native and migrant workers, house and care workers, and employers with different social background.

Konstantia Kosetzi
Thessaloniki, Greece

konstantia.kosetzi@gmail.com

***The Discursive Production of Racist Ideology in Online Posts
Regarding Immigrants in Greece***

On 28 December 2009 the Greek government proposed a revision of the Greek Constitution, according to which first and second generation immigrants would be eligible to acquire the Greek citizenship and naturalization, as well as voting rights. The Greek government welcomed the public's comments posted online in the respective ministry's site <http://www.opengov.gr/types>. This paper investigates the reception of the new bill embarking on a Critical Discourse Analysis, and in particular employing the Discourse-Historical approach (e.g. Reisigl and Wodak 2001; Wodak 2001). Despite the fact that there are comments supporting the bill, these are considerably outnumbered by a nationalist discourse and related topics under this, making use of a large number of fallacious arguments and *topoi*. All these are underpinned by a xenophobic and racist ideology. Apart from an analysis of strategies of 'self and other presentation', i.e. of the Greeks and the immigrants respectively, this paper also focuses on the presentation of the bill itself, as well as of the members of the government that suggested this revision, as they are

Ewa Kusmierczyk
Wellington, New Zealand

ewa.kusmierczyk@vuw.ac.nz

'I don't talk like you. I don't look like you' – Taking the Multimodal Perspective on 'New Racism' in Institutional Discourse.

This paper will examine the phenomenon of 'new racism' (Barker 1982), i.e. indirect prejudice found in everyday discourse, in the context of employment interviews. Adopting a Multimodal Discourse Analysis (MDA) framework, I will demonstrate how the identities of the interviewee and interviewer are co-constructed discursively through both verbal and nonverbal practices.

In New Zealand, the incorporation of migrants into the workforce has been highlighted as problematic by many, and research into employment market practices reveals widely spread, but often subtle discrimination of non-majority group candidates (Basnayake 1999; Bedford 2003; Oliver 2000; Pio 2005; Ward & Masgoret 2007; Watts & Trlin 2000a, 2000b). However, this issue has not yet been examined locally from the perspective outlined above; most previous studies have been conducted by psychologists and few have focussed on both verbal and non-verbal features of employment interviews. The role of discourse has been identified as crucial in creating barriers for ethnic candidates seeking employment (Akinnaso & Ajitutu 1982; Gumperz 1992; Roberts & Campbell 2006; Roberts 2000, 1985, 1998; Sarangi 1988). Employment interviews are highly complex events requiring the skilled blending of various types of discourse, and the construction of a convincing professional identity that involves both the candidate and the interviewer. Research shows that nonverbal behaviours also play an important part in these processes, and may influence the perception of the identities created on the basis of cultural references. Thus, an examination of the phenomenon of 'new racism' should be extended to the analysis of interaction as it develops in multiple dimensions.

This study draws on a small data set to illustrate the multidimensional facet of 'new racism' by means of MDA which conceptualizes discourse as a dynamic unfolding of social actions realised through multiple sequential and simultaneous communicative processes (Norris 2004). Hence, spoken language has been examined along with postures, gestures and gaze patterns displayed by the candidate and the interviewer. With the use of examples, the paper will demonstrate the importance of careful consideration of the phenomena that accompany speech as they can reveal the subtleties of discrimination and provide a new conceptual framework for equal recruitment practices.

Ian Lamond
Sheffield, UK

od_ghoti@hotmail.com

Elections as Points of Discursive Contestation. UK Cultural Policy between 1987 and 1997 as a Case Study

Elections form a core political practice within many contemporary states. In neo-liberal democracies they are accompanied by a variety of texts. Such texts might include political broadcasts; poster campaigns; televised debates and in more recent elections podcasts; blogs and tweets. Through its various texts, its social and discursive practices, elections form managed periods of crisis where meanings are contested and such contestation is played out within the public domain.

According to Buldge a general election manifesto represents ‘...the only medium-term plans for the whole society produced by any organisation’ (1994: 455), they ‘...attempt to fix the meaning of “the societal”’ (1994: 458) Smith and Smith (2000). As such they establish the framework in which political discourse can be understood at a clearly definable historical moment where it is contested and there is a real potential for political change. To view elections in this way connects to the Foucauldian idea of governance; interpreted as the historical emergence of relationships of power.

In this paper I shall adopt a variety of discourse analytic techniques, from Fairclough’s (2002) analytics of social change, and Chilton’s (2004) analysis of political discourse, to the diachronic and synchronic lexicometric techniques of the historical pragmatics adopted by, amongst others, Traugott (1995). Whilst such an approach can provide valuable insights into the importance of such texts across many disciplines I shall use, as a case study, the articulation of cultural policy in Britain between 1987 and 1997.

That decade covered three different prime ministers as well as divergent models of neo-liberal intervention in political economy. I suggest that it is by applying a critically discursive analysis to general election material that we can begin developing a picture of the increasing politicisation of culture and the continuing expansion of the realm of biopolitics.

Camilla Leathem
London, UK

leathemc@hotmail.co.uk

Creating the Passive Reader: an Interdisciplinary Approach to the Demystification of Houston Stewart Chamberlain's Nationalist Discourse

This paper explores the language of Houston Stewart Chamberlain's prose writings on the premise that he systematically used language to persuade and deceive, turning his readers into passive recipients and destroying other apparent fallacies only to construct his own. Chamberlain was a key figure in the discursive tradition upon which Adolf Hitler drew, and yet his strikingly distinct linguistic style remains untouched by Critical Discourse Analysis.

This paper is dedicated to a transdisciplinary investigation of his shorter essays and aims to raise awareness of the necessity for the critical analysis of political texts using the methods of Critical Discourse Analysis in general. My focus on deception furthermore gives one of the principles of CDA an interesting new slant. According to Günther Kress, readers are not just passive recipients of texts; CDA functions partly under the assumption that discourse serves as a form of interaction between the writer and the reader. This paper demonstrates, however, that one of the forces acting behind Chamberlain's strategies of deception and manipulation is the way in which he manipulates the reader into becoming a passive recipient. Though the primary focus of this paper is linguistic, great value is attached to a supporting interdisciplinary approach in line with Wodak's principle of 'triangulation', which considers the results of linguistic analyses in relation to historical, psychological and social factors. Digital corpus-based analyses enable the lexical analysis of words and the tropes connected to fact and truth. As this paper explores the stylistics and manipulation strategies of Chamberlain's essays, lexical and syntactic analyses are augmented by rhetorical analyses. Chamberlain is viewed as a narrator who created something similar to what is today termed 'literary journalism', and as such the paper additionally extends the interdisciplinary nature of this paper into literary studies.

Alon Lischinsky
Umea, Sweden

alon@lischinsky.net

The Struggle over Sustainability: A Corpus Approach to Managerial Conceptions of Sustainable Development

While the most distinctive voice in the developing network of public discourses concerning sustainability has been that of science, many other parties are involved in its ongoing construction. The case of companies is particularly important, since, despite their essential role in the dominant socioeconomic system, many of the typical operational goals of business organisations —such as increased consumption, cheaper infrastructure and less regulation— frequently clash with the measures needed to ensure the sustainability of environmental and social development. Empirical research suggests that this leads the business community to a conception of sustainability significantly different from that in the academic development literature (Bebbington and Thomson 2007; Gray and Bebbington 1996).

However, and despite analyses of corporate discursive formations in the Foucauldian sense Milne et al. (2005); Spence (2007); Triandafyllidou and Fotiou (1998), empirical evidence for such theorisation remains scarce. In this paper, we seek to provide a systematic account use of managerial conceptions of sustainability by means of a quantitative and qualitative corpus analysis of corporate public communication. Although this form of research has proved useful in the analysis of political and media discourse (Gabrielatos and Baker 2008; Mautner 2007; Pan 2002), little headway has been made yet in applying it to organisational matters.

Drawing on an ad-hoc 1'000'000-token corpus built from financial and social responsibility reports for 2008 issued by 50 large corporations, we explore the frequencies and collocations of terms describing sustainability and related concepts to provide empirical evidence of the semantic contour that they adopt in managerial discourse. The paper examines the routine phraseological context in which such discussions occur, only apparent in this kind of large-scale examination, in order to determine:

- what entities are routinely related to sustainability and assigned specific thematic roles in reference to it;

- what semantic environments do references occur in, giving rise to semantic prosodies (Hoey, 2005; Louw, 1993) that imbue descriptions of events and entities with attitudinal content.

Comparisons with the non-genre-specific British National Corpus are also used to establish which of these words show significantly unusual frequencies (keyness) in our texts, a further measure of their pragmatic relevance, as well as differences between semantic prosodies according to context (Tribble 2000) that can provide empirical warrants for theorising managerial discourse.

Karolina Lokert
Tetyana Novak-Piasecka
Łódź, Poland

Fashion Discourse: Critical Discourse Analysis Approach

The paper presents the rhetoric of fashion discourse in one of the most successful reality shows in the United States. The name of the TV show is “American Next Top Model” and it has continually been a medial phenomenon since 2003. In fact, today’s media are not only the indispensable component of our everyday entertainment and reflection of our reality but they are also becoming a dominant social phenomenon imposing the way the viewers think, behave, look and speak. Thus, the modern society is often called the media society.

