



CRITICAL APPROACHES  
TO DISCOURSE ANALYSIS  
ACROSS DISCIPLINES  
UNIVERSITY OF MINHO  
PORTUGAL

## IV Conference

# Critical Approaches to Discourse Analysis Across Disciplines

July 4-6, 2012

## **Global Programme**

## **Abstracts**

Centro de Estudos de Comunicação e Sociedade  
Centro de Investigação em Ciências Sociais  
Universidade do Minho, Portugal

## Scientific Committee

Christopher Hart, Northumbria University

Costas Gabrielatos, Lancaster University

Begoña Nuñez-Perucha, Universidad Complutense de Madrid

Bernhard Forchtner, Humboldt Center for Social and Political Research

Felicitas Macgilchrist, European University Viadrina

John Richardson, Newcastle University

Louis de Saussure, Université de Neuchâtel

Majid KhosraviNik, Lancaster University

Piotr Cap, University of Lodz

Ruth Wodak, Lancaster University

Steve Oswald, Vrije Universiteit, Amsterdam

Simon Goodman, Coventry University

Veronica Koller, Lancaster University

Aldina Marques, Universidade do Minho

Ana Maria Brandão, Universidade do Minho

Anabela Carvalho, Universidade do Minho

Helena Pires, Universidade do Minho

Maria Emília Fernandes, Universidade do Minho

Moisés Martins, Universidade do Minho

Rui Lima Ramos, Universidade do Minho

Silvana Mota Ribeiro, Universidade do Minho

Zara Pinto-Coelho, Universidade do Minho

## Local Organising Committee

Zara Pinto Coelho, Communication Sciences Department

Aldina Marques, Portuguese Language Studies Department

Ana Maria Brandão, Sociology Department

Anabela Carvalho, Communication Sciences Department

Gabriela Gama, Communication Sciences Department

Helena Pires, Communication Sciences Department

Maria Emília Fernandes, Economy and Management Department

Moisés Martins, Communication Sciences Department

Rui Lima Ramos, Integrated Studies of Literacy, Teaching and Supervision  
Department

Silvana Mota Ribeiro, Communication Sciences Department

## Secretary

Ângela Matos

# THE PROGRAMME AT A GLANCE

4<sup>th</sup> July

5<sup>th</sup> July

6<sup>th</sup> July

8.30	<b>REGISTRATION</b>	8.30	<b>DESK OPENING</b>	8.30	<b>DESK OPENING</b>
9.15	<b>OPENING SESSION</b>	9.00	<b>PLENARY LECTURE 3:</b> <b>Teun van Dijk</b> <i>Some Issues in Epistemic Discourse Analysis</i>	9.00	<b>PLENARY LECTURE 4:</b> <b>Michał Krzyżanowski</b> <i>Ethnography and Critical Discourse Analysis: Towards a Problem-Oriented Interdisciplinary Research Dialogue</i>
9.30	<b>PLENARY LECTURE 1:</b> <b>Michelle Lazar</b> <i>Postfeminist Media Discourse and a Culture of Post-Critique</i>				
10.30	<b>COFFEE-BREAK</b>	10.00	<b>COFFEE-BREAK</b>	10.00	<b>COFFEE-BREAK</b>
11.00-13.00	<b>Parallel Sessions</b> <ul style="list-style-type: none"> <li>Political Discourse (Party-Political) <b>R1</b></li> <li>Political Discourse (Policy Discourse) <b>R4</b></li> <li>Discourse Theories <b>R2</b></li> <li>Environmental Discourses <b>R3</b></li> <li>Translation, Multimodalities, Intertextualities <b>R5</b></li> </ul>	10.30-13.00	<b>Parallel Sessions</b> <ul style="list-style-type: none"> <li>Discourse, Discrimination, Resistance <b>R1</b></li> <li>Gender and Sexuality Discourses <b>R2</b></li> <li>Political Discourse (Politics and the Media) <b>R3</b></li> <li>Discourse and Social-Cultural Change <b>R4</b></li> </ul>	10.30-12.30	<b>Parallel Sessions</b> <ul style="list-style-type: none"> <li>Discourse, Discrimination, Resistance <b>R1</b></li> <li>Discourse Theories <b>R2</b></li> <li>Language in Legal Context <b>R3</b></li> <li>Political Discourse (Politics and the Media) <b>R4</b></li> <li>Gender and Sexuality Discourses <b>R5</b></li> </ul>
				12.30	<b>BREAK</b>
				12.45-13.45	<b>Parallel Sessions</b> <ul style="list-style-type: none"> <li>Discourse of War and Terrorism <b>R1</b></li> <li>Discourse Theories <b>R2</b></li> <li>Gender and Sexuality Discourses <b>R5</b></li> <li>Translation, Multimodalities, Intertextualities <b>R3</b></li> </ul>
13.10	<b>LUNCH</b>	13.00	<b>LUNCH</b>	13.45	<b>LUNCH</b>
14.15-16.15	<b>Parallel Sessions</b> <ul style="list-style-type: none"> <li>Political Discourse (Party-Political) <b>R1</b></li> <li>Political Discourse (Policy Discourse) <b>R4</b></li> <li>Discourse Theories <b>R2</b></li> <li>Education and Environmental Discourses <b>R3</b></li> <li>Identity in Discourse <b>R5</b></li> </ul>	14.00-16.00	<b>Parallel Sessions</b> <ul style="list-style-type: none"> <li>Discourse, discrimination, Resistance <b>R1</b></li> <li>Identity in Discourse <b>R2</b></li> <li>Political Discourse (Politics and the Media) <b>R3</b></li> <li>Education Discourses <b>R4</b></li> <li>New Media Discourse <b>R5</b></li> </ul>	15.00-17.00	<b>Parallel Sessions</b> <ul style="list-style-type: none"> <li>Discourse of War and Terrorism <b>R1</b></li> <li>Education /Environmental Discourses <b>R2</b></li> <li>Health and Social Services Discourses and Interaction <b>R3</b></li> <li>Gender and Sexuality Discourses <b>R5</b></li> <li>Identity in Discourse <b>R4</b></li> </ul>
				16.15	<b>COFFEE-BREAK</b>
16.40-17.40	<b>Parallel Sessions</b> <ul style="list-style-type: none"> <li>Political Discourse (Party-Political) <b>R1, R2</b></li> <li>Identity in Discourse <b>R3, R4</b></li> </ul>			17.15-18.15	<b>PLENARY LECTURE 5:</b> <b>Juana Arrese</b> <i>Stancetaking and Inter/Subjectivity in the Hutton Inquiry and the Iraq Inquiry: the Case of Tony Blair</i>
18.00-19.00	<b>PLENARY LECTURE 2:</b> <b>John Richardson</b> <i>The Importance of Contextualisation for Political Discourse Analysis: Fascism and the case of the British National Party (1960-67)</i>			18.15-18.45	<b>CONFERENCE CLOSING</b>
21.30	<b>GET TOGETHER</b> (Casa dos Coimbras, City Centre)	19.00	<b>CONFERENCE DINNER (Bom Jesus)</b>	18.45-19.00	<b>VINHO VERDE DEGUSTATION</b>

# ABSTRACTS

## Plenary Speakers

Stancetaking and Inter/Subjectivity in the Hutton Inquiry and the Iraq Inquiry: The Case of Tony Blair

**Juana Marín-Arrese**, Universidad Complutense Madrid

Postfeminist Media Discourse and a Culture of Post-Critique

**Michelle M. Lazar**, National University of Singapore

Ethnography and Critical Discourse Analysis. Towards a Problem-Oriented Interdisciplinary Research Dialogue

**Michał Krzyżanowski**, Adam Mickiewicz University, Poznań

The Importance of Contextualisation for Political Discourse Analysis: Fascism and the case of the British National Party (1960-67)

**John Richardson**, Newcastle University

Some Issues in Epistemic Discourse Analysis

**Teun Van Dijk**, Universitat Pompeu Fabra



## PLENARY SPEAKERS

### *Stancetaking and Inter/Subjectivity in the Hutton Inquiry and the Iraq Inquiry: The Case of Tony Blair*

**Juana Marín-Arrese, Universidad Complutense Madrid**

The multifaceted nature of stance involves notions such as evaluation, inter/subjective positioning and alignment with other subjects in the discourse (Biber and Finegan 1989; Hunston and Thompson 2000; Du Bois 2007; Englebretson 2007). This paper describes a model for the analysis of stancetaking in discourse on the basis of two macro categories of stance, the effective and the epistemic (Marín Arrese 2009). In characterising stance, I draw on Langacker's (2007; 2009) distinction between the effective and the epistemic level, which involves a systematic opposition between striving for control of relations at the level of reality and control of conceptions of reality. The category of epistemic stance pertains to the positioning of the speaker/writer with respect to knowledge concerning the veracity of the event or its realization, to stance acts estimating the likelihood of an event and/or judging the validity of a proposition designating the event. Effective stance acts are aimed at determining or influencing the course of reality itself and play a direct role in persuasion and in the legitimation of actions. Stance resources include modal auxiliaries, evidentials and evidentials strategies, and expressions of attitude and factivity (Mushin 2001; Palmer 2001; White 2003; Aikhenvald 2004; Marín-Arrese 2009; Boye 2010).

The paper argues that the use of these resources reflects the speaker/writer's interpersonal identity, and aims to reveal their strategic use in legitimising assertions and in the legitimisation of actions (Hart 2011; Marín Arrese 2011). The paper presents a case study on the expression of stance and inter/subjectivity in the oral

evidence given by Tony Blair, former British Prime Minister, in the Hutton Inquiry (August-October 2003), and to the Select Committee of the Iraq War Inquiry (2009).

### ***Postfeminist Media Discourse and a Culture of Post-Critique***

**Michelle M. Lazar**, National University of Singapore

Contrary to the ubiquitous narrow, stereotypical representations of women in the media, a postfeminist discourse popularized by the media has now become quite commonplace in many urban industrialised societies. Gender-equal and pro-women representations currently abound in mainstream media, which suggest that sexism (and feminism) have become passé. In fact, the implication is of a reversal in gender relations, where it is increasingly becoming a women's world, with a celebration of all things feminine.

In this paper, I will discuss aspects of this postfeminist discourse in commercial advertising that represent women in terms of personal empowerment, entrepreneurship, sexual agency, entitlement to pleasure and emancipation. As my discussion will show, issues concerning gender, ideology and power far from having disappeared, have become more complex and subtle in contemporary media discourse, and have contributed to the rise of a culture of 'post-critique', in which it has become harder to articulate critique. I shall conclude by considering some implications and suggestions for 'doing' (feminist) critical discourse analysis in this climate of critical inertia.

### ***Ethnography and Critical Discourse Analysis. Towards a Problem-Oriented Interdisciplinary Research Dialogue***

**Michał Krzyżanowski**, Adam Mickiewicz University, Poznań

My plenary lecture at CADAAD 2012 focuses on the problem-oriented merger of critical discourse analysis (CDA) and ethnography. It argues that, while the former and the latter have never formed first-hand associations, the recent years have seen a number of developments which significantly altered both critical-analytic and ethnographic research practice. On the one hand, originally associated mainly with

explorations of written and/or mass-mediated texts, critical discourse analysis (CDA) has recently started to develop into a broader field of research – now often defined as CDS or Critical Discourse Studies – which often reaches beyond the traditional ‘schools’ or ‘trends’ of the movement and focuses increasingly on the more contextually-oriented and actor-related types of analysis. On the other hand, ethnography has also recently changed its meaning to become much more of a description of certain style (rather than just a method) of research. It is now being increasingly analytically mobilised as a research practice which allows triangulating between different stages of analytical work and between different sets of data (different genres) gathered in different interrelated social contexts.

As I am willing to show in my lecture, the developments described above have not only changed CDA and ethnography internally but also allowed for their mutual complementariness in problem-oriented studies. As an example of taking stock of such dynamics, I will argue in my lecture for a *‘discourse ethnographic approach’* which integrates anthropological and critical-analytic perspectives. By presenting examples of analysing organisational practices and identities in institutions of the European Union, I will show a combination of results of, on the one hand, extensive fieldwork and ethnography in complex institutional spaces and, on the other hand, of the critical analysis of discourses of (social) actors’ shaping those spaces and acting therein. The analyses will serve emphasising the necessity to combine ethnography and discourse analysis in a critical research on transformation and change in institutional as well as other political and economic milieus which presently evolve into very complex organisms. In researching the latter, the integrated discourse-ethnographic research becomes almost a necessity in order to fully account for the dynamics of construction of ‘new’ (e.g. institutional/organisational) cultures and identities which in many cases have very complex political and institutional ontology and draw on many existent/previous practices, norms and conventions.

***The Importance of Contextualisation for Political Discourse Analysis: Fascism and the case of the British National Party (1960-1967)***

**John E. Richardson**, Newcastle University

Many far- and extreme-right political parties and movements developed directly from unambiguously fascist antecedents. However these same parties, almost without exception, dissociate themselves from their political heritage, utilising a range of nominal, predicative and argumentative tools to (re)define the terms of reference and differentiate their movement from those considered beyond the pale. This leaves us with an analytic dilemma: how can we identify fascism, given that any party attempting to build a mass movement, or secure power through the ballot box, will distance itself from political extremism? I will argue that to make any judgment regarding the ideological commitments of (potentially extremist) political parties we need to adopt a wider purview, taking into account a range of contextual factors. Using the Discourse Historical Approach to CDA I will argue that it is only through diachronic and politically cognisant analysis that can we expose the continuities with the past and, most significantly, the ways that historic discourses are rephrased and recontextualised into more palatable (i.e. coded and euphemised) forms for contemporary audiences. My presentation will examine the discourses of the second party that called itself the British National Party (1960-67), and specifically texts published in its newspaper *Combat*. I will argue that, despite what it explicitly claimed, the arguments of the BNP remained rooted in fascist ideology.

### ***Some Issues in Epistemic Discourse Analysis***

**Teun Van Dijk**, Universitat Pompeu Fabra

Within the framework of a long-term project on discourse and knowledge, this paper focuses on some specific issues of what may now be called "epistemic discourse analysis" focusing on the many ways discourse is presupposed, expressed and communicated by text and talk. Beyond the usual linguistic attention for such epistemic discourse phenomena as topic vs. focus, evidentials, epistemic stance or presupposition, there are many other aspects of discourse that require special epistemic "management" of the participants, such as local and global coherence, linearization, elaboration, and in general moves and strategies that combine new with old knowledge. Besides a cognitive model-theoretic account of the notion of Common Ground, this paper explores especially also the critical, socio-political implications of

these new theoretical and analytical developments, such as issues of access and control of knowledge in public discourse.

#### Reference

Van Dijk, T. A. (2012). Discourse and knowledge. In: James Paul Gee & Michael Handford (Eds.), *The Routledge Handbook of Discourse Analysis*. (pp. 587-603). London: Routledge.

# Discourse, Discrimination, Resistance

1. The Homeland Refugee: Metaphorical Statelessness in American Disaster Reporting

**Amanda Potts**, Lancaster University

2. The Debate on Eugenics within the Portuguese Public Sphere: Framing Enlightenment, Fascist and Catholic Discursive Intersections

**Claúdia Alvares**, Universidade Lusófona de Humanidades e Tecnologias

3. International Democracy Assistance and NGOs' Discourses in Bosnia-Herzegovina and the Russian Federation: a Postcolonial Approach

**Eunice Cristina de Castro Seixas**, CES/FEUC

4. Spanish Political Discourse on Immigration in Times of Economic Crisis

**Gema Rubio Carbonero**, Pompeu Fabra University

5. Honour Killings in the British Press

**Habiba Chafai and Isabel Ermida**, Universidade do Minho

6. Gypsies in the Spanish Press. Analyzing the Representation of Gypsies in the Newspapers ABC, El País, La Vanguardia in 2010

**Joan Oleague**, Valencian International University

7. Newspaper Representations of French Urban Violence: A Critical Discourse Analysis

**Laura Costelloe**, University of Limerick

8. Self and Other Representation in Discourse. Discourses of 'Iran's Nuclear Programme' in Iranian and British Newspapers

**Majid KhosraviNik**, Northumbria University

9. Anti-Semitic Discourse Revisited

**Maria Stopfner**, Universität Innsbruck

10. Subcultures vs. Discourse Hegemony? A Critical Discourse Analysis View on Punk

**Melani Schröter**

11. Speak English or Go Home: The Anti-Immigrant Discourse of the American “English Only” Movement

**Rachele Lawton**, The Community College of Baltimore County

12. Talking about Racism without Talking about Racism: Capturing Instances of Culturalist Racism

**Jennifer Cheng**, Macquarie University



## Discourse, Discrimination, Resistance

### *The Homeland Refugee: Metaphorical Statelessness in American Disaster Reporting*

**Amanda Potts**, Lancaster University

The socialised construction of the news (Fowler 1991) and attendant opportunity for representation of disparate in- and out-groups (van Dijk 1985) by media outlets has long been a focus for critical analysts. This paper continues in this tradition, adopting corpus-based methods to augment qualitative critical analysis (Baker et al. 2008) in expanding beyond common out-groups to include those who, as victims of sudden, catastrophic circumstances, became ‘accidental others’: the American “refugees” of Hurricane Katrina.

Analysis is based on a 36.7-million-word corpus of media discourse, custom compiled and inclusive of all storm-related articles from major American news and business print publications in the year following Hurricane Katrina. Through corpus-based Critical Discourse Analysis, discursive cues of underlying ideological discrimination and inequality are examined with special attention on the contested use, metaphorical attributes, and linguistic agency of the “refugee”.