Being such a commercial success, the “American Next Top Model” show definitely plays a significant linguistic and social role in the popularization and development of the fashion discourse. Therefore, it is very tempting to take a closer look at some of the linguistic devices practiced by the users of the fashion language in this program. The diachronic linguistic analysis is based on the examples from 14 Cycles of the show presented on the U.S. television in years 2003 - 2010. At the same time, in order to maintain a limited scope of data, the studies are conveyed exclusively on the jury’s utterances and comments on the show. The Critical Discourse Analysis (CDA) approach aims at presenting semantic choices such as: metaphors, idioms, sayings, clichés, new vocabulary items, references, and implications as well as the social context of the discourse. The conveyed analysis which presents the *cross-disciplinary perspective* of the fashion discourse will improve the understanding of its lexicon and mechanisms.

Irina Diana Madroane
Timisoara, Romania

dianamadroane@yahoo.co.uk

Roma, Romanian, European: A Media Framed Battle over Identity

The downfall of communism in 1989 left Eastern Europe open for scrutiny and rediscovery by the West, which led, inevitably perhaps, to the re-emergence of a so-called “Balkanist” discourse, tailored to the newly created context, but largely built around the old themes: endemic violence, corruption, political instability and economic backwardness. The hopes harboured by the inhabitants of this space, that EU membership would bring about a radical change in perception, were brutally shattered, in Romania’s case, by the campaign against Romanian immigrants started in Italy in 2007. The campaign, aimed at immigrants with a criminal record and at illegal immigrants in general, mostly targeted Romanian Roma. The situation in Italy has since triggered numerous debates about rights and migration legislation in the European Union as a whole. Understandably, the Romanian media have been particularly active in discussing the various implications of this post-accession crisis for Romania’s image. Most of the blame for the discrimination against Romanian citizens in Italy and other EU states was shifted to the Romanian Roma, who ended up (yet again) as the scapegoats for Romania’s “second-class” position in Europe. One consequence of this was the renewed controversy around the right of the Roma to use this ethnonym, given the phonetic and orthographic similarity it bears with “Romanian”, thus generating confusion in Europe with respect to the different identity of the two groups.

The paper uses Critical Discourse Analysis methodology (Fairclough 2003, 2006, Wodak et al. 2009) to look into the recontextualisation in the Romanian media of discriminatory discourses about the Romanian Roma as a way of counteracting discrimination against Romanians in Europe. I argue that this represents a strategic acceptance of the Balkanist discourse and other similar discourses, so that their negative effects impact the Roma community alone. The point of departure is a series of articles in a Romanian broadsheet of high circulation, the *Jurnalul National*, which, in March 2009, proposed the official replacement of “Roma” with “Gypsy”, the latter being considered pejorative by the Roma themselves. Identity, as well as self- and Other-representation, lay at the core of the debate: are the Roma Romanian or just European, or neither?

Pieter Maesele
Brussels, Belgium

pieter.maesele@gmail.com

***‘The Swiss are allowed to vote ... Prospects are gloomy’:
Ideological Cultures and Selected Discourses on Agricultural
Biotechnology in Press Reporting***

Since nuclear energy, one of the most controversial new technologies to have been developed and introduced during the last decades has been agricultural biotechnology. Controversial, as this technology has been met with fierce social resistance in many corners of the world. Its development and introduction has put technological power relations to the test, and the policy outcomes of these tests have been very different in different parts of the world. In this context of escalating social conflict, it is of considerable interest to investigate how this “risk conflict” is reported in the news media. Drawing from Carvalho’s framework of critical discourse analysis for studying the media representation of risk conflicts, this paper sets out to map the discursive construction of agricultural biotechnology in two Belgian elite newspapers. After characterizing the established discursive positions of the consensus model on technological power relations concerning agricultural biotechnology, it is analyzed how different ideological cultures discursively (re-)define and interpret four cases of controversial events in which this consensus model is challenged. These cases are (i) the Swiss referendum of June 1998, (ii) the BBC-interview with Arpad Pusztai of August 1998, (iii) the publication of a memorandum in support of Pusztai’s results in February 1999, and (iv) the proclamation of the European moratorium in June 1999. Two ideological cultures in which different values are key to explain the construction and re-definition of scientific truth claims and their sources as well as illations for political action are found to be at work. When considering the extent to which both newspapers live up to their democratic role, we find a dominant culture of press release journalism in which the press’ role as a ‘powerful watchdog’ in liberal democracy is often reduced to reproducing statements from institutional actors and any idea of investigative journalism that seeks to denounce social wrongs or any initiative to develop a democratic debate is denied.

Michael A. Mancini
Rebecca L. Rogers
St. Louis, USA

mancinim@slu.edu

A Critical Discourse Analysis of Mental Health Practitioners and Service-Users Perspectives of Recovery from Psychiatric Disorders.

This study explores the commonalities and departures that exist between mental health service-users and social workers perceptions of their respective roles and subjectivities in the process of recovery from mental illness and substance abuse. The concept of mental health recovery has been internationally recognized as the multidimensional processes by which a person with a psychiatric disorder develops an identity centered on agency, wellbeing and self-efficacy (Amering & Schmolke 2009; Mancini & Rogers 2007). Critical discourse analysis (CDA) was used to analyze interviews from four mental health service-users and four social workers affiliated with a community-based program serving people with serious mental illness, substance abuse, and homelessness in St. Louis, Missouri. Recovery is viewed as a set of processes that is constructed and represented through talk, material practices, institutional positions, and social networks. This study draws on current work that uses discursive and narrative analyses to explore how professional and service-user identities are constructed and reconstructed through interactions with each other and broader mental health systems (Hall et al. 2003; Hall and White 2005; Rappaport 1993).

Interviews were drawn from a larger longitudinal ethnographic case study of the program's current initiative to implement recovery-oriented services (Mancini, et al. 2008). Interviews chosen for analysis demonstrated, a) the greatest tension in terms of what practices were seen as most beneficial and detrimental to the recovery process, and b), were representative of the larger data set. Each interview was coded for genre, discourse, and style (Chouliaraki and Fairclough 1999) at the clause level (Gee 1999). After coding each of the interviews, the micro analysis was contextualized within the larger context of the interviews. Analysis revealed that social workers and service-users' perceptions of recovery were often in tension and that these tensions led to power struggles that were toxic to both parties, in different ways, and to the recovery process overall. This study encourages other researchers to

problematize taken for granted language practices in their research and practice and demonstrates the utility of CDA in understanding the nature of power in professional-client relationships that can have implications for future research, practice and professional education.

Eleni Mariou
Thrace, Greece

e.mariou@hotmail.com

Negotiating and Explaining Identities through Formal and Informal Discourse

This study discusses the relationship between language and identity, in the contexts of family, school and the peer group. It focuses on four Pontian Greek adolescent females who migrated to Greece from the former Soviet Union. Pontian Greeks are officially considered as ‘repatriates’ based on ancestry and common origins. The informants of the study speak Pontian Greek (their ‘mother tongue’), Modern Greek and Russian. There are two strands which are of significance in the analysis of the findings. On the one hand, Pontian Greek is not an official language but a ‘dialect’ of Modern Greek; yet the informants distinguish between the two, based on the ideological function of the linguistic resources on their identity. On the other hand, there is a discrepancy in the discourse of ‘repatriates’, since Pontian Greeks never lived in Greece before in order to return. The classification of ‘repatriates’ by the Greek government is linked to nationalist purposes of homogeneity. Pontian Greeks consider Greece to their ancestral homeland, but they differentiate themselves from the Greek natives in terms of their ethno-cultural identity.

The research draws on the fields of linguistic ethnography, language socialization and language ecology. Data were collected through consecutive semi-structured interviews. School was considered an important component in constructing imposed identities (Pavlenko & Blackledge 2004). As such, legal and educational documents were used and analysed through Critical Discourse Analysis (CDA) (Fairclough 1995), in order to discuss the relationship between language and power, which entails ideology and dominance (Weiss & Wodak 2003).

The findings suggest that there is a discrepancy between official and unofficial discourse. The Pontian Greeks are ascribed a “Greek” identity. This however does not coincide with the discourse presented on the micro-level i.e. through the girls’ responses. On the one hand the participants feel Pontian Greek to be important in their identity negotiation and categorization, which makes them different from Greeks. Official discourse though appears to ignore this element. As a result, identities appear to be negotiated in a different manner from a micro- and macro-perspective. Language ideology in this case is important in interpreting how identities are shaped in discourse.

Georg Marko
Graz, Austria

georg.marko@uni-graz.at

‘Your story has made me feel angry on your behalf’: The Roles of Empathy and Equality in the Construction of Health Identities in Day-to-Day Interaction on Chronic Diseases

The life of people suffering from a chronic disease may be organized around the illness. This means that part of their sense of self rests on the meanings they assign to the disease. These meanings, which can be said to constitute their health identities, are socially shared, constructed, negotiated and modified in all forms of health discourses.

This paper will examine such health identities, particularly concentrating on the question of whether de-medicalization, i.e. the conception of health and illness not primarily as problems of the biological organism that can be remedied by expert intervention, but also as experiences to be shared through empathy between equals, plays any role. For this purpose, I will focus on a specific discourse that theoretically provides the opportunity for de-medicalizing health identities, namely lay forums on chronic diseases.

My approach is based on the framework of Critical Discourse Analysis, but also integrates ideas from Conversation Analysis. The study combines the qualitative conceptions of discourse analysis with the quantitative methods of corpus linguistics.

I will examine four corpora of contributions to lay forums on four very different chronic diseases, namely cancer, cardiovascular diseases, multiple sclerosis and depressions. The corpora contain approximately 400,000 word tokens each and have been annotated.

Bryan Meadows
University of Texas, USA

meadowsbh@utpa.edu

Studying English at 'Escuela Nogales': A Classroom at the Intersection of Nationalism and Social Privilege

This study is concerned with the relationship between language classrooms and the reproduction of social privilege. An English language classroom located on the Mexican side of the United States/Mexico international border was selected as a site of investigation and will be termed *Escuela Nogales* for this study. The *Escuela Nogales* classroom was attended by mid-level managerial professionals who occupy positions of elevated status in their local community of Nogales Mexico. Discourse data collected at the site were analyzed according to *ethnographically-sensitive critical discourse analysis*, a combined methodology that capitalizes on the complementary strengths shared between ethnography and critical discourse analysis. Analysis found that students approached the classroom practice as a means for reinforcing their elevated position within their local community. The ideological resource that tied classroom practice to social positions of privilege was nationalism, which is treated here as nationalist practices: social practices that reproduce nationalist social worlds. Specifically, students drew on nationalist border practices (which operate according to the principles of relational identity work and mutual exclusivity) and nationalist standard practices (which operate following the principle of singularity) in discourse for the purposes of (1) co-constructing an indexical connection to an imagined community of privilege on the American side and (2) distancing themselves from the linguistic and cultural hybridity characteristic of the an international border region in which they live. The analysis concludes that, for these students, the classroom reproduction of nationalist borders and standards helps to justify nationalist schemas of privilege, and hence serves to reinforce their elevated social positions in their local community. This study underscores the notion that English language classrooms, since they can never be divorced from their sociopolitical context, can carry important social consequences for their participants such as the reinforcement of local hierarchies of power. The *Escuela Nogales* site provides an instructive window into the language classroom practices that engender social and material privilege and illustrates the value to studying power reproduction from the perspective of those who benefit from it.

Iamze Mirazanashvili
Tbilisi, Georgia

mirazanashvili@yahoo.co.uk

Inaugural Speeches of Presidents from the Standpoint of Speech Act Theory (on the Material of English and Georgian)

Unlike the United States of America (which counts already the 44th president) the institution of presidency in Georgia has only about 20 years' history. However, the constitutions of both countries state that before entering the execution, the president shall take the oath. Alongside the oath, the president pronounces the inaugural address which is a socially and politically important ritual of the inheritance of state governance. The inaugural speech reflects not only the political situation of a country but establishes new forms of political, social and cultural communication and determines the future direction of the nation. Therefore, because of their complex nature the inaugural speeches should be analyzed from different perspectives; the pragmatic approach being one of them.

The given paper explores the inaugural speeches of the Georgian and US presidents from the standpoint of speech act theory. The empirical data includes five inaugural speeches of all three presidents of independent Georgia (Zviad Gamsakhurdia, Eduard Shevardnadze and Micheil Saakashvili) and six inaugural addresses of four American presidents (George H. W. Bush, Bill Clinton, George W. Bush, Barack H.Obama).

The aim of the research was to state the linguistic means of realization, distribution and frequency of usage of five speech acts (declarations, representatives, expressives, directives, commissives) in the inaugural speeches of the presidents. The study has proved that except from declarations all speech acts, (being in close correlation with each other), are encountered in the data. The most frequently employed being representatives, commissives and expressives. Hybrid speech acts are also quite frequent. Special emphasis was placed on IFIDs realized by verbal as well as non-verbal means.

The contrastive analysis of the empirical data has proved that the inaugural speeches of the Georgian and American presidents differ both structurally and conceptually due to the attitudes, approaches, visions of the presidents and the priorities they set. However, some commonalities have also been stated, viz. the so-called manipulative technique is widely used by the American as well as the Georgian presidents.

Katarzyna Molek-Kozakowska
Opole, Poland

molekk@uni.opole.pl

Multiple Ideologies in the Media Construction of Women in Politics: A Case Study of Gender Parity Debate in Poland

In cultural and media studies the notion of ideology, especially when conceived as a tool of hegemony, is instrumental to many types of research. In accordance with neo-Gramscian approaches, “the dominant ideology,” understood as the universalization of the elite interests as the interests of the whole society, is subtly but pervasively reproduced in the society’s popular culture and disseminated through its mass media (Storey 1994). In discourse studies, particularly Critical Discourse Analysis, the notion of ideology has been theorized (van Dijk 1998), operationalized (Fairclough 1989; Wodak 1989; Chilton 2004), and analyzed from various perspectives and on diverse samples of textual material, usually involving a critique of the discursive practices that reproduce “the dominant ideology.” Despite longstanding doubts as to the precise meaning and scope of “the dominant ideology” (Abercrombie et al. 1980), the term generally refers to capitalist and patriarchal assumptions behind the “proper” way of functioning of western societies. Yet, in the postindustrial, decentralized, hybridized and mediatized contemporary societies, the notion of “the dominant ideology” seems to be losing its edge as an analytic tool.

This presentation aims to problematize the notion of “the dominant ideology” by analyzing the multiple, complex and conflicting ideological representations instantiated in the mass-mediated discourses that have emerged in the current debate between opponents and proponents of reforming the Polish election ordinance. This citizen-initiated reform envisions equal quota of male and female representatives in the Polish Parliament and other regulatory and oversight bodies. Given one of the lowest percentages of women in politics (14-20% against European averages of 30-50%) on the one hand, and Poles’ deeply critical attitude towards the country’s political elites on the other, the project has generated ferment (especially on talk radio and internet forums devoted to women’s affairs). Interestingly, the debate by no means reflects the usual dominant patriarchal vs. subordinate feminist discourse opposition, but rather involves a plethora of ideological infractions constructing the issue of women in politics. These will be the focus of this CDA-informed typological study of pervasive ideology-laden linguistic representations and rhetorical devices sampled from internet outlets devoted to the gender parity debate.

Nicolina Montessori nicolien.montesanomontessori@hu.nl
Utrecht, The Netherlands

The Methodological Integration of Action Research and Critical Discourse Analysis in Research on Classroom Interaction in the Light of Social Justice

This paper describes stages of a research project in which Action Research (AR) and Critical Discourse Analysis (CDA) have been productively combined to investigate classroom interaction in the light of social justice. The research project forms part of a larger international research project, *Pedagogy, Education and Praxis* which was based on the concern that under the impact of global pressures and increased bureaucratization and efficiency, education is too much reduced to technical knowledge at the expense of pedagogical and ethic aspects of the profession (Kemmis and Smith 2008).

The research is conducted by Nicolina Montesano Montessori (Phd in the field of CDA, Montesano Montessori 2009), who triangulated AR and CDA at the methodological level, and narrative enquiry, (video) observation and focusgroups as methods to gather data. She analysed these data using Atlas ti and in dialogue with the teachers and students, she classified the results in terms of six moments which, according to Harvey (1996) simultaneously take place in social processes. These moments include: discourse, power, material practices, institutional practices, norms and beliefs, and social relations. Based on the narratives a seventh moment was included, namely: social identities. The main task of the research group which consists of professional researchers, primary school teachers, practitioners and pupils is to establish the link between this model, data and a concept of social justice which emphasizes the improvement of self-regulation and self-corrective capacities of children both at an individual and the group level (Ayers et al 2009).

The main argument of this presentation is that CDA provides coherent social theory to action research and the ability to go back and forth from the concrete to the abstract, while action research provides a strategic and dynamic dimension to CDA. Together they seem to have a strong potential for social change and professional development.

Jill Murray
Macquarie University, Australia

Jill.Murray@ling.mq.edu.au

Framing and Blaming: Figurative Language, Collocation Clusters and the Attribution of Responsibility in Australian Political Discourse

Events of 2008-9, specifically the global financial crisis, the Copenhagen climate change talks and political leadership instability provided a rich substrate for the appearance of forms of expression with potential power to influence the ways in which events were perceived, and to covertly co-opt hearers into ‘shared systems of value and knowledge’. (Halliday 1978). These are manifest as figurative language, neologisms and novel collocations, and are particularly prominent in the discourse of politicians in parliamentary and media contexts. Some of this usage may arise spontaneously but the patterns of occurrence of certain forms suggest they are strategically deployed. This paper takes a critical approach to the language used by politicians to frame real and perceived crises, in which ideological presuppositions, allusions and implicatures can be directly related to choices of lexis and grammar.

Adapting the methodology developed by Cameron (2002) for metaphor cluster identification, this study examines the diachronic trajectory of a series of expressions adopted by members of the Federal Opposition in attempting to create the impression that the recession of 2008 was the fault of the Prime Minister Kevin Rudd, and to create a climate of suspicion and fear within the electorate. Occurrences of terms such as “the Rudd recession” in parliament and the media are tracked against the development of local and international events. Examples from the debate on the proposed emissions trading scheme, labelled the “great big new tax”, “Rudd’s great big emissions tax” the “tax on everything” (or combinations thereof) are explored. The role played by explicit media intervention in intensifying or moderating the public’s perception of these terms is also discussed.