Though the Hurricane Katrina corpus lacks a clear out-group, certain naming strategies function as a method of engineered ‘other-ing’ through which a division of (mostly poor, black) Americans were repeatedly disassociated from their society. This paper discusses social disassociation on three levels: from the nation (by use of nomination denoting statelessness), from the human race (through assignment of non-human qualities and employment of non-human metaphors), and from power (through lack of positive agency in transitivity analysis).

Baker, P., Gabrielatos, C., Khosravini, M., Krzyzanowski, M., McEnery, T and Wodak, R. (2008). A useful methodological synergy? Combining critical discourse analysis and corpus linguistics to examine discourses of refugees and asylum seekers in the UK press. *Discourse and Society* 19(3), 273-306.

Fowler, R. (1991). *Language in the News: Discourse and ideology in the press*. London: Routledge.

Van Dijk, T. (Ed.). (1985). *Discourse and communication: New approaches to the analysis of mass media discourse and communication*. Berlin: DeGruyter.

### ***The Debate on Eugenics within the Portuguese Public Sphere: Framing Enlightenment, Fascist and Catholic Discursive Intersections***

**Claudia Alvares**, Universidade Lusófona de Humanidades e Tecnologias

The Portuguese Society for Eugenic Studies was founded in 1937, during the anniversary commemorations of the University of Coimbra, with the presence of representatives from Nazi Germany and Portuguese academics from the Faculties of Law, Medicine and Anthropology (Pimentel, 1999: 491). One year before, in 1936, the Portuguese neurologist Egas Moniz had defended psychosurgery on the basis of the positive results allegedly obtained in his first twenty leucotomy operations on patients suffering from schizophrenia or severe anxiety, having this technique been subsequently popularised by two North-American neurosurgeons, Walter Freeman and James Watts, with dramatic results in the 1940's (Cascais, 1991: 62). Portuguese fascination with taxonomy, the attempt to articulate an 'order of things' (Foucault, 1966), thus marks the period corresponding to the beginning of the Spanish Civil War (1936-9), a conflict which resulted in the 'radicalisation' (Payne, 1973: 669) of the Portuguese right-wing dictatorship under António Oliveira Salazar through an affirmation of a Catholic Corporatism which contrasted with the National Syndicalism that Salazar had outlawed in 1934 for seeking 'inspiration in certain foreign models' (Rosas, 1985: 23), namely that of the Spanish Phalange. By performing critical discourse analysis on Portuguese press coverage of these two events – that of the foundation of the Portuguese Society for Eugenic Studies on the one hand, and that of Egas Moniz's experiments with leucotomy on the other hand –

within the time-frame of two different epistemic regimes (Foucault, 1977) – the 1930's and the first decade of 2000 – this paper aims to trace the historical, political and cultural evolution of the discursive framing of eugenics, concentrating on the implications of the visibility/invisibility of this debate within a public sphere that often relegates matters of discomfort to its own 'margins' (Williamson, 1986: 106).

### ***International Democracy Assistance and NGOs' Discourses in Bosnia-Herzegovina and the Russian Federation: A Postcolonial Approach***

**Eunice Cristina de Castro Seixas, CES/FEUC**

This communication presents my PhD research on international assistance to democratization in Bosnia-Herzegovina and the Russian Federation. Following a critical, postcolonial, transdisciplinary approach, I analyze the discourses of human rights/democratization Non-Governmental Organizations (NGOs) in these two contexts, focusing on the way these organizations receive, re-appropriate, transform, reproduce and/or contest and resist liberal discourses of democratization and development.

International Democracy Assistance processes rely on a liberal peace framework that has been widely criticized for being typically done in a top-down manner and used to promote the western donors' security interests, rather than being motivated by a genuine concern for the recipients' well being (Chandler, 2000; Duffield, 2002; Duffield & Waddell, 2004; Pureza *et al.*, 2006) contributing, instead, to further the divide between North-South, "insured and non-insured life" (Duffield, 2008). These critiques can be linked with postcolonial proposals of questioning of the western discourses of modernization, development and democracy, showing their hidden links with colonial and imperial powers; emphasizing the mutual role of colonizer and colonized as well as of the "globalizers and globalized"; giving visibility to peripheral forms of resistance to the neoliberal global power (Slater, 2008).

The aims of this presentation are: 1) to suggest that this problem can be examined from a critical discourse analysis approach, using NGOs' discourses as a point of entry, but analyzing not only the discourse, but also the relation of discourse with other elements, as suggested by Fairclough (2010). I use Norman Fairclough's work

on transition and social change, as well as his dialectal-relational approach to critical discourse analysis, based on Bhaskar's explanatory critique; 2) to show how a critical discourse analysis approach can be used within a postcolonial framework; 3) to present the results of this analysis.

### ***Spanish Political Discourse on Immigration in Times of Economic Crisis<sup>1</sup>***

**Gema Rubio Carbonero**, Pompeu Fabra University

This paper aims to analyze political discourse on immigration in the context of the economic crisis in Spain (years 2010 and 2011). The main objective of this analysis is to understand the social representation of immigration depicted by Spanish politicians in order to reveal some of the perceptions and stereotypes that are currently present in Spanish (and Western European) society about immigration.

This paper also aims to explore the ways in which different attitudes and opinions about immigration are legitimated and justified by Spanish politicians.

In order to uncover the social representation of immigration in Spanish political discourse during the economic crisis, we set out to study the roles and attributes given to the different social actors (Van Leeuwen, 1995, 1996) and the most relevant pragmatic presuppositions and implications (see Simon-Vanderbengen, White and Aijmer, 2007) which can be inferred.

With the aim to understand what strategies politicians use to justify and legitimate their different opinions and attitudes towards immigration, we focus on argumentative and rhetorical structures.

Within argumentative strategies, we specifically focus on *topoi* (Reisigl and Wodak, 2000, 2001) and *fallacies* (Van Eemeren y Grootendorst, 1992). Within rhetorical structures we specially consider *metaphors*, *disclaimers*, *repetitions*, *number game* or *hyperboles*.

---

<sup>1</sup> "This presentation is the result of a research conducted within the project called: "**Municipios e Inmigración: interculturalidad e índice de gobernabilidad (DIVERSIDAD)**", financed by the Spanish ministry of Economy and Competiveness".

This analysis reveals quite a negative representation of immigration where immigrants appear as a threat and a danger that disrupt Spanish society or as passive victims who cannot lead their own lives.

**Keywords:** Political discourse, Critical Discourse Analysis, Immigration, Economic crisis, Spain.

Reisigl, Martin and Ruth Wodak. 2000. *The semiotics of racism: Approaches in CDA*. Vienna: Passagen Verlag.

Reisigl, Martin and Ruth Wodak. 2001. *Discourse and discrimination: rhetoric of racism and anti-Semitism*. London: Routledge.

Simon-Vandenberghe, Anne Marie, Peter R.R. White and Karin Aijmer. 2007. "Presupposition and 'taking for granted' in mass communicated political argument". In *Political discourse in the media*, eds. Anita Fetzer and Gerda Eva Lauerbach, 31-74.. Amsterdam: John Benjamins Publishing.

Van Eemeren, Frans H. and Rob Grootendorst. 1992. *Argumentation, Communication and fallacies: A pragma-dialectical perspective*. Hillsdale, New Jersey: Lawrence Erlbaum Associates, Inc., Publishers.

Van Leeuwen, Theo. 1995. "Representing Social Action." *Discourse & Society*, 6 (81), 81-106.

Van Leeuwen, Theo. 1996. "The Representation of Social Actors." In *Texts and Practices – Readings in Critical Discourse Analysis*. Eds. Carmen Rosa Caldas-Coulthard and Malcom Coulthard, 32-79. USA/Canada: Routledge.

### ***Honour Killings In the British Press***

**Habiba Chafai and Isabel Ermida**, Universidade do Minho

This paper aims to explore how the phenomenon of "honour killings" is rendered in the British newspapers by looking at the different linguistic and discursive strategies used in the news coverage of a special case, that of the victim 'Banaz Mahmud'. More specifically, news reports from *The Guardian*, *The Times*, *The Sun* and *The Daily Mail* will be selected in order to examine the representation of honour killings among Muslim immigrants in the UK. The multidisciplinary programme of Critical Discourse Analysis, in particular van Dijk's framework (1991, 2000, 2001, 2002,

2006, 2009) will provide the theoretical backdrop for the study. The description of the linguistic and discursive mechanisms will hopefully unveil the ideological constructions underlying the texts. The paper also wishes to address such questions as whether or not the press associates honour killings either with Islam and Muslims or with cultural tribal customs, whether or not the news reports voice a reproduction of popular stereotypes, and whether or not they express a reinforcement of prejudice against immigrant communities, among others. The paper thus intends to assess how the British press tackles the concepts of race, identity and difference in UK's growing multicultural society.

Idriss, M. M. & Abbas, T. (2011), *Honour, Violence, Women and Islam*. London & New York: Routledge.

van Dijk, Teun. A. (1991), *Racism and the Press*. London: Routledge.

van Dijk, Teun. A. (2000), "Ideologies, racism, discourse: Debates on Immigration and ethnic issues". In J. ter Wal & M. Verkuyten (Eds.), *Comparative perspectives on racism*. Aldershot etc.: Ashgate.

van Dijk, Teun. A. (2006), "Discourse and manipulation". *Discourse & society*, 17 (2), 359-383.

Welchman, L. & Hossain, S. (Eds.) (2005), *'Honour': Crimes, Paradigms and Violence against Women*. London: Zed Books.

### ***Gypsies in the Spanish Press. Analyzing the Representation of Gypsies in the Newspapers *Abc*, *El País*, *La Vanguardia* in 2010***

**Joan Oleague**, Valencian International University

While about 70% of Spanish gypsies belong to the middle class and, increasingly, find their way into universities, studies show that 40% of non-gypsy Spanish people prefer not to have a gypsy as a neighbor. In consequence, I wonder in my research: what has the Spanish quality press done about it? How have gypsies been represented, related to their social role and cultural background? In particular, I want to ask how these issues have been dealt with in 2010, when journalists all over Europe were talking about the gypsies after Nicolas Sarkozy's government banned Romani immigrants because they were deemed to be dangerous.

By using critical discourse analysis, I analyze three traditional and influential Spanish broadsheet newspapers: *ABC*, *El País* and *La Vanguardia*. The whole corpus includes 350 texts –informative and opinion articles- published by these newspapers in 2010. My research includes first a quantitative approach, and then, a qualitative analysis within the framework of the discourse historical approach in critical discourse analysis. The research shows that, firstly, the newspapers generally defend the rights of gypsies both in France and Spain. However, analyzing their representation critically and focusing on subtle semiotic meanings, I illustrate, secondly, that even in 2010, Gypsies, as a social group, were represented in a very peculiar way: the analysis reveals that the Spanish press adapted many traditional stereotypes about Gypsies. Moreover, Gypsies who recently emigrated from Eastern Europe to Spain and France weren't represented in the same way as Spanish gypsies.

In sum, the representation of Gypsies in the Spanish press seems to contradict the standards one might expect from quality press by reproducing latent prejudice against one of the largest European minorities.

### ***Newspaper Representations of French Urban Violence: A Critical Discourse Analysis***

**Laura Costelloe**, University of Limerick

Modern French society continues to struggle with the impacts of multicultural immigration, particularly from former French colonies throughout the twentieth century. November 2005 saw a significant flashpoint in the long-running history of tension between such minority groups and those in power in France. Two teenagers, allegedly while hiding from the police, were electrocuted in a Parisian electrical sub-station; this was the catalyst for the spread of violent riots in African and Muslim communities across *banlieues* or urban French districts lasting for a number of weeks.

This paper examines French newspaper representations of the *banlieues*, focusing on the particularly traumatic events of November 2005. Recognising the active role of the media in constituting and shaping reality, my interest lies not merely in identifying

instances of prejudicial discourse in French newspaper texts, but also highlighting how largely covert structures of power and dominance can be disguised in ostensibly neutral discourse. Employing a critical discourse analytical methodology, and incorporating elements of Van Leeuwen's (1996) 'Social Actor Analysis', this paper critically analyses a corpus of newspaper discourse relating to these events. First a general characterization of the corpus is introduced, and the discourse is examined for instances of othering or 'them' versus 'us'. Second, a number of articles are examined for the lexical tokens, grammatical structures, quotation patterns and use of metaphor etc. in their constructions of social actors present in the corpus. Observations are drawn with regard to the representation of minorities in the French press in particular, but more generally the role played by the media in constituting and replicating power structures within a society.

### ***Anti-Semitic Discourse Revisited***

**Maria Stopfner**, Universität Innsbruck

More than twenty years after "Wir sind alle unschuldige Täter" (Wodak et al., 1990), anti-Semitic double entendres have become an integral part of political campaigns led by the Austrian Freedom Party. The public debates ensuing these *Sager* (i.e. political sayings which break with communicative taboos and political correctness) always centre on the question whether in a democratic society the freedom of speech should be limited and where the line must be drawn. Such was the case in 2009, as the Freedom Party's leading candidate for the regional elections in Vorarlberg labelled the director of the Jewish museum as *Exil-Jude aus Amerika* ("exiled Jew from America"). In the end – as so many times before and after – the Freedom Party was able to double its seats in the regional parliament despite the prevailing negative news coverage of the party.

In order to clarify the obvious breach between the public opinion of the electorate and the opinion made public by the media, the analysis compares and contrasts the official news coverage in the run-up to the election with user comments to related articles posted online. The method applied combines content analysis (Früh 2004; Merten 1995; a.o.) and the concept of media framing (Dahinden 2006; Scheufele

2003; a.o.) derived from the social sciences with critical discourse analysis (Reisigl/Wodak 2001; a.o.) and argumentation theory (van Eemeren/Grootendorst 2002; a.o.).

The quantitative as well as qualitative analysis of 567 articles and 1047 postings gives proof that anti-Semitic prejudice still runs deep serving as an argumentative shortcut beyond reasoning. Unfortunately, there seems to be nothing new under the sun – due to the internet, quite on the contrary.

Dahinden, Urs. 2006. *Framing. Eine integrative Theorie der Massenkommunikation*. Konstanz: UVK.

Eemeren, Frans H. van, Grootendorst, Rob and A. Francisca Snoeck Henkemans. 2002. *Argumentation. Analysis, Evaluation, Presentation*. New York, London: Routledge.

Früh, Werner. 2004. *Inhaltsanalyse. Theorie und Praxis*. Konstanz: UVK.

Merten, Klaus. 1995. *Inhaltsanalyse. Einführung in Theorie, Methode und Praxis*. Opladen: Westdeutscher Verlag.

Reisigl, Martin and Ruth Wodak. 2001. *Discourse and discrimination rhetorics of racism and antisemitism*. London, New York: Routledge.

Scheufele, Bertram. 2003. *Frames - Framing - Framing Effekte. Theoretische und methodische Grundlegung des Framing-Ansatzes sowie empirische Befunde zur Nachrichtenproduktion*. Wiesbaden: Verlag für Sozialwissenschaften.

Wodak, Ruth et. al. 1990. „*Wir sind alle unschuldige Täter*“ *Diskurshistorische Studien zum Nachkriegsantisemitismus*. Frankfurt a. Main: Suhrkamp.

## ***Subcultures vs. Discourse Hegemony? A Critical Discourse Analysis View on Punk***

**Melani Schröter**

The proposed paper would look at the potential of subcultures – in this case, punk – to develop defiant discourses and challenge presuppositions of mainstream hegemonic discourse – such as ‘normality is worth striving for’; ‘life has something on offer if you only make an effort’ and ‘rule is legitimate’. Discourse will be understood to at the same time constitute, maintain and reflect social reality by symbolic

interaction in social contexts (e.g. Fairclough/Wodak 1997; Jäger/Maier 2009), and CDA to be concerned with how discourse defines the boundaries of the sayable, how hegemonic discourse makes some voices heard and some perspectives known whereby ignoring others that become marginalised or even tabooed. Where subcultural discourses deliberately undermine or deny the perspectives presumed by hegemonic discourse, this has to be seen as an attempt at establishing defiant discourses and promoting changes of discourse as social practice. “Critical language awareness” (Fairclough 1995) may be fostered by critically analysing hegemonic discourse, but also by looking at subversive practices attempted in subcultures where the lack, or refusal, of symbolic power (Bourdieu 1991) leads to an endorsement of dispreferred styles of expression. There will be an exemplary analysis of German punk bands’ lyrics within the context of German migration discourse.

Bourdieu, Pierre (1991): *Language and Symbolic Power*. Cambridge: Polity.

Fairclough, Norman (1995): *Critical Discourse Analysis: The Critical Study of Language*. Harlow: Pearson Education.

Fairclough, Norman; Wodak, Ruth (1997): *Critical discourse analysis*. In: Van Dijk, Teun (ed.): *Discourse Studies: A Multidisciplinary Introduction*. Vol. 2. London: Sage, 258-84.

Jäger, Siegfried; Maier, Florentine (2009): *Theoretical and Methodological Aspects of Foucauldian Critical Discourse Analysis and Dispositive Analysis*. In: Ruth Wodak, Michael Meyer (eds.): *Methods of Critical Discourse Analysis*. London etc.: Sage, 34-61.

Van Dijk, Teun A. (2008): *Discourse and Power*. Basingstoke: Palgrave Macmillan.

### ***Self and Other Representation in Discourse. Discourses of ‘Iran’s Nuclear Programme’ in Iranian and British Newspapers***

**Majid KhosraviNik**, Northumbria University

Iran’s nuclear programme is one of the most publicised international political controversies which has kept the two sides on the verge of a full-fledged confrontation for the past several years. The present paper attempts to throw some light on the differences in the compositions and dynamics of existing (diachronic and

synchronic) discourses in Iran and Britain regarding the topic of Iran's nuclear programme which in turn, contribute greatly in the ways legitimacy of a positive-Self and de-legitimation of a negative-Other are constructed and perceived in news discourses of either side. It tries to account for such discursive dynamics, with an emphasis on the Iranian side as an under researched context.

The paper reports on extensive textual analyses of a sample of two major Iranian newspapers which are selected to roughly reflect the available political ideologies in the official arena of the Islamic Republic of Iran at the time. While on the British side, The *Times* and the *Guardian* are selected to represent the country's conservative and liberal perspectives, on the Iranian side, *Keyhaan* (the Universe) and *Shargh* (the East) are selected as representing the country's radical conservative -closer to the official/in power perspectives- and "reformist" -closer to alternative/marginal-perspectives respectively.

The study adopts a Critical Discourse Analysis (CDA) approach in its overall structure while applying the Discourse-Historical Approach (DHA) methods in its text analyses. The DHA's analytical categories of Referential, Predicational and Argumentative strategies are investigated in detail to capture the main discursive trends in Self and Other construction and (de)legitimization while the implication of other linguistic analytical categories e.g. old/new knowledge, presupposition and recontextualisation are investigated when relevant.

The overall findings emerging from the textual analyses of the Iranian data suggests that that there are two macro-discursive/ideological approaches in legitimating the position of Self in the Iranian newspapers: a macro-legitimatory approach which encapsulates the issue of the Iranian nuclear programme within a broad (global) ideological confrontation between the Islamic Republic of Iran and the West and a micro-legitimatory approach which isolates the issue and accentuates the (local) legitimization of Iran's nuclear activities within the international frameworks such as the NPT.

The conservative approaches (advocated by the British; The *Times* and the Iranian; *Keyhaan*) generally rely on negative Other presentation and de-legitimation of the adversary rather than legitimization of the position of the Self. As a general trend the perspectives advocated by both (radical) conservative papers on both sides are the

dominant tendencies in the construction and perception of the conflict while more pluralistic and inclusive approaches of (more) liberal papers fall on the periphery substantially.

### ***Speak English or Go Home: The Anti-Immigrant Discourse of the American “English Only” Movement***

**Rachele Lawton**, The Community College of Baltimore County

This paper examines the discursive construction of the “English Only” movement, a political movement concerned with the status of English in the United States due in part to increased immigration from the Spanish-speaking world. The main aims of English Only are to give English official status, dismantle or severely restrict bilingual education and eliminate a range of multilingual services provided for non-English speaking residents. Perpetuating the fallacy that immigrants refuse to learn English, English Only rhetoric may appear, at face value, to be linguistic nationalism, but its real motivation is discrimination and disenfranchisement (Crawford 2008). Thus, the aim of this paper is to demonstrate the discriminatory, anti-immigrant and especially anti-Latino nature of English Only discourse.

This critical language policy study draws on the Discourse Historical Approach (Reisigl & Wodak 2009) to Critical Discourse Analysis (CDA). Applying an eclectic framework that includes Wodak’s (2006) methodology for the analysis of language policies and Chilton’s (2004) approach to the analysis of political discourse, legislation, political speeches and surveys are analyzed. The analysis demonstrates how the discourse of English Only proponents is discriminatory, relying heavily on the strategies of (de) legitimization, (mis) representation and coercion through the use of metaphor, interdiscursivity and topoi at the micro level in order to construct the ‘self’ positively and the ‘other’ negatively.

Chilton, P. (2004) *Analysing Political Discourse*. London: Routledge.

Crawford, J. (2008) *Advocating for English Language Learners*. Clevedon: Multilingual Matters.

Reisigl, M. and Wodak, R. (2009) "The Discourse Historical Approach (DHA)". In Wodak, R. and Meyer, M. Eds. (2009) *Methods of Critical Discourse Analysis*. 2<sup>nd</sup> Edition. Los Angeles: Sage.

Wodak, R. (2006) "Linguistic Analyses in Language Policies." In Ricento, T. *An Introduction to Language Policy: Theory and Method*. Malden, Massachusetts: Blackwell.

### ***Talking about Racism without Talking about Racism: Capturing Instances of Culturalist Racism***

**Jennifer Cheng**, Macquarie University

In most parts of the Western world today, racist attitudes are often expressed euphemistically. A dislike of immigrants is not attributed to their alleged inferiority per se, but to their 'different' culture, values and lifestyles. The exclusion and vilification of immigrants based on such 'differences' can be considered to be 'culturalist racism'. Expressions of culturalist racism may assist those with racist attitudes to disguise their true feelings behind a more socially acceptable language of culture and difference. However, for anti-racists wishing to combat culturalist racism, the task becomes more difficult. This is because making direct accusations of racism usually needs to involve using the terms 'racist' or 'racism'. When racist attitudes have been expressed euphemistically through the language of cultural differences, accusations against such racism are typically met with resistance, denial or counter accusations of 'reverse racism'. How then can we capture instances of culturalist racism and contest it? Using critical discourse analysis, this paper highlights instances and contestations of 'culturalist racism' in Australian federal parliamentary debates on immigrants and ethnic minorities. By taking Stolcke's (1995:2) notion that culturalist racism 'assumes the closure of culture by territory', I use discursive constructions of 'national culture' as a site in which acts of culturalist racism are both committed and contested. This paper thus explores how politicians discursively construct 'Australian culture' and how they position immigrants and ethnic minorities in relation to these constructions.

I argue that while the superimposition of national borders on culture is a convenient way to frame rhetorics of racism without appearing racist, challenging identifying and challenging this practice as a form of racism can also be conducive to fights against racism. In a context where accusations of 'racism' are heavily resisted, the recognition and analysis of culturalist racism enables a more productive discussion and effective strategy for anti-racists.

## Discourse and Social-Cultural Change

13. Metaphor and the 2008 Global Financial Crisis: The Reconstruction of Confidence in Arab and Western Financial Systems

**Ahmed Abdel-Raheem**, Al-Azhar University

14. Bringing Persuasive Discourse into Relief: Deciphering Robert Parker's Wine Reviews by Combining Argumentation and Appraisal Analysis

**Charlotte Hommerberg**, Linnaeus University

15. Let's Be Employable. A Critical Discourse Analysis of Texts Providing Advice on Self-Promotion in Job Applications

**Eva Triebel**, Karl-Franzens-University Graz



## Discourse and Social-Cultural Change

### *Metaphor and the 2008 Global Financial Crisis: The Reconstruction of Confidence in Arab and Western Financial Systems*

**Ahmed Abdel-Raheem, Al-Azhar University**

This study examines the reconstruction of confidence in financial systems around the world, after the 2008 global financial crisis. The primary objective of the article is to investigate what role metaphorical thought has played in this reconstruction. Two seemingly unrelated strands of linguistic research were drawn upon in this study: Critical Discourse Analysis (CDA) and Cognitive Linguistics (CL).

The data of this paper consist of a total of about 5,600 opinion articles about the crisis published in a sample of four Arab and Western prestigious newspapers between 1 January 2008, and 31 December 2009. To investigate articles spanning one year before and after the crisis gives us the opportunity to get a better understanding of the crisis.

The analysis shows that Arab and Western discourses on the 2008 global financial crisis are a panorama of metaphor. Such a panorama has been used to restore public confidence in Arab and Western financial systems. Here we come to see metaphor as a powerful device of justification, persuasion, and manipulation. For example, the Arab metaphor systems used in reasoning about the crisis function to direct public attention away from the problems facing Arab economies. That is, they support the false and misleading image that all is okay. Furthermore, as ways of reasoning, metaphors can determine and restrain foreign and domestic policies and actions. As such, a conscious discussion of metaphors as metaphors is strongly suggested. Finally, we cannot always adhere to discussions of reality in purely literal terms.

**Keywords:** critical discourse analysis, metaphor, conceptual blending, confidence, global financial crisis.

***Bringing Persuasive Discourse into Relief. Deciphering Robert Parker's Wine Reviews by Combining Argumentation and Appraisal Analysis***

**Charlotte Hommerberg**, Linnaeus University

This paper presents an analysis of reviews written by world-renowned and extremely influential wine critic Robert Parker, an American ex lawyer raised on Coca-Cola in rural Maryland who promotes himself as a naïve country boy with a super nose. Parker's wine assessments have become so influential that even prestigious Bordeaux wines are adapted to his taste to sell well on today's ever more globalized wine market. As a result, his words have come to exercise considerable dominance in the institutional setting where his texts are staged.

To decipher this exceptionally successful instance of contemporary rhetoric, a combination of argumentation theory and the SFL-anchored Appraisal model is used. The presentation also has the methodologically oriented aim of showing how argumentation analysis and Appraisal analysis can be combined as mutually supportive tools in order to arrive at an insightful understanding of the hierarchical organization of persuasive discourse.

In addition, the choice of subject is intended to accentuate the increasing importance that consumption has come to have as a driving force for present-day life, raising awareness of and encouraging reflection on the effects of global consumption patterns on the existence of cultures.

Fairclough, N. 1995a. *Media discourse*. London: Edward Arnold.

Hommerberg, C. 2011. *Persuasiveness in the discourse of wine. The rhetoric of Robert Parker*. PhD Dissertation. Linnaeus University Press.

Martin, J. R. & White, P. R. R. 2005. *The language of evaluation. Appraisal in English*. Basingstoke: Palgrave Macmillan.

McCoy, E. 2005. *The emperor of wine: The rise of Robert M. Parker Jr. and the reign of American taste*. New York, NY: Harper Collins.

Stearns, P. 2006. *Consumerism in world history: the global transformation of desire*. London & New York: Routledge.

van Eemeren, F. H., Grootendorst, R. & Snoeck Henkemans, F. 2002. *Argumentation: analysis, evaluation, presentation*. Mahwah, NJ: Lawrence Erlbaum.

***Let's Be Employable. A Critical Discourse Analysis of Texts Providing Advice On Self-Promotion in Job Applications***

**Eva Triebel**, Karl-Franzens-University Graz

Unemployment is one of the most severe problems we are facing in times of financial crisis. At the same time, employability has become a central property in the conception and description of people, used as a buzz word in all kinds of discourses and featuring in courses and books on self-management and self-marketing.

The prominence of the notion of employability is linked to 'personal branding', where all aspects of a person are construed as key to success on the job market. Our personal brands thus do not only include qualifications that are directly relevant to the jobs we are seeking, but even very private characteristics like interests, leisure activities and other lifestyle features are presented as potential 'selling propositions'.

This tendency is problematic representing human beings as products to be advertised and 'sold'. By making lifestyle a potential asset on the job market, the boundaries between private and professional are becoming increasingly blurry, which suggests that capitalism is slowly but surely colonizing the core of the self. The emphasis on individual agency also serves to background the responsibility of political and economic decision makers and leaves the role of economic liberalism in the current crisis unquestioned.

Employability figures most prominently in discourses explicitly concerned with self-promotion, especially in job applications and in courses, books and other texts that provide advice on how to write job applications. This paper will be concerned with the latter. This means that I will examine the linguistic construction of 'employability' in texts telling us how to present ourselves as well-qualified individuals. For this purpose, I will analyze a corpus of texts of the above-mentioned kind comprising approximately 100,000 words. I will combine the qualitative and quantitative tools of corpus-based discourse analysis within the theoretical framework of Critical Discourse Analysis.

# Discourse of War and Terrorism

16. The Linguistic Creation of Informality in Formal Settings: Bush, Obama and the War on Terror

**Antonio Reyes**, Washington and Lee University

17. Remembering to Forget: Supporting and Opposing the War on Terror through the Myth of the Blitz Spirit after the July 7th Bombings

**Darren Kelsey**, Newcastle University

18. Commitments, Goals and Effects in the Typology of Discourse of Terrorism

**Kamila Debowska-Kozłowska**, Adam Mickiewicz University

19. “Death at the Hands of American Forces” – Blurring and Distancing Responsibility in News Agency Reports

**Maija Stenvall**, University of Helsinki

20. Security, Citizenship and Governmentality: UK Counter-Terrorism Discourse (2001 To-2011)

**Malcolm MacDonald and Duncan Hunter**, University of Warwick and University College of St. Mark and St. John



## Discourses of War and Terrorism

### *The Linguistic Creation of Informality in Formal Settings: Bush, Obama and the War on Terror*

**Antonio Reyes**, Washington and Lee University

This paper proposes new (para)linguistic variables to account for formality, or the lack thereof, in discourse, proposing linguistic ways of creating ideological positionings with the audience.

George W. Bush and Barack Obama invested similar legitimization strategies to justify sending more troops to the conflicts in Iraq (2007) and Afghanistan (2009), respectively (Reyes 2011: 781). These two political leaders, however, represent different parties and ideologies. This paper aims to account for the differences in the language displayed by these two leaders. I propose linguistic and paralinguistic indicators of formality such as linguistic choices (“lexical variables” [Schilling-Estes 2004] and “vocabulary” [Fairclough 2003]), textual organization (structure and predictability), key elements such as laughter (Jefferson, Sacks and Schegloff 1987), and the use of interdiscursivity (Blackledge 2005; Fairclough 2003; Wodak, 2008, 2009) by means of the different voices (Bakhtin 1981) they bring into the here-and-now discourse with direct and indirect quotations.

Although delivered in similar settings, the two speech events display different stylistic characteristics. Bush, for example, emulates casual interaction by addressing members of the audience (calling an army general by the nickname “Wojo”) and by employing linguistic choices such as “folks,” “you bet” or “It’s going to take a while.” Obama, however, adheres to a more structural speech; he cites figures (“Number Game;” van Dijk 1993a, 2005), details his explanations, and builds his arguments in an orderly manner (using ordinal numbers).

Finally, I correlate these linguistic styles with two Aristotelian modes of persuasion (Kennedy, 1991). These connections allow the association between linguistic and discursive preferences on one hand, and ideological positionings and political goals

on the other. The two modes, Pathos for the Republican Party, and Ethos for the Democratic Party, reveal two different ways to approach politics and to get a political message through in the current U.S. political scene.

***Remembering to Forget: Supporting and Opposing The War on Terror Through the Myth of the Blitz Spirit after the July 7th Bombings***

**Darren Kelsey**, Newcastle University

The 'Blitz spirit' is a popular story about Britain during the Second World War; the country uniting together with defiance to overcome the threat of invasion from Nazi Germany. This paper approaches the Blitz spirit as a myth before a Critical Discourse Analysis (CDA) examines how this myth was retold in British newspapers after the July 7th bombings. I firstly analyse Blitz spirit discourses that evoked unity between Britain and America in the war on terror. I then argue that evocations of this myth became more complex, often criticising Tony Blair for his moral incompatibility with Second World War or Churchillian analogies. Both discursive positions featured a myth that remembers and forgets details in a popular story from the past. This paper argues that whilst the Blitz spirit was a problematic feature of post-July 7th media, it did not serve one ideological purpose. Through a nuanced approach to Roland Barthes' model of myth, I argue that an ideological battleground occurred when a myth from the 1940s recurred in 2005.

**Keywords:** Critical Discourse Analysis; Blitz spirit; July 7th; myth; Second World War; terrorism

***Commitments, Goals and Effects in the Typology of Discourse of Terrorism***

**Kamila Debowska-Kozłowska**, Adam Mickiewicz University

The main objective of this paper is to explain why and how the discourse of terrorism should be studied within the dialogical framework. The rudimentary assumption is that the discourse of terrorism involves at least two types of audiences and that its structure is therefore aimed at both conflict initiation or strengthening on the one hand and conflict resolution on the other. The paper shows how to reconstruct the discourse of terrorism in terms of the conflict initiation/resolution by the derivation of

commitments and goals of an individual writer. It assumes that deriving commitments from explicatures and implicatures leads to the recognition of the goal/s of the individual (cf. Morency et al. 2008). Relating to the goal/s of the individuals, the paper proposes a typology of discourse of terrorism (hence DT). As the study of a specific case shows, i.e. Anwar al-Awlaki's text "44 ways to support Jihad", this typology is, however, only to be considered a departure point. The derivation of degree-sensitive commitments based on implicatures may indicate that the goal of the writer is both collaborative and persuasive, which points to yet another type of DT. Relying on the same case, it is indicated that specific types of effects of DT related to the individual's goals can be distinguished, i.e. fully unsuccessful persuasion, fully unsuccessful collaboration, fully successful persuasion, fully successful collaboration, partially successful persuasion, partially successful collaboration, over-successful persuasion and over-successful collaboration. It is explained why these effects can be considered at both illocutionary and perlocutionary levels. The behaviour of Jose Pimentel, fascinated by the writing of Anwar al-Awlaki, is discussed as an example of a perlocutionary effect of a fully successful persuasion.

### ***"Death at the Hands of American Forces" – Blurring and Distancing Responsibility in News Agency Reports***

**Maija Stenvall**, University of Helsinki

The paper examines various strategies that are used in the news reports of AP and Reuters for blurring or distancing news actors' responsibility. Since these two global news agencies strive for objectivity and factuality, their journalists are often cautious about naming the culprits and, instead, resort to impersonalised style.

In financial news reports, for instance, those who are 'blamed' are often (metaphorically personified) inanimate actors, or the Actors are 'hidden' in complex noun phrases, containing emotion words and/or nominalisations, e.g. "*Declining consumer confidence took a bite...*"(AP), or "*The dismal holiday shopping season may sink...*" (Reuters).