Lisa Nahajec
Huddersfield, UK

L.nahajec@hud.ac.uk

‘Whoever thought tuna had drama?’ A Critical Stylistic Analysis of Negation in Advertising Texts

One of the fundamental features of negation in natural language is the way in which it triggers or projects an opposite, positive counterpart which is being defeated. That is, in understanding a negative construction, hearers and readers conceptualise the positive counterpart as the state of affairs which is expected. This expected state of affairs is perceived as the background norm, a norm which is being challenged and defeated by the negation. This has implications for how hearers and readers are being asked to conceptualise their background assumptions about the world, and in turn, has implications for advertising. One of the major techniques of advertisers is to suggest that they have a solution to a problem, a problem which may or may not exist until the advertiser suggests it does. For example, in a recent advertising campaign for ‘No-Drain Tuna – all the delicious flavour without the drama’, the product name and strapline project a background assumption that draining water out of a tin of tuna is somehow difficult by proposing a solution with the problem removed. In this presentation I will consider the role of negation in advertising strategies, particularly in the creation of problems which advertised products will solve.

Ines Olza
Navarra, Spain

iolzamor@alumni.unav.es

Metaphors in Text and Context: Metaphorical Argumentation in the Discourse of Terrorism in Spain

This study aims to explore the most prominent strategies of metaphorical argumentation that have been exploited in the recent past within the discourses of the Spanish terrorist band ETA. The relevance of ETA's communiqués in the sphere of public discourse in Spain rallied particularly during the cease-fire that the band maintained between March 2006 and October 2007, and has been sustained from this moment to the present. Our paper focuses on a short but representative corpus of 10 press releases and interviews that were spread by ETA between 2006 and 2009, and which are characterized –as is observed in other discourses of terrorism (e.g. Bhatia 2009)– by a striking presence of metaphors with a varied expressive and argumentative relevance.

The study is developed on the basis of a multi-level model of critical analysis (Olza 2008) that takes into account:

- a) the degree of assessment that is *inherent* to each particular metaphorical pattern. In fact, as many approaches –especially the cognitive ones– have often remarked, the metaphoric correspondences between domains highlight and/or darken (Lakoff & Johnson 1980) certain aspects of the reality that is conceptualized –thus metaphors behave as “conceptual filters” (Pielenz 1993); and, more generally, the analogies contained in metaphors presuppose certain value judgements that can lead to particular conclusions (Musolff 2004);
- b) the way in which this inherent argumentative potential is articulated in the construction of *texts*, where it is definitely shaped in order to serve the speaker's persuasive objectives. In fact, as we show in this study, the same metaphorical pattern can be oriented even towards opposite argumentative directions. This wider perspective of analysis shares the inspiration of other contributions (e.g. the *Critical Metaphor Analysis* of Charteris-Black (2004); see also Peeters 2009) that have also emphasized the decisive role of *context* in the specific (re)definition of the assessment content of metaphors. This wider perspective of analysis, which completes and sharpens the critical approach to metaphors, is particularly highlighted in our study.

Steve Oswald

steve.oswald@unine.ch

Alain Rihs

Neuchâtel, Switzerland

Metaphors and Consent in Political Discourse: a Pragmatic View on Some Perlocutionary Issues

This talk addresses the *effectiveness* of metaphors in political discourse, notably in what regards their perlocutionary effects (e.g. making an audience adopt the proposed metaphorical representation of the world as a reliable and accurate belief). We will articulate our analysis around three specific dimensions of metaphor processing which we take to play a noteworthy role in the manufacture of consent.

We first focus on the cognitive underpinnings of metaphor processing and follow the relevance-theoretic account assuming metaphor interpretation to call for the allocation of significant cognitive resources in view of beneficial cognitive effects (cf. Sperber & Wilson 1995; Noveck *et al.* 2001). We will develop the idea that, beyond benefits of comprehension, possible cognitive effects associated to high allocation of cognitive resources might precisely entail belief fixation (cf. Sperber & Wilson's notion of *relevance to an individual* 1995: 265).

From a discursive point of view, we secondly posit that the use of metaphors allows the speaker to construct a representation of a competent and knowledgeable self (discursive *ethos*) to which hearers are more prone to give their consent. The fact that a speaker resorts to a sophisticated metaphor can be perceived as evidence of her/his thorough understanding of the (source and target) conceptual domains mapped in the metaphor; we assume this can prompt the attribution of a presumption of high competence and trustworthiness to the speaker. In parallel, we also expect manipulative speakers to take advantage of such a tendency to convey only an *appearance* of high competence.

Finally, we propose that the mere comprehension of particularly non-conventional metaphors bears implications on the speaker/hearer relationship and on the hearer's readiness to subscribe to the speaker's views. We hypothesise that the understanding of implicit – or even covert and/or subtle – messages can in some cases set the grounds for some sort of tacit complicity which may in turn foster consent, and that speakers may indeed exploit this by resorting to 'tailor-made' metaphors. We will illustrate this last point with two examples taken from recent speeches of Jean-Marie Le Pen (leader of the French extreme right party *Front National*).

Malgorzata Paprota
Lublin, Poland

m.paprota@gmail.com

Standing in the Way of Control: Legitimising Strategies in David Cameron's Speeches on Social Services

Having lost three consecutive general elections and facing a likely victory in the upcoming 2010 poll, the UK Conservative Party is working to shrug off the 'nasty party' image, with the leader, David Cameron, attempting to position the Conservatives as 'the party of the NHS', likely alienating the core members and supporters of the party who would favour the scaling back of social services.

The proposed paper will analyse a corpus of speeches on social services given by Cameron in 2009. Using elements of Cognitive Linguistics as a method of Critical Discourse Analysis, the paper will examine strategies of legitimisation and delegitimation in the speeches, which include spatial and axiological proximation as well as persuasive effects of conceptual blending evident in metaphors of control. These serve to resolve the apparent contradiction between libertarian discourse associated with Conservatives and that of the welfare state.

Filipa Perdigão Ribeiro
Lancaster, UK

f.ribeiro@lancaster.ac.uk

‘A democratic revolution must always remain unfinished’: The Discursive Construction of National Identity in Newspaper Opinion Texts on the Portuguese 1974 Revolution Commemorations

The relevance of history, collective remembering and commemorating the past in the 20th century history of European countries has acquired a deeper significance as societies struggle to come to terms with their traumatic events of the past. Collective and individual memories as well as commemorative events shape public discourses on national identity, reframing in-group and out-group boundaries. At the same time, these memories build a sense of shared past and common journeying within a community (Brewer 2006). Within this context, from a critical discourse analysis viewpoint, one of the key issues to explore is who, as a group, attains political, social or symbolic power to shape within the public sphere *what should be remembered and what should be forgotten* (Wodak & de Cillia 2007).

This paper analyses the discursive construction of collective memories and the functions of commemorative events for the discursive construction of national identities through the example of the 30th anniversary of the Portuguese ‘democratic’ revolution that occurred in April 1974, generally portrayed as a ‘foundational moment in national history’ (Tileagă 2008). In 2004, the revolution was officially flagged as a major milestone from which to assess the country’s recent past and the people’s discursive reframing of their three-decade long national identity constructed within a ‘new’ democratic political state.

A discourse-historical analysis (Reisigl & Wodak 2009) of the discourses of the government’s official manifesto for the commemorations and of 42 newspaper opinion articles collected from high-circulation newspapers and published at the time, underlines the very heterogeneous visions of concepts such as revolution, democracy, nation-state, and how these assess the revolution’s benefits and drawbacks in distinct ways. Nonetheless, it is possible to detect several regularities in the macro-strategies (perpetuation, transformation, construction and dismantling) present in the texts even though each writer promotes arguments that are both individually-conditioned (personal experience and personal memories) and collectively conditioned

(political affiliations, ideological world-view, selected interpretations of one historic account amongst the many available). Metaphors of ‘rebirth’ and the anthropomorphization of the ‘revolution’ and ‘democracy’, typical of these commemorative scenarios (Wodak & de Cillia 2007), highlight how national in-groups, 30 years after the event, are still competing for the stabilization of the collective memory of the events and for the ‘anticipation of a particular future’ (e.g. as Europeans) by producing ‘the impression of natural self-evident certainties’ (de Cillia et al. 1999).

Falco Pfalzgraf
London, UK

f.pfalzgraf@qmul.ac.uk

Anti-Semitic Discourse in German 'Fibeln' 1933-1945

During the German Nazi dictatorship, German *Fibeln*, school books to teach reading to beginners in primary school, were widely used to spread anti-Semitic ideas among even the very youngest pupils. One well-known example for this is the book *Trau keinem Fuchs auf grüner Heid und keinem Jud bei seinem Eid* [Don't trust the fox in the meadow, nor the Jew's oath] by Elvira Bauer (1936), which had been printed in an edition of over 100,000 and was distributed extensively in German primary schools and kindergartens.

This paper will present the results of a research project (as part of a Fellowship) to be conducted at the "GEI – Georg Eckert Institute for International Textbook Research" in Braunschweig, Germany in Summer 2010. New methods of discourse analysis which go beyond the text and which are already well-established in neighbouring areas of linguistics will be used during our research. For German Linguistics, the theoretical framework of such discourse analysis has been described by Busse & Teubert (1994); Böke, Jung & Wengeler (1996). Based on this theoretical framework, we will analyse German *Fibeln* printed between 1871 and 1933, in order to find out in how far anti-Semitic discourse had already spread into schools and kindergartens before 1933; a discourse which might have prepared the ground for the following Nazi dictatorship.