In the present paper my special focus is on the distancing strategies which blur the relationship between the perpetrators of a violent act and its consequences.

News agency reporting is a continuous process; any big event generates a wealth of reports. Wordings in the successive stories are often changed and, as a result, the originally unambiguous responsibility can become obscure. For instance, instead of writing of “the killing of Osama bin Laden”, the journalist in an AP example (May 2011) refers to the consequence of the killing, i.e. to “death”. Or when civilians are killed by U.S. troops in an attack targeting al-Qaida “insurgents”, speaking of the impersonal “toll” makes the relationship between the actors and the victims more distant (AP Oct. 2007; see Stenvall 2011). The perpetrators can thus appear in (loosely connected) prepositional phrases.

My linguistic analysis draws mainly on M.A.K. Halliday’s Systemic Functional Grammar (Halliday 1994), for example, on notions of *transitivity*, *ergativity* and *nominalisation*.

Halliday, Michael. 1994. *An Introduction to Functional Grammar*. 2<sup>nd</sup> edition. London: Edward Arnold.

Stenvall, Maija. 2011. Captured by conventions. On objectivity and factuality in International news agency discourse. Ph.D.thesis. Jyväskylä: University of Helsinki, Bookwell Oy

### ***Security, Citizenship and Governmentality: UK Counter-Terrorism Discourse (2001 To-2011)***

**Malcolm MacDonald and Duncan Hunter**, University of Warwick and University College of St. Mark and St. John

Over the past decade, governments worldwide have taken initiatives both at a national and supra-national level in order to prevent terrorist attacks from external militant groups, and to guard against their development within the nation state. This paper analyses a corpus of UK policy documents which sets out national security policy as an exemplar of the contemporary discourse of counter-terrorism in Europe, the USA and worldwide. Informed by the theory of ‘governmentality’ (Foucault, 2009) and using the methodological approach of critical discourse analysis (e.g. Baker, 2006, 2010; Wodak 2001), this paper will analyse the ways in which the liberal state in late modernity realizes security as discursive practice. It will address the following

questions: a) what is distinctive about the use of language in UK counter-terrorism documents (2001-2011); b) how does the use of language in UK counter-terrorism documents (2001-2011); c) what strategies of governmentality can be inferred from the language of these documents and the changes that take place (2001-2011)? A corpus of 148 documents (c. 2.8 million words) produced by the UK government relating to security between 2001 and 2011 was assembled. Two sub-corpora 2001-2005 (n=38) and 2006-2011 (n=112) were created to enable a chronological comparison either side of the 7/7 UK attack. Wordsmith Tools (Scott, 2006) was used to investigate keywords (after Williams, 1976) and patterns of collocation (after Stubbs, 1996). The results present themes emerging from a comparative quantitative analysis of the 10 most frequently occurring keywords in each subcorpus; and aqualitative analysis of related patterns of the collocation, focusing in particular on features of connotation and 'semantic prosody' (after Hunston, 2002: p. 119).

- Baker, P. (2006) *Using corpora in discourse analysis*. London: Continuum. Foucault, Michel. (2009). *Security, territory, population; lectures at the College de France 1977-1978.*( edited by Michel Senellart). New York: Picador. Hunston, S. (2002). *Corpora in Applied Linguistics*. Cambridge University Press.
- Scott, M. (2008). *Wordsmith Tools (Version 5)*. Liverpool: Lexical Analysis Software Ltd.
- Stubbs, M. ((1996). *Text and Corpus Analysis*. Oxford: Blackwell. Williams, R. (1976) *Keywords: A Vocabulary of Culture and Society*. Glasgow: Fontana.
- Wodak, R. (2002). The Discourse Historical Approach. In: Wodak, R., Meyer, M. (Eds.), *Methods of Critical Discourse Analysis*. Sage, London, pp. 63–94.

## Discourse Theories

21. Framing Analysis across the Disciplines? The Role of (Critical) Discourse Studies in an Interdisciplinary Project

**Alon Lischinsky**, Oxford Brookes University

22. Ideological Construals of Violence in Press Reports of Political Protests: Cognitive Linguistics and Critical Discourse Analysis

**Chris Hart**, Northumbria University

23. A Cultural Approach to CDA (CCDA)

**Dalia Gavriely-Nuri**, Bar Ilan University and Hadassah College, Jerusalem

24. Towards a Pragma-Linguistics of Sensationalism

**Katarzyna Molek-Kozakowska**, Opole University

25. The Value in Discourse Analysis Outline of a Theory of Conventional and Conversational Implicature in Evaluative Interpretation

**Jan Zutavern**, Humboldt-Universität zu Berlin

26. Argumentation Analysis and the Discourse-Historical Approach. A Methodological Framework

**Martin Reisigl**, University Of Bern, Switzerland

27. From the Archive to the Text: A Methodological Trajectory

**Maria João Brandão**, FPCEUP

28. Medium, Setting, Theme, Function? Towards the New Criteria for Communicative Genres

**Piotr Cap**, University of Lodz

29. Multimodal Critical Discourse Analysis – A Toolkit for Researchers

**Roberta Taylor** and **David Hyatt**, Sheffield Hallam University and University of Sheffield

30. Why Are Fallacies Effective? Cognitive Aspects of Argument Processing

**Steve Oswald**, Vrije Universiteit

31. Discourse Interpretation within the Sociocognitive Framework

**Svitlana Chugu**, Kyiv National University of Trade and Economics

32. Contextualising Positive Discourse Analysis: The Need for Transdisciplinarity

**Tom Bartlett**, Cardiff University

33. Irrational Arguers: The Problem of Unintentional Biases in Everyday Life  
Discourse

**Vasco Correia**, Universidade Nova de Lisboa



## Discourses Theories

### *Framing Analysis Across the Disciplines? The Role of (Critical) Discourse Studies in an Interdisciplinary Project*

**Alon Lischinsky**, Oxford Brookes University

Over the past few decades, the notion of framing has attracted tremendous interest in the social sciences. First proposed by Bateson (1955) to explain the difference between the communicative and metacommunicative levels of an utterance, it gained prominence with Goffman's (1974) extensive examination of the complex and reflexive use of frames to organise perception and experience.

But, although highly influential, Goffman's "Frame Analysis" lacked a clear operationalisation of the concept, and subsequent applications of framing theory to various disciplines – most prominently cognitive psychology, communications and linguistic anthropology – have largely developed in inconsistent and often contradictory ways.

Such fragmentation seems especially unfortunate in the light of the usefulness of the concept to articulate quite different levels of the meaning-making process (Entman, 1993): the selection and organisation of perceptual information, the negotiation of the context of communication, the evaluation and weighing of specific communicative stimuli, and the institutionalisation of interpretive patterns in genre and behavioural norms, among others. The different operationalisations of the concept in the various social sciences are often tailored to their own methodological repertoire, and load it with incompatible assumptions that prevent the systematisation of research and the progressive development of a general theory of framing.

In this paper, I discuss the contributions that discourse analysis can make to this body of work, focusing on the critical issue of identifying textual frames. I review various proposals for the identification of frame-relevant linguistic features, compare

them to related but often independent work in discourse analysis, and finally discuss the role that statistical corpus methods can play in providing a strong empirical basis for framing studies.

\* Bateson, Gregory (1955) "A Theory of Play and Fantasy". *Psychiatric Research Reports*, 2, 39–51

\* Entman, Robert M. (1993). "Framing: Toward clarification of a fractured paradigm.". *Journal of Communication*, 43 (4), 51–58

\* Goffman, Erwin (1972) *Frame Analysis. An Essay on the Organization of Experience*. New York: Harper and Row

### ***Ideological Construals of Violence in Press Reports of Political Protests: Cognitive Linguistics and Critical Discourse Analysis***

**Chris Hart**, Northumbria University

Using the framework of Cognitive Grammar (Langacker 1987, 1991, 2008), this paper presents a critical discourse analysis of press reports of violence in recent UK political protests. The paper compares the alternative construals of violence evoked in the discourse of *The Telegraph* vs. *The Guardian* and suggests ideological motivations for such differences. The data analysed comprises online articles published in the immediate aftermath of the G20 protests, the Student Fee protests and the TUC protests. In comparing the way the two papers report outbreaks of violence in political protests, we find systematic differences in conceptualisation across a number of parameters. For example, *The Telegraph* tends to frame violent encounters in terms of a "one-sided" action chain with only protestors as agentive actors. *The Guardian*, on the other hand, tends to construe violence in terms of a "reciprocal" action chain. And within the action chains evoked there are further differences in focal adjustments such as foregrounding and profiling, as well as in participant role allocation. The ideological motivations behind such systematic differences, it is suggested, lie in the attribution of responsibility for the violence that occurred and reflect more dominant discourses concerning the State and civil disorder. The grammatical constructions favoured by *The Telegraph* attribute

responsibility solely to the protesters and serve to obfuscate any potential instances of police violence. The grammatical choices of *The Guardian*, by contrast, assign mutual responsibility for the violence that occurred. The paper represents a significant step forward in the synergy between Critical Discourse Analysis and Cognitive Linguistics, which has hitherto found expression only in applications of conceptual metaphor theory (see, e.g., Charteris-Black 2004, Koller 2004, Musolff 2004) and has not yet explored the efficacy of Cognitive Grammar for ideological discourse analysis (cf. Hart 2010, 2011).

### ***A Cultural Approach to CDA (CCDA)***

**Dalia Gavriely-Nuri**, University and Hadassah College, Jerusalem

The paper describes a Cultural Approach to Critical Discourse Analysis (CCDA) which aims at exposing the various ways in which cultural codes are embedded in discourse, and contribute to the reproduction of abuses of power. The point of departure is that the connection between culture/discourse is relatively underdeveloped in a wide range of CDA and CDS – perhaps because of the complexity and the ambiguity surrounding the concept 'culture', or more simply, because most CDA researchers are linguists rather than cultural researchers. The paper attempts to represent CCDA not only as a theoretical framework, but also as a practical tool for decoding the cultural 'cargo' contained within discourses.

Five major concepts are addressed Culture, Discursive strategies, Cultural codes, The global market of cultural codes, and Culture of peace. The paper presents general principles for CCDA and specific principles of analysis that can be applied for verbal and non-verbal practices alike, and also for factual and fictional discourses.

#### CCDA: general principles

- No text is independent of its cultural contexts.
- Rather than the deconstruction of linguistic structures, the CCDA shall aim to uncover the cultural and cross-cultural codes embedded in discourse.
- The CCDA employs tools and methodologies taken from the discipline of cultural studies, such as the heuristic of decoding cultural codes.

- Cross-cultural or multi-cultural perspectives facilitate the identification of unique elements belonging to a specific culture code and thus contribute to the process of decoding cultural codes.

#### CCDA: principles of analysis

- CCDA focuses on one or more specific *discursive strategies*. Considering that 'Strategy' is a combination of 'goals' and 'means' (Fairclough (2009/2001: 174) CCDA is interested in discursive 'means' (linguistic means such as metaphor, name, presupposition and also visual modes and cultural sites) that promote specific 'goals' (i.e. political agenda or specific policy).
- CCDA exposes and decodes the *cultural codes* that are activated by these discursive strategies.
- CCDA shows how the encounter between discursive strategies and cultural codes mutually contributes to reproducing abuses of power.

### ***Towards a Pragma-Linguistics of Sensationalism***

**Katarzyna Molek-Kozakowska**, Opole University

In the media “information is not a passive resource waiting to be searched for and accessed. It is always in competition for people’s attention with other information” (Durant & Lambrou, 2009: 28). News outlets, which compete for audience attention to secure their profits from advertising, try to make their information appear relevant, urgent or unusual. For this purpose they sensationalize news through selectivity or enhancement, generalization or detail, affect or entertainment. Most media studies literature treats sensationalism critically as a sign of declining journalistic standards: it tends to be repudiated as a flawed journalistic style pervaded with emotion and manipulation (Allan, 2004). Yet, it seems that to cover an issue in a way that would appeal to wider audiences without losing credibility requires considerable skill.

In media systems theory, symbolic capital should no longer be seen in terms of the economics of information but rather of attention (Lanham, 2006). In the context of persisting information overload, what really matters is how to capture and exploit

attention. Since attention is scarce, effective ways of focusing attention are pursued. Lanham advocates a rhetorical approach designed to explore how style and design can be used to focus attention on specific content.

This presentation is a part of a larger project devoted to accounting for the social, cognitive, and discursive mechanisms of sensationalism understood as a strategy of focusing audience attention. With respect to its discursive aspect, sensationalism should be operationalized in terms of certain preferred textual variables extrapolated from a sample of sensationalist (e.g. tabloid) coverage. These could range from labeling and predication to modality and attribution on the lexico-grammatical plain, from categorization to metaphor on the conceptual plain, from statistics to narratives on the content plain. The aim here is to propose a preliminary pragma-linguistic framework for further quantitative, critical or cross-cultural studies of sensationalism.

Allan, Stuart (2004) *News Culture*, 2nd edn. Maidenhead: Open University Press.

Durant, Alan and Marina Lambrou (2009) *Language and the Media*. London: Routledge.

Lanham, Richard (2006) *The Economics of Attention: Style and Substance in the Age of Information*. Chicago: U of Ch. Press.

### ***The Value in Discourse Analysis. Outline of a Theory of Conventional and Conversational Implicature in Evaluative Interpretation***

**Jan Zutavern**, Humboldt-Universität

Political discourses are in important respects orders of value and worth. There is a strong sense in which identifying utterances as part of political discourse focuses interpretations on the explicit and implicit (e)valuations performed with them. An analysis that seeks to assemble such (e)valuations from the manifest enunciation of political discourse finds itself confronted with the problem that linguistic (or semiotic) form is 'evaluatively' underspecified. How value is attributed and transformed in and through utterances is a question that cannot be answered through a compositional semantic analysis of texts alone. With respect to the problem of semantic underspecification, interpretation is typically argued to 'fill in the blanks' through one or a combination of two principle forms of implicature – conventional and

conversational implicature. This paper is an attempt to apply, by way of analogous reasoning, insights from two prominent theories of each variant of implicature – frame semantics and lexical pragmatics – to the problem of evaluative interpretation. Whereas the conceptual assumptions inherent in the frame vocabulary are easily put into service for an (e)valuation analysis provided one avoids a deterministic or psychological understanding of frames, the cooperative principle underlying conversational implicature does not travel as smoothly. Particularly stony are the notion of an evaluative common ground, its relation to the claim that political valuations necessarily involve 'difference', and the question whether evaluations are inferential and in that sense predicated on closed semantic systems. After suggesting some preliminary answers to these problems, the paper outlines a research strategy for a valuation analysis that uses both conventions and conversational principles to solve the problem of evaluative underspecification.

***Argumentation Analysis and the Discourse-Historical Approach. A Methodological Framework***

**Martin Reisigl**, University of Bern

The aim of my paper is to methodologically spell out how we can analyse argumentation as a constitutive element of discourses from the perspective of the Discourse-Historical Approach (DHA). Such a specification is in urgent need, since – in the course of the last years – various critical objections against the DHA's approach to argumentation analysis have been articulated that require an answer and rectification (see Forchtner 2011, Forchtner, Tominc forthcoming, Žagar 2009, Žagar 2010). My paper is divided into three parts. The first part outlines a general argumentation theoretical framework of the specific variant of Critical Discourse Studies known as the DHA. In the second part, I will comment on major criticisms of the DHA's way of doing argumentation analysis and try to refute most of these criticisms. In the third part, I relate the recommended analytical framework to the empirical example of the discourse on climate change.

Forchtner, B. (2011): Critique, the discourse-historical approach and the Frankfurt School. In: *Critical Discourse Studies*. 8:1. pp. 1-14.

Forchtner, B., Tominc, A. (forthcoming): Critique in the discourse-historical approach - between Critical Rationalist Pragma-Dialectics and the Critical Theory of Jürgen Habermas.

Reisigl, M. (2007): Probleme des Argumentierens in Seminararbeiten – Eine schreibdidaktische Herausforderung. In: Gruber, H., Doleschal U. (eds.): *Academic Writing in Languages other than English*. Frankfurt am Main et al.: Lang Verlag. pp. 253-284.

Reisigl, M., Wodak, R. (2001): *Discourse and Discrimination*. London et al.: Routledge.

Reisigl, M., Wodak, R. (2009): The discourse-historical approach. In: Wodak, R., Meyer, M. (eds.): *Methods of Critical Discourse Analysis*. 2<sup>nd</sup> revised edition. London et al.: Sage. pp. 87-121.

Žagar, I. (2009): Topoi in Critical Discourse Analysis. In: *Šolsko polje*. Letnik XX. Številka 5 / 6 / 2009. pp. 47-73.

([http://www.pei.si/UserFilesUpload/file/digitalna\\_knjiznica/SP/2009/SP\\_XX\\_2009\\_5-6/SP\\_XX\\_2009\\_5-6.html](http://www.pei.si/UserFilesUpload/file/digitalna_knjiznica/SP/2009/SP_XX_2009_5-6/SP_XX_2009_5-6.html))

Žagar, I. (2010): Topoi in Critical Discourse Analysis. In: *Lodz Papers in Pragmatics* 6/1/2010. pp. 3-27. (<http://versita.metapress.com/content/w674577351113282/>).

### ***From the Archive to the Text: A Methodological Trajectory***

**Maria João Brandão**, FPCEUP

This paper explores the construction of a *corpus* from the perspective of Critical Discourse Analysis (CDA) and revisits the concept of archive (Foucault, 2005) to find theoretical ground to answer questions such as ‘what are the textual surfaces to collect and analyse when practicing critical discourse analysis? How to limit the discursive space or the text focus of the analysis?’

The archive works in/through the interdiscursivity, a divided unity in an intrinsic heterogeneity of genres, styles and discourses. In this sense it is conceptually close to the definition of order of discourse (Fairclough, 2009). Three non hierarchical but interdependent movements are considered: (1) follow the references statements; (2)

read beyond the canonical works; (3) refuse a pre-conceived distinction between private/personal and public sources. The analyst goes from de archive to the textual surfaces – the texts. These movements are a process of construction and organization of the *corpus* not as a chronological alignment of communicative events but rather as a reading of the elements that characterize and describe the discourse relationship with the social context.

Drawing on a research project on educational evaluation this paper proposes criteria for the construction of the *corpus* bringing together the contribution of the Foucauldian concept of archive and Fairclough's analytical model. I conclude that, by assuming sets of statements of the dominant perspective on the subject/object and their linguistically recurrence, this trajectory corresponds to a comprehensive approach that creates the possibility of the discursive object. This makes the archive and the reading of the trajectory of the archive an element that brings consistency and coherence to *corpus* in CDA research.

Fairclough, N. (2009). *Discourse and Social Change*. Cambridge: Polity Press.

Foucault, M. (2005). *A Aqueologia do Saber*. Coimbra: Edições Almedina

### ***Medium, Setting, Theme, Function? Towards the New Criteria for Communicative Genres***

**Piotr Cap**, University of Lodz

My aim in this paper is to show that communicative genre theorists (working within systemic-functional, critical linguistic, (new) rhetorical and applied linguistic paradigms; among others) have been so far only partly successful in arriving at a unified notion of genre. Communicative genres are, pretty uncritically, viewed as (i) abstractions; (ii) “flexible macrostructures”; (iii) reflections and simultaneously activators and realizers of context; (iv) as engaging in discourse relations to other genres in their social fields; finally, (v) as assigners of (stable) interpersonal roles in these fields. Yet, such a conception of genre, drawing upon the medium and the setting as the basic criteria for identification of genres, is nothing but intuitive and expressing a rather commonsensical observation that discourse involves conventional use of stable utterance groups which follow recognizable patterns that

suit the accomplishment of certain social goals. Consequently, it does not capture, systematically, a number of modern, dynamically evolving, rapidly changing, hybridized, and often multimodal, discourses. By scrutinizing the five “common” points against instances of contemporary political/public discourse (from political interviews to election campaign clips), I show that a) most of the current “generalizations” on common properties of communicative genres should be toned down; b) the only sound generalizations might be those drawing upon the theme/function (as opposed to medium/setting) as the principal criterion for genre identification.

### ***Multimodal Critical Discourse Analysis – A Toolkit for Researchers***

**Roberta Taylor and David Hyatt**, Sheffield Hallam University and University of Sheffield

Much attention has been focussed on ways in which text and discourses, realized through the mode of language can be critically analysed. Less attention however has been paid to approaches to the way power is realised though other modes and it is this niche which this paper seeks to address. Our aim is to posit an analytical and heuristic framework for the critical analysis of multimodal texts with the intention of providing a toolkit for researchers, contributing to what Gee (2004: 11) terms as ‘theoretical tools of inquiry’. Our approach will be differentiated from, though compatible with, O’Halloran’s (2006) *Multimodal Discourse Analysis* and Wohlwend’s (2004) *Critical Multimodal Analysis*. The frame will incorporate our understanding of modes through which power can be represented and realized, in embodied and disembodied forms, and how these modes can function to evaluate, emphasise and legitimate positionalities and argumentation. The frame draws conceptually on previous approaches to the analysis of modes in face-to-face interaction (Taylor 2006) and on the critical analysis of text (Hyatt 2005). The paper will illustrate this with analytical examples from the UK current affairs programme ‘Newsnight’.

Gee, J.P. (2004) ‘Discourse Analysis: what makes it critical?’ analysis’ in R. Rogers (ed.) *Critical Discourse Analysis in Education*. London: Routledge.

Hyatt, D. (2005c) 'A Critical Literacy Frame for UK secondary education contexts'. *English in Education*, 39/1, pp. 43 - 59.

O'Halloran, K. (2006) *Multimodal discourse analysis: systemic-functional perspectives*. London: Continuum.

Taylor R. (2006) 'Actions Speak As Loud As Words; a multimodal analysis of boys' talk in the classroom'. *English in Education* 40.3 p66-82.

Wohlwend K. (2004) 'Mapping modes in children's play and design: an action-oriented approach to critical multimodal analysis' in R. Rogers (ed.) *Critical Discourse Analysis in Education*. London: Routledge.

### ***Why Are Fallacies Effective? Cognitive Aspects of Argument Processing***

**Steve Oswald**, Vrije Universiteit

This paper discusses the role of argumentation theory in the critical study of discursive legitimation strategies and argues in favour of a cognitively-grounded pragmatic account of rhetorical effectiveness.

Over the last ten years, CDA has been increasingly interested in argumentation theory, as the latter provides pertinent tools for analysing the way language users justify and legitimise their standpoints. Within its characteristic multidisciplinary programme, CDA has moreover recently started to pay particular attention (see e.g., Iteu-Fairclough 2008, Ithen & Richardson 2011, Frochtner & Tominc forth.) to a possible interface with the pragma-dialectical model of argumentation developed by the Amsterdam school (see van Eemeren & Grootendorst 1992, 2004, van Eemeren 2010).

Pragma-dialectics provides both a contextual and normative model of argumentative exchanges meant to identify fallacies in discourse and to document why they are unreasonable attempts to convince. However, an explanation of *why* fallacies may be successful still remains to be clearly formulated. I will attempt to do this by exploring two hypotheses:

- i. Arguments construct an evidential relationship between discourse and beliefs; it stands to reason that an explanation of their rhetorical effectiveness should

closely investigate how language affects representations, which is the province of cognitive pragmatics (e.g. Sperber & Wilson 1995).

- ii. One way of defining rhetorical success is to thoroughly assess the intuition that we end up convinced by (sound or fallacious) arguments when we take the counterarguments we can think of to be weak or when we are unable to mobilise any.

Hypothesis (ii) will lead me to postulate that rhetorical strategies may already target the addressee's comprehension of the argument, and accordingly its subsequent evaluation. Under this perspective, rhetorical strategies will be characterised as ways of getting an addressee to consider critical or contradictory pieces of information as irrelevant (in the relevance-theoretic sense of the word).

Eemeren, F. van. (2010). *Strategic Maneuvering in Argumentative Discourse. Extending the pragma-dialectical theory of argumentation*. Amsterdam: Benjamins.

Eemeren, F. van and Grootendorst, R. (1992). *Argumentation, Communication, and Fallacies*. Hillsdale, NJ: Lawrence Erlbaum.

Eemeren, F. van and Grootendorst, R. (2004). *A Systematic Theory of Argumentation. The Pragma-dialectical Approach*. Cambridge: Cambridge University Press.

Forchtner, B. & Tominc, A. (forth.). "Critique in the discourse-historical approach - between Critical Rationalist Pragma-Dialectics and the Critical Theory of Jürgen Habermas".

Iețcu-Fairclough, I. (2008). "Legitimation and strategic maneuvering in the political field". *Argumentation*, 22: 399-417.

Ihnen, C. & Richardson (2011). "On Combining Pragma-Dialectics with Critical Discourse Analysis". In Feteris, E., Garssen, B. & Snoeck Henkemans, F. (eds), *Keeping in touch with Pragma-Dialectics*, Amsterdam: Benjamins, 231-244.

Sperber, D. & Wilson, D. (1995). *Relevance. Communication and cognition* (2nd edition). Oxford: Blackwell.

### ***Discourse Interpretation within the Sociocognitive Framework***

**Svitlana Chugu**, Kyiv National University of Trade and Economics

The abstract highlights the importance of recognizing and understanding how people model realities in the process of cognition and outlines the perspectives of implementation of the sociocognitive approach (van Dijk 2009) to enforce discourse studies, language teaching methodology and cross-cultural communication.

Discourse is socially constituted and culturally shaped so its interpretation depends on the amount of knowledge that is to be acquired by language speakers to perceive situations and events of the world so that to react adequately via a system of verbal and nonverbal means.

Knowledge structures represented in language are either of universal, ethnographic or individual character. Still these are not always language-based, though people's understanding and processing of information is determined by the general knowledge of the world. The instrumental notions of cognitive science, which were designed to structure people's general knowledge, help understand the nature of human cognition and communication, as they provide speakers with structures of expectations, which take the form of an abstracted or generalized situation, built on definite cultural and institutional information.

The awareness of cultural knowledge ensures adequate understanding in the process of communication due to its inherent peculiarity of being constructed of shared presuppositions about different domains of the world, conceptualized by the language community. Such framework facilitates meeting methodological, educational, communication challenges and enhances addressing major issues in language study and teaching, emphasizing the necessity to implement the sociocognitive approach as it accumulates findings and results of interdisciplinary research.

To sum up, the application of sociocognitive analysis to the study of texts and verbal messages results in applying a much broader approach to the interpretation of linguistic and extra linguistic means, used to represent conceptual content.

1. van Dijk, T.A. (2009) *Discourse and Context: A sociocognitive approach*. Cambridge, New York: Cambridge University Press.

## ***Contextualising Positive Discourse Analysis: The Need for Transdisciplinarity***

**Tom Bartlett**, Cardiff University

This paper examines the advent of Positive Discourse Analysis (PDA; Martin 2004) as a response to the perceived focus within Critical Discourse Analysis (CDA) on the disempowering effects of hegemonic discourse(s) on marginalised groups and its relative neglect of alternative discourse(s).

While recognising the need for such an approach, I argue that the theoretical framework and the analytical methods employed within PDA demonstrate an extreme “textual bias” (Blommaert 2005:34-35) which are restricted to celebrating alternative discourses as rhetorical achievements without demonstrating either how the features they exhibit relate to the social groups in which they originate or how they might bring about change.

Drawing on original fieldwork from intercultural development discourse in Guyana (Bartlett *forthcoming*) I suggest ways in which PDA might use ethnographic methods to inform its linguistic analysis with regard to the construction of different community “voices” (Hymes 1996; Bernstein 2000) and the potential effect of these on situated practice.

In particular I consider the conditions for the formation of hybrid discourse(s) and present a methodological framework for analysing hybridity as a sociolinguistic construct. This approach uses whole-text analytical techniques from Systemic Functional Linguistics that are not generally used within CDA and have been divorced from the specifics of context in existing PDA work.

Bartlett, T. (*forthcoming* 2012). *Collaborative Change in Institutional Discourse*. London and New York: Routledge.

Bernstein, B. 2000 (Revised Edition [1996]). *Pedagogy, Symbolic Control and Identity: Theory, Research, Critique*. Lanham, Boulder, New York and Oxford: Rowman and Littlefield Publishers Inc.

Blommaert, Jan. 2005. *Discourse: A Critical Introduction*. Cambridge: Cambridge University Press.

Hymes, Dell. 1996. *Ethnography, Linguistics, Narrative Inequality: Towards an Understanding of Voice*. London and Bristol, Pa: Taylor and Francis.

Martin, J.R. 2004. Positive discourse analysis: power, *solidarity and change*. In *Revista Canaria de Estudios Ingleses* 49.

### ***Irrational Arguers: The Problem of Unintentional Biases in Everyday Life Discourse***

**Vasco Correia**, Ph.D. New University of Lisbon IFL/ FCSH – UNL

IFL Project: *Argumentation, Communication and Context* PTDC/FIL-FIL/10117/2009

The empirical work conducted by psychologists on biases and heuristics in the past decades has revealed that most people fall prey to a variety of cognitive illusions which tend to affect both the process of decision-making and the process of argument-making (Gilovitch et al. 2002 for a review). Irrational phenomena such as the “confirmation bias”, the “conjunction fallacy”, the “framing effect” and the “illusory correlation”, just to name a few, often lead arguers to transgress the rules of logic and dialectic, to jump to conclusions, to treat information selectively and to produce tendentious forms of arguments. What is worse, these biases are typically *involuntary* and *unconscious* (Mercier & Sperber 2011, Pohl 2004), which means that even honest arguers who are genuinely interested in reaching a fair and balanced viewpoint may end up (unwillingly) putting forth arguments that are partial and unfair due to sub-intentional mechanisms (selective choice of premises, selective evidence gathering, biased interpretation of evidence, etc.). For example, my emotional attachment to a philosophical position may lead me surreptitiously to focus too much on sources that tend to comfort it and, conversely, to oversee sources that seemingly contradict it (Johnson & Blair 2006).

This paper examines the implications of such phenomena from the point of view of rhetoric. Although there is an abundant literature devoted to the problem of *intentional* biases and manipulative persuasion, only a few argumentation theorists have measured the importance of *unintentional* biases and involuntary tendentiousness (Thagard 2011 for a review). Yet, the later problem is arguably just as pervasive and just as insidious, given that it affects arguers without their awareness. My central hypothesis is that although biases and heuristics are typically involuntary, there are a number of things one can (and perhaps ought to) do in order

to counteract their impact on the rationality of our arguments. Much like the scrupulous judge who tries to reason and argue objectively, leaving aside his personal views and prejudices, we have the possibility of developing what Kunda (1990) calls an “effort of objectivity” in an attempt to reduce the impact of biases and heuristics both in the way we argue and in the way we process our opponents’ arguments. In line with the recent work of some argumentation theorists (Aberdein 2010, Cohen 2009, Eemeren & Grootendorst 2004, Johnson 2000, Paul 1986), I argue that it makes sense to speak of a deontology of persuasion (or an “ethics of rhetoric”) devoted to thinking up control strategies which effectively promote the rationality of arguments in real life debates. I examine in detail some of these strategies.

Aberdein, A. (2010). Virtue in argument. *Argumentation*, 24, 2, 165-179.

Cohen, D. (2009), Keeping an open mind and having a sense of proportion as virtues in argumentation. *Cogency*, Vol. 1, No. 2, 49-64.

Eemeren, F.H. van & Grootendorst, R. (2004). *A Systematic Theory of Argumentation*, Cambridge: Cambridge University Press.

Evans, J. (2004). Biases in deductive reasoning. In Pohl (Ed.), *Cognitive Illusions*, Hove, New York: Psychology Press.

Gilovitch, Griffin and Kahneman (eds.), *Heuristics and Biases*, Cambridge: Cambridge University Press.

Johnson, R. & Blair, J. (2006). *Logical Self-defense*. Toronto: McGraw-Hill.

Kunda, Z. (1990). The Case for Motivated Reasoning. *Psychological Bulletin*, 108, 3, 480-498.

Mercier, H. & Sperber, D. (2011). Why do humans reason? Arguments for an argumentative theory. *Behavioral and Brain Sciences*, 34, 57-74.

Paul, W.R. (1986). Critical thinking in the strong and the role of argumentation in everyday life. In F. van Eemeren, R. Grootendorst, A. Blair and C. A. Willard (eds.), *Argumentation*, Dordrecht: Foris Publications.

Pohl, R. (ed.) (2004). *Cognitive Illusions*, Hove and New York: Psychology Press.

Thagard, P. (2011). Critical thinking and informal logic: Neuropsychologic perspectives. *Informal Logic*, Vo. 31, No. 3, 152-170.

## Education Discourses

34. Competing Peers: Peer Teaching and Hierarchy Construction in Group Work in Foreign Language Classrooms

**Daniel Rellstab**, University of Vaasa

35. Social Actors and their Discursive Categorization in Kosovan Education Policy Strategies: An Intersectional Perspective on Ethnicity and Gender

**Erika Bozzato**, Bielefeld University

36. Discourse of Neoliberalism in Higher Education

**Jelena Timotijevic**, University of Brighton

37. The Teacher as Reflexive Professional: Making Visible the Excluded Discourse in Teacher Standards

**Mary Ryan**, Queensland University of Technology

38. Discourses of Parenting, Students and School Success

**Sue Thomas and Jayne Keogh and Steve Hay**, Griffith University

39. Verbal Interactions between Students: An Opportunity of Cognitive Learning, Socialization and Identity

**Míriam Turró Amorós and Juli Palou Sangrà**, University of Barcelona

40. Constructing the Subjectivity of the Greek Test-Taker: Analysing Critically the Discourses Employed (and Promoted) by English Language Examination Boards and Private Language Schools in Greece

**Vanda Papafilippou**, University of Bristol

41. Self-Mention in English Native-Speaking and International Students' Academic Presentations

**Zareva, Alla**, Old Dominion University



## Education Discourses

### *Competing Peers: Peer Teaching and Hierarchy Construction in Group Work in Foreign Language Classrooms*

**Daniel Rellstab**, University of Vaasa

Education researchers have used Critical Discourse Analysis and critically oriented approaches to discourse in order to analyze how language use and power are connected in classrooms for quite some time now. As Rogers et al. (2005: 385) pointed out, CDA has mostly been used to critically analyze “the language use of those in power,” and in studies on classroom interactions especially the role of the teacher and the use of specific discursive patterns which seem to consolidate the power asymmetry between students and teachers have been scrutinized (cf. Christie, 2002; Macbeth, 2003). Until now, the fact that constructions of hierarchies exist not only in teacher fronted classroom talk, but are every bit as present in peer group work in classrooms has not been systematically studied. As my data from 6<sup>th</sup> grade “German as a foreign language”-classrooms show, teachers often use specific linguistic means to veil differences in competences between students, yet students are very keen to draw distinctions between themselves and to construct hierarchies based on competence. Analyzing peer teaching sequences during group work from a CA and multimodal analysis perspective, I show that and by what means students construct, challenge, and consolidate hierarchies, and how they thereby display their orientation toward an institution which is, and will probably always remain, heavily competitive.