Zara Pinto-Coelho
Minho, Portugal

zara@ics.uminho.pt

HIV/AIDS in the Portuguese Press: Linguistic and Visual Constructions, Discourses and Gender

This article discusses the visual representation of HIV/AIDS in the Portuguese press from a feminist perspective (e.g. Treichler 1987; Richardson, 1996), using a social semiotic approach (Kress & van Leeuwen 1996) articulated with Critical Discourse Analysis (e.g., Lupton 1993; Fairclough 1995; van Dijk 1998) It aims to show the relations between the discourses used in the linguistic and in the visual constructions of HIV/AIDS, focusing on co-constructions of ways of performing sexual differences and on the role of gender discourses. We want to know if there is an ideological coherence between the discourses used in the linguistic construction of HIV/AIDS and the discourses used in its visual construction. Covering the period between 2007 and 2008 of 12 Portuguese newspapers, and building on a previous detailed discourse analysis of this corpus, we analysed the articulation between two elements: headlines and images subtitles (e.g. topics, grammar) and images (representational, interactive and compositional structures).

Although news are the predominant genre, the photos that go with them are not only narrative, and the role played by them goes beyond the mere illustration. The writing may carry one set of meanings and the images another. In spite of the contradictory nature of the representations, the ideological coherence of this discourse is evident: women and men are given asymmetrical positions. The coverage gives preference to the medicalised, somatic and internalised discourse on HIV as a sexually transmitted disease of abject identities, but applied to heterosexuality. It focus on women, either women with HIV/AIDS, or women “in risk”, although the first ones get the most attention. The bodies and behaviours of heterosexual women are under public scrutiny, and men remain in the position of “clean”. The analysis also showed that newspaper readers are positioned as detached from the “destiny” of these women. The use of visual essentialization together with linguistic and visual somatization are crucial on this process. We show that the discourses used in HV/AIDS coverage during this period are the risk discourse, as used by Public Health, and a conservative gender discourse.

Felicity Rash
London, UK

f.j.rash@qmul.ac.uk

***The Role of Metaphors of Movement in Paul Rohrbach's
Nationalist Propaganda***

This paper will present the results of a close linguistic analysis of a selection of propagandistic texts by the German political journalist Paul Rohrbach (1869–1956). In particular, the paper will examine Rohrbach's use of *Feindbilder* (images of the enemy) and *Selbstbilder* (self-images) of Germans during the period leading up to the First World War and during the early months of that war. The basic analysis of these texts will adopt the methods of the Discourse Historical Approach of Wodak et al., making particular use of their methods of argumentation analysis and identification of discourse strategies. The general findings will be supported and enhanced by the methods of Corpus-Assisted Discourse Studies (CADS) proposed by Baker et al. (2008). CADS will be used to assess the role of metaphors of upward, downward, forward and backward movement in the construction of Self- and Other-images in Rohrbach's propagandistic writings and their function in the creation of his particular view of German national identity. It will be shown that German identity at this time was associated with improvement of the Self and superiority over the Other.

Tanya Romaniuk
Toronto, Canada

romanta@yorku.ca

From Laughing to Cackling: Tracking Gender Ideologies and Entextualization Practices in Interaction

This paper investigates what happens when women attempt to gain entry into the traditionally ‘masculine’ domain of politics in North America, both in terms of the interactional styles they draw upon in constructing political identities and in terms of the dominant (i.e., mainstream media) representations of those identities. In the context of televised political debates and broadcast news interviews during election campaigns, the political identities women candidates construct are not only gendered in varied, subtle, and shifting ways but are also taken up by the mainstream media in accordance with broader societal norms, assumptions and expectations about gender and gendered behaviour. Moreover, the interactions in which identities are constructed can be subject to entextualization practices (Bauman & Briggs 1990) -- ‘the shifting of [texts]/discourses across contexts’ (cf. Blommaert 2005, cited in Ehrlich 2007: 455). An emphasis on entextualization practices is particularly valuable to an investigation of gendered identities as it allows us to see how gender can emerge from the interaction of discursive practices and ideologies (Bucholtz 2003).

In this paper, I first examine a particular linguistic activity (i.e., laughter) deployed by Hillary Rodham Clinton as a powerful interactional resource in news interviews during the Democratic nomination for President of the United States. I then consider how this activity was subsequently taken up by the mainstream media (e.g., *The Globe & Mail*, *The New York Times*), in accordance with dominant gendered assumptions, in which the kinds of meanings and values associated with her identity were substantially altered. In particular, I ask how her laughter takes on new meanings as it ‘travels’ across contexts; that is, how it becomes recontextualized as a gendered negative assessment (i.e., a ‘cackle’). Combining both ‘micro’ and ‘macro’ approaches to the analysis of these discursive practices, I argue that mainstream media are able to use their ideological power in producing such re-presentations, which play a central role in legitimizing and perpetuating gender ideologies. Moreover, I make the case that the ‘Clinton cackle’ is one representation indicative of a much larger issue concerning the ‘double-bind’ situation women politicians still face in the public domain of politics.

Jowanka Róžańska
Bydgoszcz, Poland

jowanka.rozanska@byd.pl

Discourse of Power in ‘Fear and Trembling’: Politeness, Impoliteness and Threat in a Fictional Environment of a Japanese Corporation

This study describes verbal and non-verbal means of exercising and complying with authority construed in fictional context of a Japanese corporation. It addresses data which reveal the power relations between Japanese female and male superiors and their European subordinates. The paper foregrounds two claims. The first is that the boundary between what counts as appropriate and inappropriate enactment of power in language is often far from clear, and requires a great deal of local contextual knowledge for its interpretation. The second is that cultural enregistrement applied in the context of a multicultural workplace deserves indeed a great deal of attention. I shall present and analyse a varied collection of polite and impolite dialogue exchanges illustrating the way a corporate group, the primary unit of the Japanese society, functions (Nakane 1970, 1998). The analysis will show that appropriate use of politeness forms and strategies (Brown and Levinson 1987) should be regarded as a feature crucial to maintaining hierarchy in the Japanese society (Matsumoto, 1988).

Gema Rubio Carbonero
Pompeu Fabra, Spain

gema.rubio@gmail.com

Linguistic Macrostrategies of Representation of Immigrants in Spanish Right Wing Political Discourse

Partido Popular (Popular Party) is a Spanish political party which was for eight years at the head of the State between 1996 and 2004. During the last four years of its term of office, they got absolute majority in parliament which allowed them to promote and pass the immigration law practically on their own, in spite of other parties' refusal to this law. For that reason, the social and political debate on immigration during this last period was very meaningful since it established the basis of public opinion about immigration in Spain.

This study is a part of a broader research which critically analyses the discourse of Partido Popular (PP) on immigration, taken from some interviews to different members of this political party and from parliamentary debates. In concrete, this study offers a systematic analysis of the macrostrategies of representation of immigration carried out by PP between the years 2000 and 2006. Accordingly, it explores the representation of immigration and how this phenomenon is referred to by PP. Similarly, it studies the different ways used by PP to refer to immigrants and in which contexts one or another term is used. Finally, it systematically assesses the main topics appearing in PP discourse when speaking about immigration in order to understand what is said and what is not said. In this way, the study will show how the construction of the global representation of the *Ingroup* (PP and Spain) and the *Outgroup* (immigrants) is managed in order to understand, on the one hand, the main linguistic strategies used by PP to shape and condition public opinion about immigrants and, on the other hand, to assess the way the particular ideology of the political party influences and shapes its discourse and the way the information is organised and presented.

Thus, by using Van Dijk's socio-cognitive approach and Reisigl and Wodak's argumentation theory, the analysis will also reveal the main global discursive strategies used by PP in order to mitigate or justify possible negative and/or discriminatory attitudes towards immigrants.

Amir Salama
Safwat Mohammed
 Lancaster, UK

a.salama@lancaster.ac.uk

Ideological Collocation in Meta-Wahhabi Discourse post-9/11 - Corpus Methods and Critical Discourse Analysis Combined

This study seeks to answer the following overarching question: How is Wahhabi Islam ideologically recontextualised across opposing discourses via collocation post-9/11?

Drawing on a methodological synergy of corpus linguistics and CDA (Baker et al. 2008), I propose a linguistic model for explicating the ideological nature of collocation between two clashing textbooks: Schwartz's (2002) *The Two Faces of Islam: The House Sa'ud from Tradition to Terror* and DeLong-Bas's (2004) *Wahhabi Islam: From Revival and Reform to Global Jihad*. Produced post-9/11, the two textbooks pit the US against Saudi Arabia as conflicting geopolitical contexts, taking diametrically opposing stances towards the same socio-religious practice of Wahhabi Islam.

The proposed model comprises two procedural levels of analysis. At the micro level, the stages of identification and description operate in two directions: first, statistically identifying collocating pairs in the texts using MI and *t* scores (Clear 1993; Hunston 2002; McEnery & Wilson 2001); second, diagnostically describing the relation holding between node words and their collocating word-forms in terms of the classification scheme of 'textual synonyms' (Fairclough 2001) and 'oppositional paradigms' (based on the social-actor representation theory [Van Leeuwen 2008]) and the argumentation scheme of 'pragmatic fallacies' (Reisigl & Wodak 2001). At the macro level, the three discourse processes of representation are included: interpretation, production and explanation.

- 1) The socio-cognitive interpretation of the discursive competence underlying two antagonistic discourse communities (Wahhabi-Sunni Muslims vs. Sufi Muslims) in terms of the opposing 'semantic memory' and 'context models' (Van Dijk 1983, 1998, 2008, 2009) associated with each.
- 2) Problematising the position of each text producer in relation to 'contents, relations and subjects' (Fairclough, *ibid.*).

- 3) Explaining how meta-Wahhabi discourse is part of a socio-religious practice and how each determines the other in an ever-dialectical relation. The following preliminary findings have been reached.

First, every lexical item is *ideologically primed* for collocational use. Second, the discourse prosody underlying collocational use can be predicated on certain pragmatic fallacies in discourse. Third, in meta-religious discourse the most pervasive type of collocation is ideologically, rather than semantically, motivated.

Paul Sarazin
Lancaster, UK

p.sarazin1@lancs.ac.uk

Is a Deal with one Hand up your Back still an ‘Agreement’?

This paper firstly argues in favour of a relevance theoretic account of implicature in critical discourse analysis and secondly applies this theory to speeches by former EU Trade Commissioner Peter Mandelson to audiences of African, Caribbean and Pacific (ACP) representatives on the topic of Economic Partnership Agreements.

From a discourse analysis perspective, I am, of course, interested in meaning construction and the acceptance or rejection of valid or invalid arguments (Oswald 2007), but in this paper I want to concentrate on the before and after effects of discourse.

I particularly focus on how conclusions might be implied by the speaker / inferred by the hearer(s) and, moreover, propose interpretations of how the hearer might plausibly be affected by the discourse. Sperber and Wilson maintain that an ostensive signal, e.g. an utterance, gives access to memory of concepts consisting of (non-trivial) logical, encyclopaedic and lexical entries. Hearers organise the most relevant of these entries as background assumptions for the context in which they process an utterance.

This paper looks at how Mandelson’s speeches might lead the ACP audience to draw on, in particular, encyclopaedic and logical entries. For example, on hearing ‘[...] in those cases where there is direct competition, [...], I have told my teams not to seek market opening. But these cases are the exception, not the rule’ in a speech on trade liberalisation, a hearer might infer that ‘Mandelson will tell his teams to seek market opening for goods x’. Were the hearer to generate this implicated conclusion, it is also plausible that they do so by introducing an implicated premise in the form of a *modus ponens*, ‘if there is no direct competition, Mandelson will tell his teams to seek market opening’.

A historical awareness of previous discourse on this topic from Mandelson, as well as many other sources, makes it clear that this type of pressure (EU ‘teams’ are higher staffed) was by no means novel in 2007. Therefore, the speeches can strengthen existing assumptions and need not produce new (contextual) assumptions for the speech to be ‘effective’, however unpleasant those effects are.

Lydia Sciriha
University of Malta

Telephone Conversational Openings and Closings in Malta

Though telephone conversations are such mundane and frequent interactions, there is a particular structure to a telephone conversation and specific rules govern conversational openings and closings.

This paper discusses the results of a large-scale scientifically representative survey conducted in Malta on how the Maltese identify themselves when answering both fixed-line and mobile telephone conversations, the extent of their awareness of standard sociolinguistic conventions as to who should terminate a telephone conversation and whether there are differences in the usage patterns of openings and closings of a fixed line conversations as compared to a mobile.

Although Malta is the context in which the fieldwork has been conducted, this study is set in an international framework and provides a laboratory-like case study of the influence of mobile telephony in a small nation state, simultaneously a macrocosm and a microcosm. It attempts to further our knowledge of inter-human communication through one of the technological innovations that has spread widely in the past decade.

Christine Sing
Vienna, Austria

csing@wu.ac.at

Deconstructing Learner Identities in the ESP Context – A Critical Discourse Analysis of the Language Ideologies of International Business Students

Although the significance of context is generally appreciated in theorising on language teaching, the full extent of the role of context in the formation of language ideologies has remained underresearched. Accordingly, the variety of situations that are typically subsumed under the learners' 'context of situation' tend to be approached from the individual's perspective, the learner self. While it is true that the beliefs of the learning individual have indeed a considerable impact on language learning, the success of learning is, however, also due to the students' ability to construct their identity as learners against the backdrop of prevailing language ideologies. Yet the fact that language ideologies comprise more than individual speakers' attitudes to language(s) tends to be overlooked.

In contrast, this present analysis puts forward a twofold argument. On the one hand, it will be assumed that students construct their identity as learners of a given language by virtue of contextual factors derived from their interaction with the immediate context of their learning environment, their schooling histories and their present institutional context. On the other hand, students will be shown to depend on language ideologies, i.e. certain values, practices and beliefs associated with the target language.

Drawing on the relevant literature as well as a corpus-based analysis of the transcripts of business student interviews, this study proposes a critical analysis of the discourses that construct values and beliefs associated with language(s) at the institutional, supranational and global levels. For this purpose, a corpus was compiled on the basis of data obtained from focus groups. The results from a both quantitative and qualitative analysis of the data will be discussed with respect to their impact on the construction of learner identities in the context of language ideologies. There is considerable evidence that students of international business studies construct their identities as learners of (Business) English in the light of the conflicts that arise from the dynamic tension between General English and Business English as possible target varieties.

Agnieszka Sowińska
Toruń, Poland

sowinska@umk.pl

Discursive Constructions of ‘Us’ in Newspaper Coverage on the U.S. Anti-Ballistic Missile System: Polish vs. Russian View

The issue of placement of an American anti-missile defence system in Europe first arose publicly in Poland in 2005, after the government’s release of Poland’s interest in having interceptor missiles on its territory. Shortly afterwards official negotiations began. They concluded with the agreement between Poland and the US in August 2008, in which Poland eventually committed itself to hosting American missiles as part of an American missile defence shield to counter threat from Iran. Russian leaders and media reacted strongly against the news. However, the newly elected US President Barack Obama withdrew from the agreement in September 2009 – the act which caused considerable resonance in both Polish and Russian media.

The data for the analysis come from the articles in Polish and Russian popular quality newspapers (“Gazeta Wyborcza”, “Izvestiya” and “Rossijskaya Gazeta”), which cover only a few selected stages in the debate over the shield: August 2008 (signing the US-Poland agreement), July-August 2009 (Barack Obama’s visit to Russia and shortly afterwards), September-October 2009 (withdrawal from the agreement, Joe Biden’s visit to Poland and Hilary Clinton’s visit to Russia).

While it is the construction of the Other that seems to dominate the CDA agenda frequently, the focus of this paper will be predominantly on “us”, that is the ingroup and yet its interaction with and against the outgroup. Assuming the social constructionist view of identity, according to which identity is constantly negotiated, dismantled and re-constructed in discourse, we predict that the boundaries of the ingroup may be different in 2008 and 2009, having made provision for the change of the communicative situation.

To explore discursive constructions of “us” a general critical approach is adopted. Specifically, the paper will draw on selected strategies from the discourse-historical school of CDA (Reisigl and Wodak 2001) as well as Membership Categorization Analysis (Sacks 1992; Leudar et al. 2004). An attempt will also be made to identify and subsequently compare the discursive strategies in the Polish and Russian papers and linguistic means employed to realise them.

Kelly Stanger
Huddersfield, UK

u0559903@hud.ac.uk

Managing Asymmetries of Power: Interactions between Support Workers and Individuals with Learning Difficulties

Recent government policy emphasises the importance of support workers encouraging independence, choice and control for individuals with learning difficulties (Department of Health 2009). Existing research analysing interactions between support workers and individuals with learning difficulties highlights discrepancies between these policy objectives and support provision in practice, with the reality being that support workers are in control of making decisions. This is often owing to ‘conflicting institutional objectives’ (Jingree, Finlay and Antaki 2006: 212) and time constraints (Finlay, Walton and Antaki 2008) but the resulting lack of choice and control for individuals receiving support leads to the creation and upholding of asymmetric power relations between themselves and their support workers (Rapley 2004). The current study takes a Critical Discourse Analytic approach (Fairclough 1989; Jeffries 2010) to spoken interaction in a supported accommodation environment, exploring how asymmetric power relations are linguistically constructed and maintained by both support workers and individuals receiving support. Data comprises audio recordings of spoken interactions between support workers and individuals with learning difficulties whilst carrying out specific tasks involving opportunities for taking control and making decisions such as shopping, cooking and ordering medication.

Jeanne Strunck
Inger Lassen
Aalborg, Denmark

inglas@hum.aau.dk

Emerging Anti-Racism Discourse in the Health Sector: New Perspectives on Culture and Ethnicity

This paper argues that the discourse of culture and ethnicity that has so far been found to dominate health sector communication about so-called *ethnic minorities* is now being challenged by a new kind of anti-racist discourse. In this emerging discourse, health professionals try to avoid stereotypical statements by using a counter-discourse where they occupy a space of professionalism, putting the patient first. The presentation is based on data from a project in which we explore how health professionals and foreign patients talk about culture in a specific Danish hospital ward and how this may have implications for staff-patient relationships. Our data stems from interviews with staff and patients and our theoretical and methodological approach is mainly Critical Discourse Analysis (Fairclough 1992 [1999]; van Dijk 2008; Reisigl & Wodak 2001).