Christie, F., 2002. Classroom Discourse Analysis: A functional perspective. Continuum, New York etc.

Macbeth, D., 2003. Hugh Mehan's Learning Lessons Reconsidered: On the difference between the naturalistic and critical analysis of classroom discourse. *American Educational Research Journal* 40, 239-280.

Rogers, R., Malancharuvil-Berkes, E., Mosley, M., Hui, D., Joseph, G.O.G., 2005. Critical Discourse Analysis in Education: A Review of the Literature. *Review of Educational Research* 75, 365-416.

### ***Social Actors and their Discursive Categorization in Kosovan Education Policy Strategies: An Intersectional Perspective on Ethnicity and Gender***

**Erika Bozzato**, Bielefeld University

In post-conflict Kosovo Education two different education systems are operating, from primary to higher education, one depending on Republic of Ministry of Education of Kosovo (MEST) and the other one managed by the Ministry of Education of Serbia; each claims the other to be unofficial or 'parallel'. The whole issue is very tangled and politicized, and ethnicity becomes *de facto* the organizing principle of education; consequently some ethnic groups have higher school enrolment, either in one or the other education system, others much lower with high rate of drop-out. Main interest of the paper is to analyse how the circumstances are reflected and co-constructed through main policy documents; on one side it will focus on addressees' categorization and characterization, on the other, whether and how intersectionality is grasped, besides the ethnicity, with other categories, primarily gender. Moreover the paper will focus on why some categories are highlighted and what are intersectional implications for it, but will also discuss results in the Capability Approach perspective. Analysis will be carried drawing upon Dialectical Relational Approach, and will be mainly methodologically based on analysis of social actors and presentation of self and others.

Andresen, A. (2002). Transforming Ethnic Nationalism in Kosovo - The potential of the 'Kosovar' identity. Paper presented at the meeting for the TPCA and ACA in New Mexico 14.02.02.

Fairclough, N. (2003) *Analysing Discourse*. London: Routledge.

Hankivsky, O., & Cormier, R. (2011). Intersectionality and Public Policy: Some Lessons from Existing Models. *Political Research Quarterly*, 64(1), 217–229.

McCall, L. (2005). The complexity of Intersectionality. *Signs*, 30 (n. 3), 1771–1800.

Sen, A. (2006). *Identity and Violence: The illusion of Destiny*. London: Allen Lane.

van Leeuwen, T. (1996). The representation of social actors. In C. R. Caldas-Coulthard (Ed.), *Texts and practices. Readings in critical discourse analysis* (pp. 32–70). London: Routledge.

### ***Discourse of Neoliberalism in Higher Education***

**Jelena Timotijevic**, University of Brighton

In his guest editorial for *Discourse and Society*, Fairclough (2000: 147-148) calls for “coordinated action against neoliberalism on the part of critical language researchers.” Following Fairclough, this paper aims to investigate what is happening in the contemporary world where a ‘global’ form of capitalism is taking over: there is an increasing gap between rich and poor, news of job losses overwhelm news bulletins, higher education fees have increased and education is becoming a privilege for the elite in the society; there is major environmental damage – examples are many. This shift in wealth and power has involved restructuring on a large scale of a number of social fields, including higher education. The paper’s focus is therefore the genre of neoliberal globalisation in education in particular, and the consequences and contributions to shifting social relations, relations of power, particularly, for example, examining the new ‘role’ of students as ‘consumers’ of higher education on the one hand, and victims of the universities’ subordination to the priorities of the market on the other. The paper uses Critical Discourse Analysis and some aspects of Systemic Functional Linguistics as frameworks that help us in understanding how language “figures in hegemonic struggles around neoliberalism, and how struggles against neoliberalism can be partly pursued in language” (Fairclough 2000: 148).

Bauman, Z. (1998) *Globalization – the Human Consequences*. Cambridge: Polity Press.

Chouliaraki, L. and N. Fairclough (1999) *Discourse in Late Modernity: Rethinking Critical Discourse Analysis*. Edinburgh: Edinburgh University Press.

Fairclough, N. (2000) Language and Neoliberalism. Guest Editorial. *Discourse and Society*, 11(2), 147-148.

Hall, S. (2011) The neoliberal revolution. *Soundings* 48, 9-27.

Holborow, M. (2007) Language, ideology and neoliberalism. *Journal of language and Politics* 6(1), 51-73.

### ***The Teacher as Reflexive Professional: Making Visible the Excluded Discourse in Teacher Standards***

**Mary Ryan**, Queensland University of Technology

In countries such as the UK, USA, and Australia, education has been subjected to organisational change, accountability regimes and calls for greater economic efficiency. Through the promulgation of policies and the allocation of funds associated with those policies, this discourse of managerialism redefines what is meant by teacher professionalism (Day & Smethem, 2009). Teachers are discursively repositioned as non-experts, the last in the line of a management hierarchy. This is a form of professionalism that focuses on teachers' behaviour rather than their attitudes or intellectuality (Evans, 2011). In this way the discourse is used as a disciplinary mechanism to control the work of teachers.

In the current climate of accountability, political manoeuvring, changing curriculum, increasingly diverse student cohorts, and community expectations, teachers, more than ever, need to develop the skills and abilities to be reflective and reflexive practitioners. This paper examines national teacher professional standards from Australia and the United Kingdom to identify the extent to which reflexivity is embedded in these key policy documents. Using Margaret Archer's (1995; 2007) theories of reflexivity and morphogenesis, and methods of critical discourse analysis, we argue that these blueprints for teachers' work exclude reflexivity as an essential and overarching discourse of teacher professionalism.

Archer, M. (2007). *Making our way though the world: Human reflexivity and social mobility*. Cambridge: Cambridge University Press.

Archer, M. (1995). *Realist social theory: The morphogenetic approach*. Cambridge: Cambridge University Press.

Day, C., & Smethem, L. (2009). The effects of reform: Have teachers really lost their sense of professionalism? *Journal of Educational Change*, 10(2), 141-157.

Evans, L. (2011). The 'shape' of teacher professionalism in England: professional standards, performance management, professional development and the changes proposed in the 2010 White Paper. *British Educational Research Journal*, 37(5), 851-870.

### ***Discourses of Parenting, Students and School Success***

**Sue Thomas and Jayne Keogh and Steve Hay**, Griffith University

Australian education is located within neo-liberal frameworks and market choice discourses, embedded within which is the basic assumption that competition between schools and parental pressures will push up standards and strengthen accountabilities. Such an assumption places a heavy emphasis on parents in relation to students' success at school. This paper explores how parents, teachers and students themselves account for school success. Using Membership Categorisation Analysis (MCA), the paper interrogates data collected in different interview situations across three sites over a period of fifteen years to show how teacher and parents construct moral categories of parents and students. The paper shows how these moral categories lead to attributions of responsibility for school success. Analysis reveals commonalities and across time in that parents and students are categorised consistently as being responsible for students' lack of achievement. Further, the analysis shows how such categorisations serve to construct deficit discourses of parents and students to account for the lack of success at school. The paper argues that deficit discourses of parenting and of students are used to explain school achievement, concluding with a discussion of the implications of these findings for understandings of the governmentality of families within contemporary society. (196 words).

### ***Verbal Interactions Between Students: An Opportunity of Cognitive Learning, Socialization and Identity***

**Míriam Turró Amorós and Juli Palou Sangrà**, University of Barcelona

Traditionally, the teacher-student interaction has been considered the main classroom interaction. Nowadays, it is widely recognized that when students interact to respond to a complex problem, cognitive and identity changes occur, and socialization is encouraged.

This paper focuses on the analysis of interactions in bilingual contexts. We have a double interest: to observe the classroom interactions and to analyze the code-switching attending functional aspects: in what moments a language is used and with what purpose.

During interaction, students develop different enunciative roles, and they can construct share knowledge without putting the responsibility of the task on one single person. In this communication, we study situations in which the students try to take up an important cognitive challenge. Each student has the opportunity to express his or her point of view and to support or oppose others. The languages used in this activity are Catalan and Spanish. We study the enunciative movements determined by the confrontation between the different points of view, and subsequently we describe the enunciative roles in order to show the effects of certain interactive situations on the cognitive, identity and socialization processes.

The students' oral productions have been analyzed following a methodology based on enunciation theories (Rabatel, 2008), discourse analysis (Kerbrat-Orecchioni, 2005) and psycholinguistics (Mercer, 2005). Our starting point has been the enunciative categories defined by Alain Rabatel (2003), since they offer an ideal theoretical framework to describe if enunciative movements occur, and if they generate knowledge.

Kerbrat-Orecchioni, C. (2005). *Les discours en interaction*. Paris: Armand Colin

Mercer, N. (2005). *Sociocultural discourse analysis: analysing classroom talk as a social mode of thinking*. *Journal of Applied Linguistics*

Rabatel, A (2003). L'effacement enunciatif dans les discours rapportés et ses effets pragmatiques. Paris: *Langages*, n° 156. Larousse.

***Constructing the Subjectivity of the Greek Test-Taker: Analysing Critically the Discourses Employed (and promoted) by English Language Examination Boards and Private Language Schools in Greece***

**Vanda Papafilippou**, University of Bristol

Examinations, apart from naming individuals and assigning them to categories (i.e., A, B, C) they also assign them to pre-prescribed roles (i.e., good/bad student) urging them to think and act accordingly (Foucault, 1977a). Moreover, examinations are argued to fabricate a particular type of subjectivity by rendering the individual a target of social control mechanisms (*ibid.*), as they promote certain agendas and ideologies thus contributing to the maintenance of the status quo (Bourdieu and Passeron, 1990). This paper explores the ways the subjectivity of the Greek test-taker is constructed through the discourses employed by examination boards and private language schools in Greece, one of the biggest markets for English language teaching and testing enterprise. My approach to Critical Discourse Analysis (CDA), draws upon the work of Foucault (1977b, 1977c, 1981, 1984a, 1984b), Gramsci (1971), Barthes (1975; 1981), de Certeau (1984), and Fairclough (2003). The analysis does not claim any ‘objective’ findings as I believe that if we are to pursue social justice we should do it without imposing our (predetermined) notions of emancipation (Slembrouck, 2001). What my analysis can only claim is that it might ‘show’ another possibility from another perspective. In other words, through my approach, I attempted to discover what Barthes (1981, p. 40) called the ‘signifiante’ of the text, a term that invokes the idea of an “infinite labour” of the signifier upon itself. After the analysis of the texts, I offer a poem, thus opening the way for other interpretations. Regarding the findings, CDA showed that knowledge economy was the discourse adopted and English language tests appear to be dressed with *neoliberal* ideology. The emerging subject seems to be no other but the *entrepreneurial subject*. Therefore, these tests appear to form and promote certain subject positions not only regarding ourselves as learners but also as *citizens*.

BOURDIEU, P. & PASSERON, J.-C. 1990. *Reproduction in Education, Society and Culture*, London, Sage Publications.

- DE CERTEAU, M. 1984. *The Practice of Everyday Life*, Berkeley and Los Angeles, University of California Press.
- FOUCAULT, M. 1977a. *Discipline and Punish: The Birth of Prison*, London, Penguin Books.
- FOUCAULT, M. 1977b. The political function of the intellectual. *Radical Philosophy*, 17, 12-14.
- FOUCAULT, M. 1977c. *Michel Foucault: Language, Counter-Memory, Practice* Oxford, Basil Blackwell.
- FOUCAULT, M. 1981. The Order of Discourse. In: YOUNG, R. (ed.) *Untying the Text: A Post-Structuralist Reader*. Boston: Routledge & Kegan Paul.
- FOUCAULT, M. 1984a. Truth and power. In: RABINOW, P. (ed.) *The Foucault Reader: An Introduction to Foucault's Thought*. London: Penguin.
- FOUCAULT, M. 1984b. What Is an Author? In: RABINOW, P. (ed.) *The Foucault Reader*. London: Penguin.
- SLEMBROUCK, S. 2001. Explanation, Interpretation and Critique in the Analysis of Discourse. *Critique of Anthropology*, 21, 33-57.

# Environmental Discourses

42. Time to Reconnect: Discourse, Ecology and Erasure

**Arran Stibbe**, University of Gloucestershire

43. Representation of Social Actors in Institutional Press Releases – A Study of Headlines

**Danica Maleková**, Catholic University of Ružomberok

44. A Critical Exploration of the Discursive Construction of ‘Residential Tourism’ in Portugal

**Filipa Ribeiro and Kate Torkington**, Universidade do Algarve

45. Staff Perceptions, Aspirations, Expectations and Practices of Environmental Sustainability in an Australian Regional University: an Appraisal Analysis

**Joy Hardy**, University of New England

46. Developing Environmental Ethics: Discourse Analysis of Sustainability Reports

**Maria Cristina Aiezza**, *University of Naples Federico II*

47. UK Media Reporting on Climate Change Mitigation between 1990 and 2009: From Carbon Offsetting To Changing Practices?

**Nelya Koteyko**, University of Leicester

48. Rhetoric Strategies to Sell Renewable Energies in Spain: Green Business Discourse in Times of Crisis

**Sara Molpeceres**, Universidad de Valladolid



## Environmental Discourses

### ***Time to Reconnect: Discourse, Ecology and Erasure***

**Arran Stibbe**, University of Gloucestershire

This chapter explores the concept of *erasure* – the power of discourses not only to form the *objects* of which they *speak*, but in doing so to displace or erase other objects that lie beyond discourse. Of particular concern is the role of abstract and technical environmental discourse in displacing more direct sensory experience of the living world, and the implications of this for human relationships with the ecosystems that support life. The exploration weaves together philosophical, linguistic and practical threads. The philosophical thread examines the complex relationships among discourse, sensory experience and non-discursive reality. The linguistic thread analyses a wide range of ecological and environmental discourses from United Nations environmental documents to Native American speeches, Japanese environmental discourse and Jay Griffith's lyrical writing on the topic of time. The aim is to reveal the specific linguistic mechanisms of erasure at work in certain texts, and also, in other texts, mechanisms that work against erasure by encouraging the reader to lift their eyes from the page and re-engage in direct sensory experience of the world around them. The practical thread discusses how the concept of erasure and the examples discussed can be used for promoting ecological awareness and re-immersion in the life-sustaining ecological processes that surround us.

### ***Representation of Social Actors in Institutional Press Releases – a Study of Headlines***

**Danica Maleková**, Catholic University of Ružomberok

The paper aims to investigate the relationship of self-reference to other-reference in the discourse of institutional press releases focusing on the headlines. For the purposes of the study, two key political actors were selected – the European Commission and the British government, namely their environmental departments. Corpora of 70 press releases on each part have been compiled to compare the degree of self-centredness as demonstrated by foregrounding and backgrounding linguistic techniques, with particular focus on how syntactic-semantic structures are allocated to social actors.

Grammatical foregrounding and backgrounding is understood along the lines of critical discourse analysis, building on the premise that such stylistic treatment is socially/ideologically significant (cf. Fowler 1991:71). In the analysis, three main foregrounding/backgrounding strategies are considered: (i) *clause/phrase elements* where the categories 'foregrounded' as opposed to 'backgrounded' are a matter of degree rather than an 'either-or' choice, with structures ranging from clause element in the main clause to part of a modifying phrase; (ii) *clause participant role* where the term ACTOR is used in a wider sense to refer to the initiator – the person or entity responsible for any process including verbal or mental processes (cf. Mulderrig 2003: 13); and (iii) *passivization*.

The analysis shows, inter alia, that the degree of self-centredness is much greater in the headlines of the press releases issued by the European Commission than in the headlines of its British counterpart.

Fowler, R. (1991) *Language in the News. Discourse and Ideology in the Press*. New York: Routledge.

Mulderrig, J. (2003) 'Consuming education: a critical discourse analysis of social actors in New Labour's education policy'. In: *Journal for Critical Education Policy Studies*. Volume 1, Number 1. The Institute for Education Policy Studies (IEPS)

### ***A Critical Exploration of the Discursive Construction of 'Residential Tourism' in Portugal***

**Filipa Ribeiro** and **Kate Torkington**, Universidade do Algarve

Tourism is, without a doubt, one of the major driving forces in social and political processes in Portugal today. As such, discourses on tourism are generally ideologically framed in economics and stress the advantages of all forms of tourism development for all stakeholder groups, including the local population, in such terms. The National Strategic Plan for Tourism in Portugal (2007) specifies so-called 'residential tourism' as one of the top ten 'strategic products' for development and, to this end, openly encourages the construction of 'integrated resorts' (i.e. resorts built for both tourist and residential purposes, with facilities such as golf). However, an alternative view would locate this practice in the real estate sector, with economic elites (mainly international property developers) standing to gain far more than any other group. From this perspective, its contribution to the sustainable development of tourism in the region is debatable.

Taking a CDA approach, this paper presents an exploration of the discourses surrounding residential tourism, using data from a variety of sources including texts from the public and private sectors, the media, and focus groups and interviews conducted with members of the local community in the Algarve (the major tourist destination region in Portugal). We look in particular at how discursive strategies of legitimation are employed to explain, evaluate and justify the phenomenon in terms of socio-economic progress. However, the focus group data reveal that there is in fact a great deal of uncertainty surrounding the term 'residential tourism', which is in itself an apparent oxymoron. We therefore argue that the socio-political legitimation of the practice by discursively constructing it as a tourism 'product', despite the lack of clarity and understanding as to what this actually involves, means that discussions of any (real or potential) negative impacts or issues of sustainability are avoided.