Most research within the field of health communication seems to adopt a relativist perception of culture according to which a patient's behaviour may be explained by and understood against the patient's cultural background (e.g. Musschenga 2002; Nielsen, B. 2006). In this perspective, culture is often equated with ethnicity, and the relationship between health professionals and ethnic patients is found to be characterized by stereotypical perceptions of patients with other backgrounds than what the professionals perceive as Danish. To exemplify this, a survey among nurses in the Danish health sector showed that nine out of ten nurses saw foreign patients as a challenge in their daily performance, mainly because of language and cultural barriers (Nursing 2006). Similarly, in one of the few studies exploring the patient perspective, immigrants found that they were treated without respect, deprived of a voice and marginalized (Nielsen, A.S. 2005). There thus seems to be competing discourses at work, and one of these may be seen as a hegemonic discourse articulated by health professionals, who - by virtue of their social roles - control hospital routines and regulations. Other discourses such as those articulated by patients have not so far been able to seriously contest the hegemonic discourse that is being produced by health professionals and reproduced in the public media, and therefore a new counter-discourse is needed.

Magdalena Szewczyk
Dublin, Ireland

szewczym@tcd.ie

***The Role of Socioculturally Situated Metaphors in Constructing
Social Identity***

Peter Teo
Nanyang, Singapore

peter.teo@nie.edu.sg

‘Family Matters’: The Politics of Survival and Ideology of Pragmatism in Singapore’s Family Campaigns

National campaigns have been an integral part of Singapore's socio-political fabric for over half a century. There have been campaigns that promote a healthy lifestyle, gracious living, a clean and green environment (see Teo 2004), the use of Mandarin and ‘Good English’ (Teo 2005; Randall & Teo 2005), kindness and courtesy, and even romance, marriage and a happy, ‘fruitful’ family (Lazar 1995, 2000).

The focus of this paper is on Singapore’s pro-family campaigns and how they have been exploited as a socio-political instrument to propagate state ideologies. Specifically, the paper will focus on the ‘Family Life’ campaigns used by the Singapore government over a forty-year period from 1967-2008 to illustrate how socio-political and socio-economic ideologies have been naturalised in and through the discursive structures of these campaigns. The study adopts a critical approach to discourse analysis (Fairclough 1992, 2004) which is influenced by social theories that construe society as discursively constituted (Foucault 1972). The paper will begin by tracing the evolution of the pro-family campaigns, highlighting the political rhetoric underpinning them, before examining the discursive structures of the campaign slogans, in the belief that if we want to know what ideologies look like, how they work, change and are reproduced over time we need to examine their discursive manifestations (van Dijk 1998).

The paper will show how Singapore’s ruling party has been able to promulgate a pro-family society through the structuring and rationalising of a ‘politics of survival’ principle, which over time has developed into a more pervasive and deeply entrenched ideology of pragmatism in order to effect hegemonic control over the people of Singapore. The paper will also uncover through the analysis of the campaign slogans a subtle but significant discursive restructuring of the relationship between the government and people of Singapore, moving from a top-down, authoritarian relationship to one that is more egalitarian and inclusive. Through this ‘historicization’ of the data (Fairclough, 1992), the study will highlight how wider changes in socio-cultural practices are constituted in and reproduced by discourse practices.

Mark Andrew Thompson
Thomas D. Mitchell
Carnegie Mellon University, USA

mathomps@andrew.cmu.edu

Unhelpful Help: Stance and Ideology on Online Message Boards

Online message boards serve multiple functions for internet users. One common function is informational exchange, where someone posts a question to a forum and other users post answers in response. While this seems a straightforward (mediated) exchange, analysis of the types of answers given reveals the performance of a number of complex identity moves at work. Frequently, such posters will provide answers which are of little practical use to the original poster; instead, they use the exchange as an opportunity to take evaluative stances (e.g. Hunston and Thompson 2000; Martin and White 2005; Du Bois 2007) against the question or the question poster. For example, a post at askbag.com asks, “What is the best way to cure a hangover?” and receives answers like “don’t drink in the first place” and “clean up you life, find God”. Obviously, these responses aren’t supposed to provide the type of information asked by the question. So why do people bother responding in this manner? What rhetorical goals are achieved in these posts? Are there linguistic features common to such posts, and, if so, what do these features reveal about the ideological positionings of author and audience?

In this paper, we argue that exchanges initiated from a stance of epistemic uncertainty open the field for evaluative stances because requests for information have the potential to place question-askers in a subordinate discourse position relative to other participants. Working from this hypothesis, we analyze exchanges where respondents refuse to align to the needs of the question-asker, and instead use this ‘strong’ position to make evaluative assertions in line with their own ideological orientations. In doing so, we show the ideological function of evaluative stance and how, in even low-stakes exchanges, even minor asymmetries in power can be exploited for ideological purposes. While previous work on stance has tended towards either CA approaches to FtF interaction or SFL approaches to longer stretches of written discourse like media texts, our paper combines rhetorical analysis with discourse analysis to explore such strategies in online interactional discourse and points to the significance of interrogating stance from a critical rhetorical perspective.

Kate Torkington
Lancaster, UK

k.torkington@lancaster.ac.uk

Spatial Deixis as a Self-Positioning Device in Place-Identity Construction: The Case of British Lifestyle Migrants in Portugal

The intensified contact between different communities and cultures which has been brought about by social processes such as globalization and mass mobilities (including migration) has given rise to a growing interdisciplinary interest in identities and how they are shaped, developed and negotiated. This paper investigates the discursive construction of one aspect of identity - place-identity - among British lifestyle migrants in the Algarve, Portugal. Lifestyle migration is understood here as a form of geographical relocation motivated by a desire to achieve a different lifestyle and better quality of life (Benson & O'Reilly 2009). Although international lifestyle migrants are generally welcomed by host countries as 'desirable' migrants due to their perceived economic capital, their integration into the destination communities is often minimal. Questions relating to the role of local place in both the migration and identity construction processes therefore arise.

A good starting point for exploring the indexical aspect of place formulation in discourse and how this might link to identity work is to look at spatial deixis. Although deictic markers are often assumed to emerge from the local context of immediate shared experience and to serve as a referential discursive strategy, they can also be used for indexing speakers' self-positioning and evaluative stance relative to the object of reference (Davidson 2007; Hanks 2005), as part of the discursive strategy of 'perspectivization' (Reisigl & Wodak 2009).

Data from in-depth interviews shows how the deictic marker *here* emerges an important discursive tool for self- (and other-) positioning in lifestyle migrant accounts of their experiences. In some cases, it is used to create a positive sense of place through constant positive evaluation of and identification with that place. This is reinforced by positioning the *here*-place in opposition to discursively constructed *there*-places, which represent both the place and the life left behind. In addition, the *here*-place is constructed at the more intimate level of the neighbourhood to further reinforce a sense of belonging. In contrast, however, some migrants present signs of a more troubled place-identity. One of the linguistic markers of this is a certain degree of disjuncture in spatial deictic practices.

Dita Trckova
Brno, Czech Republic

63689@mail.muni.cz

Western Enlightenment Ideology in Newspaper Discourse on Natural Catastrophes

Natural catastrophes are events in which nature has control over people, and therefore are in tension with the Western Enlightenment notion of superiority of science and technology. This paper aims to investigate how newspaper articles on natural catastrophes published in the West deal with this tension. The focus of the analysis is on lexical devices, mainly metaphors, syntactic tools, especially transitivity patterns, and photographs employed in newspaper discourse.

The paper aims to reveal that the failure of science and technology is 'covered' by demonization of natural phenomena and the absence of reference to politico-economic and social conditions leading to natural catastrophes. Rationality is by-passed by the appeal to readers' emotions and increase of readers' fear. Discursive devices employed in newspapers help to create a sharp division between nature and people, which is deepened by the ascription of contrastive characteristics to these two constructed categories: powerful nature versus powerless people, physically strong nature versus physically weak people, and cruel nature versus innocent people. All the blame for the events thus falls upon natural phenomena, while people, technology and science are void of any responsibility. It might be argued that demonization of nature and depiction of people as totally innocent help to serve as a justification for the failure of the Western Enlightenment concept of superiority of science and technology over nature.

The methodology employed in the analysis mainly draws upon critical linguistics (Fowler 1991) and critical discourse analysis (Fairclough 1990; van Dijk 1988). The body of data consists of articles on Hurricanes Katrina and Ike published in *The New York Times*, American national newspaper, and *The Toronto Star*, Canadian national newspaper.

Eva Triebel
Graz, Austria

Eva.triebl@uni-graz.at

In the Hands of Morpheus. The Discursive Construction of Effective Sleeping

In recent years, the meaning of sleep has changed quite dramatically. Rather than being a passive physiological state fulfilling the recreational needs of the individual, sleep has become part of a lifestyle, serving as a resource to be exploited through proper management. This paper will examine the new meanings of sleep as presented in texts providing advice on sleep problems, drawing upon the theoretical framework of Critical Discourse Analysis. The aim of the analysis is to find out how sleep is constructed as tool in achieving medical and social goals and what kind of conception of the world this implies.

The basis of my analysis will be a corpus of 100 advice-giving texts on sleep problems (~ 100.000 word tokens), which I will analyse quantitatively using concordancing software.

Maarten van Leeuwen m.van.leeuwen@hum.leidenuniv.nl
Leiden, The Netherlands

The ‘Voice of the People’: Perspective as a Stylistic Strategy

Referring to ‘the people’ is a rhetorical strategy that is often used by populists, but to a lesser extent by other politicians as well (Jagers & Walgrave 2007). In my paper, I demonstrate how three Dutch politicians of the opposition make use of this strategy by analyzing a corpus of speeches held in the Dutch Lower Chamber.

The analysis will show that there are significant differences in the way politicians make use of this strategy. My focus of attention will be on the populist Geert Wilders. I will argue that, compared to the others, Wilders not only refers more often to ‘the people’, but more importantly, that he does so in a fundamentally different way: Wilders not only talks *about* ‘the people’ or ‘the voter’, but significantly more often he gives this group literally ‘their own voice’. In other words, Wilders presents ‘the people’ as a ‘Subject of Consciousness’ (Langacker 1991; Verhagen 2007) in the discourse, with their own viewpoint, and their own will. Thus, in Wilders’ speeches, ‘the people’ actively take part in the discourse.

I will demonstrate how Wilders’ ‘voice of the people’ is constructed by his wording. In order to do so, I will present a method of analysis that is an extended and slightly adapted version of the Speech and Thought Representation (STR) model developed by Sanders (2009) and Sanders & Redeker (1996).

My analysis will reveal how the personal communication styles of the three politicians under investigation make use of the rhetorical strategy of ‘referring to ‘the people’’ very differently, and how Geert Wilders, the populist of the three, manages to give this group their own ‘voice’ by using linguistic means. At the same time, the analysis is an illustration of how a classical rhetorical figure of speech (*prosopopoeia*, cf. Chilton 2008) can be given a systematic linguistic underpinning (cf. Van Leeuwen 2008).

Marco Venuti
Silvia de Candia
Napoli, Italy

venuti@unina.it

The EU in British and Italian TV News Programmes

News programmes have a very specific structure (Hartley 1982) and they usually contain “accessed voices” such as legitimated persons (LPs) – experts and public figures – together with ordinary people (VOXs). These voices play different roles in the reports (Montgomery 2007), but they mutually affect the news reception by the audience.

The study of “accessed voices” in TV news reports can shed light on the perception of EU institutions by citizens, since they still regard TV as most important source of information (Eurobarometer 55 2001). Our belief is that the role of LPs and VOXs differently affects the audience consumption and re-interpretation of news stories. LPs are authoritative sources (Montgomery 2007), but they convey a message which may be regarded as distant from the layperson, while VOXs are recognised as “one of us” and may lead to a more direct identification.

The present study investigates the role of LPs and VOXs in British and Italian TV news reports through the analysis of two comparable corpora consisting of transcripts of TV news programmes (both public and commercial channels) The news stories included in the corpora have been divided into three categories: items related to the ‘EU affairs’, ‘EU countries’, and ‘other’, both domestic news and international (non-European) stories. We will focus on the role of attribution, mainly drawing on the Appraisal System (Martin & White), in utterances by LPs and VOXs, and the rhetorical effects deriving from such positionings.

In order to carry out the comparison, the corpus will be queried exploiting the XML annotation which allows for detailed comparisons between countries and voices. A more quantitative analysis will make it possible to compare different uses of *sources* in TV news programmes when news items deal with the EU and European Countries vis-à-vis other topics in order to describe the way different forms of attribution are used when Europe related topics are dealt with. The quantitative analysis will be complemented with a more qualitative analysis of a news item available in all TV news programmes which will help shed light on the differences in attitude towards Europe across the three countries and between state/commercial broadcasters.

Anna Vogel
Stockholm, Sweden

anna.vogel@nordiska.su.se

Loaded Words

The study aims at investigating the mechanism when words are considered too derogatory and are substituted by new words over time. Words categorizing minorities are in focus. How and by whom are new words introduced? In the study, a cognitive semantic theory is combined with social constructivism theory. The cognitive semantic notion of *construal* is used (Langacker 1987), as is the idea from social constructivism that identity is not stable but created in relation to the context and to various situations (Potter & Wetherell 1987). From discourse analysis, the claim that a dialectic relation exists between language and society, where they influence each other mutually (Fairclough 1992), has been used. The combination of cognitive semantic theory and social constructivism has not been abundant in earlier studies, a fact that might increase the theoretical and methodological value of the ongoing study.

The data consist of Swedish words from the domain of health, more specifically words corresponding to the concept of ‘person with intellectual impairment’. The words have been gathered from sources 1950–2009. The sources are news paper text, interviews with people working on legal documents where these words appear, information texts from health care institutions and from schools, internet forum for parents, focus group interviews with people having, and not having intellectual impairment. The data include meta-discussion on the words.

The results show a typology, where the urge to change words origin from one or more of three reasons: 1) confusion among existing terms, 2) international model of new word/terminology and 3) changing values in society. The institution where the discontent is the strongest will be leading in the process to change. The work to suggest and choose a new term is rather quick, then to implement the new term takes time. The implementation is performed on various levels: on a political arena, towards journalists and towards common people. The time span seems to be 10-30 years, but older words may exist parallelly with newer ones for as long as 50 years.

Guanjie Wang
Swansea, UK

376705@swansea.ac.uk

‘China’s Peaceful Rise’: A Competing Discourses Analysis of Newspaper Articles from China Daily and The Times

In recent times, the “rise of China”, “peaceful rise of China” etc. have become recurrent phrases appearing in newspaper articles both in China and in the western press referring to the growing economic and political influence of China on the global stage seen by some as a threat and by others as an opportunity. This comparative study focuses on “China’s peaceful rise” as reported in English language newspapers both from *China Daily* in China and *The Times* in Britain. 20 texts from *The Times* online resources and 45 texts from *China Daily* website have been selected as the database and these texts cover the period from 2003 to 2008. Texts are analysed from a qualitative angle by applying critical discourse analysis (CDA) approach and at the same time, they are studied with the aid of software eg. WordSmith and Wmatrix from a corpus analysis perspective in order to adopt a quantitative angle and try to make findings more objective. Research questions addressed are:

- In what ways is “China’s peaceful rise” linguistically constructed in the two newspaper sources?
- What kind of different attitudes towards “China’s peaceful rise” do newspapers display between China and the UK?

Ryogo Yanagida
Osaka, Japan

ryogo1105@hotmail.com

'Smooth Communication' for Whom: Honorifics, Politeness and Ideology

Politeness studies have recently re-examined the concept of “politeness” itself. One reason for this re-examination is that the term has been scientifically conceptualized and ideological aspects of politeness that have been historically constructed have not been taken into consideration. Historically, politeness was a symbol only possessed by upper classes in eighteenth century British society and correct use of Standard English guaranteed access to politeness (Watts 2002). This historical view of politeness combined with a critical investigation of the ideological aspect of politeness may have implications for concepts of politeness in Japan.

In contemporary Japan, according to language policy reports (‘Honorific Expressions in Modern Society’ 2000 and ‘Guidelines for Honorific Expressions’ 2007) and some politeness studies in Japan (for example, Ide 2006), honorifics are indispensable components for “smooth communication.” The concept of “smooth communication,” however, implicitly presupposes an ideal communication in which all of participants speak only a standard version Japanese. “Smooth communication,” therefore, is an ideological concept to justify the hegemony of standard Japanese, as is “appropriateness” (Fairclough 1995). This implicit presupposition of “smooth communication” is based on the historical labor of dehistoricization meaning that we have to historicize our recognition of honorifics. From a historical perspective, “the unification of the linguistic market” (Bourdieu 1991) through construction of the nation-state Japan played a great role to place legitimacy on standard Japanese and placed symbolic value on the honorifics. Use of honorifics became glamorized as a distinctive feature of the Japanese nation until the end of World War two. The glamorization, based on arbitrariness, was overtaken by the Post-war Cultural nationalism. This cultural arbitrariness of the glamorization of honorifics, as honorifics signify dignity and elegance (Ide 2005), has been imposed on Japanese society by linguistic authorities. As a consequence honorifics are not only a neutral system of language, but also a legitimate language which has been historically and socially constructed.

By focusing on the concept of “smooth communication”, this paper outlines the historical and social conditions that resulted in the realization of honorifics as the legitimate language for “smooth communication” in modern Japanese society.

Igor Ž. Žagar
Maribor, Slovenia

igor.zzagar@gmail.com

Fallacies: Do We ‘Use’ Them Or ‘Commit’ Them?

After C. L. Hamblin's groundbreaking work *Fallacies* (1970), re-interpreting what used to be known as “mistakes in reasoning” or “bad arguments” since Aristotle (*On Sophistical Refutations*), the study of fallacies started to bloom, coming up with ever new perspectives and conceptualizations of what should count as a mistake in reasoning and argumentation, and why a certain kind of reasoning should at all be considered a mistake (Woods & Walton 1989, van Eemeren & Grootendorst 1992, etc.).

This paper will be concerned with two questions. First, an epistemological one: do we (everymen, politicians, the media, ...) **commit** fallacies, or do we (intentionally) **use** them? Second, a methodological one: when we (philosophers, sociologists, discourse analysts, ...) detect a fallacy, on what conceptual grounds do we differentiate between committed and used fallacies? Is there a difference?

In answering these two questions, I will be above all concentrating on the (so called) *Straw man* fallacy. Is there such a fallacy at all? Aren't we forced to commit (or use?) this “fallacy” whenever we talk about other people, their views, or their work? Examples from CDA will be used to illustrate this point.