***Staff Perceptions, Aspirations, Expectations and Practices of Environmental Sustainability in an Australian Regional University: An Appraisal Analysis***

**Joy Hardy**, University of New England

Universities are recognised as having a leading role in working towards a sustainable future (Axelsson, et al. 2008, Stephens, et al., 2008). The University of New England (UNE), a regional university in Australia, demonstrated its commitment to

environmental sustainability in 1995 by becoming a signatory to the *Talloires Declaration*, an international agreement for the promotion of environmental education and ecological sustainability in higher education. Since then, voluntary groups of academic and general staff and managers from across the University have worked to implement the Declaration. In 2008-2009, an interdisciplinary research team investigated staff perceptions, aspirations, expectations and practices of environmental sustainability in order to identify and quantify institutional supports and obstacles. The research methodology involved an online survey and semi-structured interviews, and the data were analysed using content analysis and critical discourse analysis. This paper reports on part of the data analysis, namely the critical discourse analysis of staff perceptions, aspirations, expectations and practices of environmental sustainability that were raised by the respondents in the semi-structured interviews. The analysis uses the Appraisal Framework (Martin & White, 2007), with particular emphasis on the Affect and Engagement Systems.

Axelsson, H., Sonesson, K. & Wickenberg, P. (2008). Why and how do universities work for sustainability in higher education (HE)? *International Journal of Sustainability in Higher Education*, 9(4), 469-478.

Martin, J. R. & White, P. R. R. (2007). *The language of evaluation: Appraisal in English*. New York: Palgrave Macmillan.

Stephens, J. C., Hernandez, M. E., Roman, M., Graham, A. C. & Scholz, R. W. (2008). Higher education as a change agent for sustainability in different cultures and contexts. *International Journal of Sustainability in Higher Education*, 9(3), 317-338.

### ***Developing Environmental Ethics: Discourse Analysis of Sustainability Reports***

**Maria Cristina Aiezza**, University of Naples Federico II

In recent years, there has been a growing awareness of the companies' obligations towards the environment, the workers and the consumers. Two environmental disasters, the Gulf of Mexico oil spill (April 2010) and the Fukushima nuclear accident (March 2011), have drawn even more attention to the problematic issue of

sustainability. Yet, it has been argued that *developing* countries could follow an alternative path of growth, with lower levels of environmental pressure.

For this research, a corpus of annual sustainability reports issued between 2008 and 2011 by oil and energy companies operating in *emerging* and *industrial* countries has been collected and processed by means of corpus investigation software.

A corpus-driven discourse analysis of sustainability reports, an evolving genre combining informative and promotional purposes, can reveal how linguistic and textual choices are used by firms to build trust and reputation and to pursue their business interests.

The paper will examine the texts in order to identify possible common discourses arising within the groups of countries selected. Furthermore, it will study how the companies communicate risks and try to keep their corporate and sector image following the two environmental disasters.

BAKER, Paul, 2006. *Using corpora in discourse analysis*. London and New York: Continuum.

BHATIA, Vijay Kumar, 2004. *Worlds of written discourse*. London and New York: Continuum.

COMMISSION OF THE EUROPEAN COMMUNITIES, 18/07/2001. *Green paper*. Brussels.

[http://eur-lex.europa.eu/LexUriServ/site/en/com/2001/com2001\\_0366en01.pdf](http://eur-lex.europa.eu/LexUriServ/site/en/com/2001/com2001_0366en01.pdf)

GARZONE, Giuliana/GOTTI, Maurizio (eds), 2011. *Discourse, Communication and the Enterprise: Genres and Trends*. Bern and New York: Peter Lang.

GAZDAR, Kaevan, 2007. *Reporting Nonfinancials*. Chichester: Wiley.

MUNASINGHE, Mohan, 2009. *Sustainable Development in practice: sustainomics methodology and applications*. Cambridge and New York: Cambridge University Press.

STUBBS, Michael, 1996. *Text and Corpus Analysis: Computer-assisted Studies of Language and Culture*. Oxford: Blackwell.

***UK Media Reporting on Climate Change Mitigation between 1990 and 2009:  
From Carbon Offsetting to Changing Practices?***

**Nelya Koteyko**, University of Leicester

The study is based on the analysis of metaphorical compounds coined in the context of climate change mitigation (e.g. *carbon tax*, *carbon trading*, *carbon footprint*), and widely used in UK newspapers between 1990 and 2009. Attention to metaphors is crucial in critical analysis due to the potential to highlight certain aspects of a topic while backgrounding others (Chilton 1996; Nerlich et al. 2009). Subscribing to this pragmatic view of metaphor, I also draw on the tradition of frame analysis in media studies, assuming that metaphorical compounds can function as framing devices suggesting *how* to think about the issue (Gamson & Modigliani 1989). Due to their productivity compounds can help us analyse discursive trends as they often emerge in clusters as neologisms describing new phenomena. Corpus linguistic methods are therefore employed to establish which patterns of metaphorical compounding became habitually used and, through collocation lists and concordances, to gauge the associations underlying their use. Specifically, a diachronic study of quantitative trends is followed by a close analysis of two clusters (1) finance compounds used between 1990 and 2005 and (2) compounds modified by *low-carbon* and *carbon neutral* which became popular after 2005. The analysis of co-text and socio-political context reveals how marketplace solutions to climate change were discursively enabled and sustained through these compounds, as well as how their use restricted discourses by relying on calculation and monetization of carbon emissions as the starting point.

Chilton, P. 1996. *Security metaphors: Cold war discourse from containment to common house*. Peter Lang.

Gamson, W., & Modigliani, A. 1989. Media discourse and public opinion on nuclear power: A constructionist approach. *The American Journal of Sociology* 95, 1, 1–37.

Nerlich, B., Elliott, R. and Larson, B., 2009. (eds). *Communicating Biological Sciences: Ethical and metaphorical dimensions*. Ashgate.

***Rhetoric Strategies to Sell Renewable Energies in Spain: Green Business Discourse in Times of Crisis***

**Sara Molpeceres**, Universidad de Valladolid

From 2004 to 2008 Spanish Prime Minister José Luis Rodríguez Zapatero put his environmental plan into practice: he subsidised green energy and closed nuclear power stations. As a consequence, the two most important electricity providers in Spain, Iberdrola and Endesa, developed their renewable energies subsidiary companies. Both the Government and the electric companies began an effective publicity campaign that stressed the ideas of sustainable development, environmental degradation and the technological progress of Spain. It was said that Spain will lead Europe in green technology.

In 2010, research (Calzada Álvarez *et alii*, 2010) showed that the public aids to green energy sources in Spain had caused job losses, large public debts and an increase of 30% in the price of energy for every business and individual.

In times of a deep crisis and higher electric bills, after a political change that makes the future of green energies in Spain uncertain, the prosperous electricity giants need more investors and to project a new image. How can they sell their products when the environmental degradation and sustainability arguments loose persuasive effect? How can they deal with a hostile audience worried about electric bill? Reconsidering the frame of their discourse is the key.

This paper deals with how the big electric companies in Spain have adapted their way to address their audience to the new circumstances. How their advertising campaigns are focusing on new issues and trying to appeal to emotions and fears by creating mythic narratives to persuade us, besides the dark side of green business. Our work draws on different fields, including Rhetoric, Argumentation Theory, Cognitive Linguistics and Critical Discourse Analysis; and our analysis will focus on TV advertising, corporate websites, and social networks

# Gender and Sexuality Discourses

49. The Construction of Gender-Based Violence in British Printed and Broadcast Media

**Alessia Tranchese and Sole Alba Zollo**, Università degli Studi di Napoli "Federico II"

50. Ideological Presuppositions in Greek Women's Lifestyle Magazines: Post-Feminism and Sexual Health

**Alexandra Polyzou**, Lancaster University

51. A CDA Approach toward the Concept "Guilt"

**Ehya Amalsaleh and Manizheh Abdolahi**, Shiraz University of Medical Sciences

52. Gender and the Politics of Entrepreneurship in the Portuguese Context

**Emília Fernandes**, Universidade do Minho

53. "United Colors Of Face": The Feminine as Masquerade in Multimodal Teen Beauty Spreads

**Inês Conde**, Universidade da Beira Interior

54. The Danish Management Job Ad: Advertising for the Competent Manager or Promoting Masculine Values?

**Jeanne Strunck and Lise-Lotte Holmgreen**, Aalborg University

55. At the Crossroads of Postfeminism and Neoliberalism: A Discourse Analytical View on a Contemporary Women's Magazine

**Kati Kauppinen**, University of Jyväskylä

56. A Positive Discourse Analysis of Gender Relations in Portuguese Society

**Maria Krebber**, University of Lisbon

57. Positioning the New Self in Media Discourse

**Michaela Pňáčková**, Masaryk University

58. Feminism in the Media: British Newspapers in the 2000s

**Matthew Evans**, University of Huddersfield

59. Representations of Fatherhood and of Motherhood: A (Critical) Discourse Analysis of French, German and American Parental Guidebooks

**Patricia von Münchow**, Université Paris Descartes

60. What not to Wear: Governing Women through Fashion

**Riki Thompson**, University of Washington

61. Heterosexual Reproduction Discourses in Magazines' Ads: A Feminist Multimodal Approach

**Silvana Mota-Ribeiro and Zara Pinto-Coelho**, University of Minho

62. The Conjoining of Heterosexual Discourses and Discourses about Space in Visual Ads — A Critical Feminist Approach

**Zara Pinto Coelho and Silvana Mota Ribeiro**, University of Minho



## Gender and Sexuality Discourses

### ***The Construction of Gender-Based Violence in British Printed and Broadcast Media***

**Alessia Tranchese** and **Sole Alba Zollo**, Università degli Studi di Napoli

This study is part of an ongoing investigation into the portrayal of violence against women in the British media and it draws on Fairclough's model of CDA and Kress and Van Leeuwen's theory of multimodality.

The aim of the presentation is to conduct discourse analysis to compare the representation of victims and perpetrators of rape in two types of mass media: the printed and the broadcast media. The analysis is based on a corpus of articles published in the UK in 2008 by two national newspapers (*The Guardian*, *The Daily Telegraph*) and two tabloids (*The Sun*, *Daily Mail*) and on a selection of videos (news and interviews) broadcast by the BBC online in the same year. The documents concern an incident of rape and murder of a British teenager which took place in India in 2008.

By bringing to light the intertextual and interdiscursive elements which come out of the comparative linguistic and/or semiotic investigation, this study explores how an incident of rape is recontextualised in two different media and across genres through the use of different verbal and visual strategies.

In addition, this research aims at showing how media discourse, regardless of the genre, may contribute to creating a stereotyped construction of gender-based violence by, for example, shifting the responsibility from the perpetrator to the victim's mother, thus minimising the rapist's foul play and leading to his almost total invisibility.

Fairclough, N. (1995) *Media Discourse*. London; New York: Edward Arnold.

Kress, G. and Van Leeuwen, T. (2001) *Multimodal Discourse. The Modes and Media of Contemporary Communication*. London: Arnold.

Lazar, M. (ed.) (2005) *Feminist Critical Discourse Analysis: Gender, Power and Ideology in Discourse*. Basingstoke: Palgrave MacMillan.

Meinhof, U. H. and Smith, J. (eds) (2000) *Intertextuality and the Media: From Genre to Everyday Life*. Manchester: Manchester University Press.

Soothill, K. and Walby, S. (1991) *Sex Crimes in the News*. Routledge: London.

### ***Ideological Presuppositions in Greek Women's Lifestyle Magazines: Post-Feminism and Sexual Health***

**Alexandra Polyzou**, Lancaster University

This paper has as a starting point the question why, since all human beings have the capacity to be critical, manipulation succeeds and hegemonies are established with the consent of even social groups harmed by them (Chilton, 2005). I maintain that it is the interplay of crucial historical, economic and socio-political with cognitive (including affective) factors which provides a fuller picture of the workings of ideology in discourse (also *ibid.*), and that Cognitive Linguistics provide valuable tools to this end.

Here I apply Fauconnier's theory of Mental Spaces (1985) to advice texts on sexual health from Greek women's magazines, looking at presupposition, speech and thought presentation and causal, temporal and conditional relations. Although the theory has been developed and applied on sentences occurring naturally in discourse (e.g. Dancygier and Sweetser, 2005), it has not been applied so far to analysis of whole texts, and with the purpose of accounting for their ideological functions.

The analysis examines how ideological beliefs are set as background to more salient information. Ideological underpinnings of the texts are presented as given and incontestable (presuppositions), or allow contestation, but only with considerable cognitive effort. The discourse of sexual health in the data pre-supposes accepting the authority of the magazine itself as source of guidance and information, the 'post-feminist' prescription of sexual practices (cf. Gill, 2009), and the exclusion of non-hegemonic sexualities.

Chilton, P. (2005). Missing links in mainstream CDA: Modules, blends and the critical instinct. In R. Wodak & P. Chilton (Eds.), *A New Agenda in (Critical) Discourse Analysis*. Amsterdam, Philadelphia: John Benjamins.

Dancygier, B., & Sweetser, E. (2005). *Mental Spaces in Grammar: Conditional Constructions*. Cambridge: Cambridge University Press.

Fauconnier, G. (1985). *Mental Spaces: Aspects of Meaning Construction in Natural Language*. Cambridge, Massachusetts: MIT Press.

Gill, R. (2009). Mediated intimacy and postfeminism: a discourse analytic examination of sex and relationships advice in a women's magazine. *Discourse & Communication*, 3(4), 345-369.

### ***A CDA Approach toward the Concept "Guilt"***

**Ehya Amalsaleh**, Paramedical School, Shiraz University of Medical Sciences, Shiraz, Iran; **Manizheh Abdolahi**, Associate Prof., Persian Dept., Paramedical School, Shiraz University of Medical Sciences, Shiraz, Iran

Although language is commonly expected to communicate ideas, this is not usually the main mission of language. In practice, language, as well as its communicating effect, is shown (van Dijk, 2006) to have the constitutive effect and this latter effect is believed to be long lasting and hence more influential. Language used in a text, say political, criminal, educational, etc., potentially provides the reader with a model which, while facilitating the understanding of the text, has constituting as well as ideological effects. The present study, analyzing the news over a serial murder, is to investigate how the murderer and the murdered are discursively constructed. To this end, the framework provided by van Dijk (2006) is used to analyze the texts. Two moderate and popular newspapers in Iran are selected. The texts are analyzed employing the triangular approach suggested by van Dijk: social, cognitive and discursive. As such, the present study has investigated the way the news reports have contributed to the construction of certain attitude toward the murderer and the ideology underlying such representations. The study has revealed how the reporters, while apparently providing the readers with the information about the serial murder,

cast the murderer as an innocent and even as a hero, while representing the murdered as 'the guilty'.

### ***Gender and the Politics of Entrepreneurship in the Portuguese Context***

**Emília Fernandes**, Universidade do Minho

In recent years, entrepreneurship has assumed a particular relevance in the Portuguese political discourse as a way to solve the problem of unemployment and "shorten" the participation of the Welfare State. In addition to this national interest, policy guidelines and investments undertaken by the European Union have been made in consulting and training in entrepreneurship. These policies gain higher visibility in the public opinion when they are focused exclusively on social groups considered to be discriminated in the context of business, as are women, culturally sent to the status of "minority statistics" and associated with certain sectors of activity considered to be feminine and feminized, such as services and textiles. In this framework of national and European collaboration and influence, Institutional Business Associations emerge as privileged interlocutors to implement these policies of promotion of equal opportunities between genders in entrepreneurship.

Based on interviews made in Portuguese Institutional Business Associations located in the northern region, I propose to critically analyse the discourses of gender that serve these organizations to explain, justify and legitimize such policies of affirmative discrimination and their logic of inclusion/exclusion to constitute the normative gendered practice and subjects of entrepreneurship. More specifically, I aim to reflect upon the tension that was found between a discourse of gender equality and a discourse of gender difference, and how this tension contributes to reproduce or subvert the positionality of "other" that has been reserved to the female entrepreneurs in a masculine normative entrepreneurial practice.

### ***"United Colors of Face": The Feminine as Masquerade in Multimodal Teen Beauty Spreads***

**Inês Conde**, Universidade da Beira Interior

In late modernity, representations of young femininity in media and popular culture tend to be characterized by prescriptive images that promote corrective actions of physical appearance, mostly based on informed practices of consumption. The beauty ideal is mostly agential and euphoric, aesthetically optimized to guarantee girls' social performativity and exceptionality as 'women'.

Bearing these discursive tendencies in mind, and based on a *corpus* of beauty spreads published in a Portuguese teen magazine, this paper aims at describing, interpreting and explaining multimodal representations of gender embodiment, their interdiscursive relations and respective ideological implications on the portrayal of girls' identities and social roles.

Results indicate that the interface between the visual and the verbal mode contributes towards the technologization of the young female body, which, as a subjectified project, is apt to go through transformations and reconfigurations. Representations of girls' corporeality configure the feminine as a pastiche of attributes that can be acquired through customization and individual choice. These gender technologies represent femininity as a masquerade, female bodies as capital investments, and body practices as acts of freedom and autonomy. Such discourses in praise of voluntary self-management, promoted as a response to the permanent threat of failure and social judgment, are grounded in ideological processes of regulation and discipline that serve the postfeminist, neoliberal agendas, which position young women as their ideal subjects.

Gill, Rosalind, and Scharff, Christina (Eds.) (2011): *New Femininities: Postfeminism, Neoliberalism and Subjectivity*. Hampshire/New York: Palgrave Macmillan.

Fairclough, Norman (2003): *Analyzing Discourse: Textual Analysis for Social Research*. New York: Routledge.

Kress, Gunther, and Van Leeuwen, Theo (2006): *Reading Images: the Grammar of Visual Design*. New York: Routledge.

Lazar, Michelle (Ed.) (2005): *Feminist Critical Discourse Analysis: Gender, Power and Ideology in Discourse*. London: Macmillan.

Lipovestky, Gilles (2006): *A Felicidade Paradoxal: Ensaio sobre a Sociedade do Hiperconsumo*. Lisboa: Edições 70.

McRobbie, Angela (2009): *The Aftermath of Feminism: Gender, Culture and Social Change*. Los Angeles, London: Sage.

### ***The Danish Management Job Ad: Advertising for the Competent Manager or Promoting Masculine Values?***

**Jeanne Strunck and Lise-Lotte Holmgreen**, Aalborg University

Genres are ways for organisations of discursively interacting with the surrounding world, with the aim of achieving specific disciplinary goals (Bhatia 2004). As such, the management job ad has the objective of finding the right candidate to the management job advertised (Norlyk 2006). But do management job ads, in fact, attract the right candidates? Recent research (e.g. Gardner 2003, Northouse 2004) into what makes a competent and effective leader has e.g. pointed out that trait and style theories of earlier times do not account for the complexity of modern management and must consequently give way to models focusing on leadership as a process of communication and establishing relationships. This coincides with the idea that in order to attract candidates (women and men alike) to management positions, job ads will need to reflect a wider range of qualifications (cf. Askehave 2010).

The paper will provide examples of management job ads from the Danish financial and industrial sectors with the intention of studying discourses and values that may affect qualified applicants' desire to/not to apply for management jobs. The analysis of the examples suggests that, with few exceptions, companies within the financial and industrial sectors use discursive repertoires that reflect a traits and style approach to the management job and reconstitute what is traditionally perceived as male values. For the individual company, this may result in the missing out on a number of well-qualified potential candidates. The wider perspective is that it may contribute a negative development in leadership performance and in the unequal distribution of women and men in management.

Askehave, Inger. 2010. Communicating leadership: A discourse analytical perspective on the job advertisement. *Journal of Business Communication*, 47: 313-345

Bhatia, Vijay. 2004. *Worlds of Written Discourse – A Genre-Based View*. London/NY: Continuum

Gardner, W. L. 2003. Perceptions of leader charisma, effectiveness and integrity: Effects of exemplification, delivery, and ethical reputation. *Management Communication Quarterly*, 16: 502-527.

Norlyk, Birgitte. 2006. Clashing norms: Job ads or Job Narratives. In Paul Gillaerts and Philip Shaw (ed.), *The Map and the Landscape – Norms and Practices in Genre*, 43-62. Bern: Peter Lang.

Northouse, Peter G. 2004. *Leadership: Theory and Practice*. Thousand Oaks: Sage.

***At the Crossroads of Postfeminism and Neoliberalism: A Discourse Analytical View on a Contemporary Women's Magazine***

**Kati Kauppinen**, University of Jyväskylä

Female empowerment, success and agency have become icons of the contemporary postfeminist popular culture and especially of the women's magazines.

These notions have been interpreted to embody a new form of aspirational or popular feminism. Recently, however, they have been connected not only to feminism, but to "the increasing hegemony of a neo-liberal form of governance" (Gill & Arthurs 2006, 443), a mode of power that ultimately aims at the economization of the social and is fundamentally exercised in and through discourse.

My paper seeks to contribute to the emerging body of investigations on the interconnectedness of these two phenomena, postfeminism and neoliberalism (cf. Gill & Scharff 2011).

Methodologically the study draws on linguistically oriented discourse analysis and a nexus analytical approach (Scollon & Scollon 2004). The data consists of the 12 issues of the German edition of the women's magazine *Cosmopolitan* from the year 2006. The examination focuses on the operation of a "discourse of postfeminist

selfmanagement” (Kauppinen 2012) in two key domains of the magazine: work and sex.

The multilayered analysis shows how the discourse of postfeminist selfmanagement, while evoking a sense of feminist engagement, seeks to bring about a femininity that, spirited by a feeling of self-confidence and enthusiasm, organizes herself into a version of the entrepreneurial subject of neoliberalism. Even though the discourse evokes a feminist *ethos*, its *logic* is that of neoliberal governmentality.

Gill, R. & Arthurs, J. 2006. New Femininities? *Feminist Media Studies* 6 (4). 443–451.

Gill, R. & Scharff, C. 2011. *New Femininities. Postfeminism, Neoliberalism and Subjectivity*. Basingstoke: Palgrave Macmillan

Kauppinen, K. 2012. *Subjects of Aspiration*. Untersuchung von diskursiven Prozessen neoliberaler Regierung in einer gegenwärtigen Frauenzeitschrift. Frankfurt a. M.: Peter Lang.

Scollon, R. & Scollon, S. 2004. *Nexus Analysis. Discourse and the emerging Internet*. London: Routledge.

### ***A Positive Discourse Analysis of Gender Relations in Portuguese Society***

**Maria Krebber**, University of Lisbon

Gender and discourse, and more specifically what may be labeled the discursive construction of gender, is usually thought of as calling for a critical analytic perspective. Depending on the corpus this may be done via the identification of the elements and mechanisms that reflect, express, maintain and construct unequal power relations that operate to the disadvantage of one sex or the other. We are normally inclined to work on “what is wrong” with gender representations in discourse.

This paper sets out to examine gender within the framework of Positive Discourse Analysis (Martin 2004, Gouveia 2007, Vian Jr. 2010), a complementary analytic perspective to Critical Discourse Analysis (Fairclough 1992). The analysis is based on a corpus of five interviews with Portuguese women, who were questioned about social changes, gender equality, gender relations and maternity. The aim of this study is to identify discursive elements that indicate a positive development of gender

relations and gender roles in Portugal and to show i) how gender stereotypes are challenged on the interpersonal level of language through choices of attitude and humor and ii) how lexico-grammatical choices construct gender equality.

Fairclough, N. (1993): *Discourse and Social Change*. Cambridge: Polity Press.

Gouveia, C. A. M. (2007): *The Role of a Common European Framework in the Elaboration of National Language Curricula and Syllabuses*. In: *Cadernos de Linguagem e Sociedade (Papers on Language and Society)*. Vol. 8, 2006/2007: pp. 8-25.

Martin, J.R. (2004): *Positive Discourse Analysis: Solidarity and Change*. In: *Revista Canaria de Estudios Ingleses*. 49: pp. 179-200.

Vian Jr., O. (2010): *Gêneros do Discurso, Narrativas e Avaliação nas Mudanças Sociais: A Análise de Discurso Positiva*. In: *Cadernos de Linguagem e Sociedade (Papers on Language and Society)*. 11 (2): pp. 78-96.

### ***Positioning the New Self in Media Discourse***

**Michaela Pňáčeková**, Masaryk University

This paper focuses on the discursive reconstruction of a new form of identity called pandrogeny in a case study of Breyer P-Orridge. Starting off from the premise that identity is discursively constructed, the question of language and agency are the main concepts being discussed here.

Pandrogeny is a process of two people undergoing a series of cosmetic surgeries to look like each other because they are each other and Breyer P-Orridge construct themselves as an art project, an attempt at deconstructing oneself to create a new self.

The analysis focuses on the two main competing discourses of reconstructing the self in media: the new queerness discourse and the discourse of sex and gender binaries. Through interdiscursivity the pandrogynne is positioned in two different ways; on the one hand, in new queerness discourse it is positioned as an evolutionary form of identity. On the other hand, in binary and heteronormative discourses it is positioned as a dysfunctional experiment. In these discourses such identities as the pandrogynne are simply ignored and erased and hence made invisible and non-

existent. Breyer P-Orridge's blog, the film *The Ballad of Genesis and Lady Jaye* (2010) by Marie Losier and articles appearing in the mainstream media will serve as the data for the present analysis.

All in all, because it proved crucial in the interpretations of post-modern discourses of self, feminist post-structuralist discourse analysis (Baxter, 2003) is applied as the main analytic tool. Moreover, the concepts of interdiscursivity (Silverstein, 2005) and gendered discourses (Sunderland, 2002) are used as the main theoretical standpoints to disclose different ideologies that construct our identities.

Baxter, Judith. *Positioning Gender in Discourse: a Feminist Methodology*, New York: Palgrave Macmillan, 2003.

Silverstein, Michael. 'Axes of Evals: token versus. Type Interdiscursivity' in *Journal of Linguistic Anthropology* 15 (2005): 6-22.

Sunderland, Jane. *Gendered Discourses*. New York: Palgrave Macmillan, 2004.

### ***Feminism in the Media: British Newspapers in the 2000s***

**Matthew Evans**, University of Huddersfield, UK

This project investigates people's understanding of the terms 'feminism' and 'feminist(s)', and their use in the British media. Recent publications on the subject of feminism (Banyard, 2010; Redfern and Aune, 2010; Walby, 2011) have argued for the continuing importance of a feminist movement for young people in the 21<sup>st</sup> century, and decried "feminism's negative image in the media" (Redfern and Aune, 2010: 208). Walby suggests that this 'stigmatisation' affects people's identification with feminism (2011: 3). This project aims to provide a linguistic insight into these claims.

A straightforward online survey will be used to investigate people's attitudes toward the word 'feminism': how they would define the term, and whether they would apply the label to themselves. Subsequently, a corpus- and critical stylistic approach similar to that used by Gabrielatos and Baker (2008) and Jeffries and Evans (2011) will be used to organise data from across the range of British national newspapers, and then to provide a rigorous qualitative analysis of it. In this way, it is hoped that it will be

possible to gain an understanding of people's attitudes towards feminism, and to suggest how its portrayal in the press may influence these views.

**Keywords:** corpus stylistics, critical discourse analysis, critical stylistics, feminism, newspapers

Banyard, K. (2010) *The Equality Illusion: The Truth about Woman and Men Today* London: Faber and Faber Ltd.

Gabrielatos, C. and P. Baker (2008) 'Fleeing, sneaking, flooding: a corpus analysis of discursive constructions of refugees and asylum seekers in the UK Press 1996-2005)' in *Journal of English Linguistics* 36:1, 5-38.

Jeffries, L. and Evans, M. (2011) 'The rise of *choice* as an absolute 'good': A study of British manifestos (1900-2010)' Unpublished

Redfern, C. and Aune, K. (2010) *Reclaiming the F Word: The New Feminist Movement* London: Zed Books

Walby, S. (2011) *The Future of Feminism* Cambridge: Polity

### ***Representations of Fatherhood and of Motherhood: A (Critical) Discourse Analysis of French, German and American Parental Guidebooks***

**Patricia von Münchow**, Université Paris Descartes

This paper deals with the representations of fatherhood and motherhood in France, Germany and the USA, as constructed by the authors of parental guidebooks. Within the theoretical framework of Cross-Cultural Discourse Analysis (CCDA), in the tradition of French Discourse Analysis, several French, German and American parental guidebooks were examined in order to identify these representations. CCDA consists in describing enunciative, semantic and compositional traits in texts belonging to the same discourse genre and inferring hypotheses on representations that the authors construct and that are circulating in the communities that produced the genre.

The original corpus was established in 2004 and is comprised of three French and three German books that were among the best-selling titles at the time. Authors tend to portray fathering as depending on the will to do so whereas mothering – which considerably differs from fathering – is considered a duty. One can distinguish

representations of discourse on motherhood and fatherhood, which are mostly egalitarian, from the much more traditional representations of motherhood and fatherhood themselves. In the French guidebooks the duties the mother has are somewhat compensated by an increased amount of recognition, which is not the case for the mother in German guidebooks.

After having shown a series of discursive procedures through which these representations are constructed, a causal relationship with cultural and institutional facts will be presented. An analysis of three parental guidebooks by US authors will be confronted with the results of the initial Franco-German comparison.

Finally, I will show how certain data sets trigger a return to a critical approach of discourse, which was originally an important element of French Discourse Analysis, but has been considered a methodological pitfall since the 1980s.

### ***What Not To Wear: Governing Women Through Fashion***

**Riki Thompson**, University of Washington

The project of the self (Giddens, 1991) is no longer merely about finding one's place in the late-modern world, but rather representing a self-aware and confident self. The reality show *What Not to Wear* demonstrates the commodification of the (happy) self, as well as the self-as-project, in which women are governed (Foucault, 1988, 2011) via fashion. In the American version of the show, the hosts act as fashion experts who teach women how to manage and care for an improved visual representation of the self. Socially unacceptable and unprofessional appearing (and, thus, behaving) women are re-educated and taught how to manage and care for the new self. Each episode follows a formula of surveillance, discipline, and indoctrination, with each woman's fashion sense secretly assessed, openly critiqued, and finally re-fashioned to create a more acceptable and productive member of society. Fashion is not used as an artistic expression of the self; instead, the self is corrected and pushed into a narrow range of fashion options, and by extension, the scope and true expression of the self is limited. Through a discourse analysis of institutional voices of fashion experts, we show how this reality show is one of the latest manuals on how to be a woman – a modern-day advice guide policing and governing women's bodies.

Foucault, M. (1988). *Technologies of the self: A seminar with Michel Foucault*. (L. H. Martin, H. Gutman, & P. H. Hutton, Eds.). Amherst: University of Massachusetts Press.

Foucault, M. (2011). *The Government of Self and Others: Lectures at the College de France, 1982-1983*. Picador.

Giddens, A. (1991). *Modernity and self-identity*. Stanford: Stanford University Press.

### ***Heterosexual Reproduction Discourses in Magazines' Ads: A Feminist Multimodal Approach***

**Silvana Mota-Ribeiro and Zara Pinto-Coelho**, University of Minho

This paper aims at unveiling heterosexual reproduction discourses realized and constructed in women's magazines ads, as those are considered crucial in maintaining gender inequality and sustaining a gender ideology that naturalizes conservative "socially constructed knowledges" (Kress & van Leeuwen, 2001: 4) of difference and hierarchy.

A multimodal approach (Kress & van Leeuwen, 2001; Kress, 2010) to those discourses in advertising is much needed, since most scholars have used spoken or written texts to address this issue, focusing on language use (e.g. Crawford, 1995; Weatherall, 2002). Also, although Critical Discourse Analysts have successfully explored gender discourse articulations and ideological configurations (Crawford, 1995; van Zoonen, 1994; Weatherall, 2002; Wodak, 1997), they have not fully explored how particular non-verbal resources express and construct those discourses. Linguistic features are often made explicit, but that is not the case with resources of other modes, especially visual features, at least in a systematic and detailed way, and they need a somewhat different approach in order to account for the specificities of visual grammar.

Based on a multimodal approach, sustained by Kress and van Leeuwen's grammar of visual design (1996; 2006), and on the analysis of a *corpus* of women's magazines hetero ads, published in Portugal, we explore multimodal resources articulation to do "discourse spotting" (Sunderland, 2004), and mainly to show that discourse construction in interaction is mediated by the articulation of verbal and imagetic

modes. We illustrate in ads how heterosexual reproduction discourses can be unfolded and problematized by analysing specific meanings constructed by different modes. Our detailed analysis shows how, in particular ads, “words” and “images” can entail contradictory discourses, namely maternity, fertility control, fatherhood, family, “coupledom heterosexuality” (Finn, 2005), “permissive” (Hollway, 1984) sexuality and romantic discourses, and conclude that they articulate both emancipatory and sexist meanings, showing, however, a still prevailing conservative gender ideology.

### ***The Conjoining of Heterosexual Discourses and Discourses about Space in Visual Ads – A Critical Feminist Approach***

**Zara Pinto Coelho and Silvana Mota Ribeiro**, University of Minho

Recent feminist literature on consumer ads suggest that even though the normativity of heterosexuality has come into question in recent years, heterosexual norms continue to figure undisturbed and seem to have acquired a renewed salience within a climate of an instable femininity (e.g. Gill, 2008; Lazar, 2009).

Based on our previous research on hetero ads, where we have shown the relatively unchanged nature of heterosexual coupledom as the ideal, natural, or authentic form of heterosexual relation, in this paper we focus on a feature of these ads that might seem merely peripheral or marginal to the represented social practice: where and in what kind of spatial arrangements is placed. Using two different type of ads — where heterosexuality is represented as something that women and men *do*, as a transaction, and as an as a matter of being and of possessing specific female and male attributes — we claim that visual settings and the lack of them provide moral evaluations that invoke heterosexual discourses and provide normative understandings of space that contribute to maintain heterosexuality as the normal, natural, taken-for-granted sexuality.

We have selected, from an *corpus* of a larger project on gender and heterosexuality in women’s magazine ads and news articles, a set of 27 ads published in monthly women’s magazines in Portugal in 2006. Images depict at least one woman and one man, whose way of being together has common sense heterosexual connotations, i.e. romantic or sexual meanings. We use the grammar of visual design of Kress and

Van Leeuwen (1996) and the work of Theo van Leeuwen on discourse and practice (2008) in the description of the images, and their analysis is inspired by feminist literature on ads, gender and heterosexual discourses (e.g. Finn, 2005; Winship, 2000; Cameron and Kulick, 2003, Hollway, 1984) and spaces (Löw 2001, 2006).

## Identity in Discourse

63. Be Critical with T-Shirt Slogans

**Dolores Fernández-Martínez** and **Francisco Vizcaíno-Ortega** and **Mercedes Cabrera-Abreu**, Universidad de Las Palmas de Gran Canaria

64. On the Discursive Construction of a “New Europe”: From “Bitter Past” to Self-Righteousness?

**Bernhard Forchtner** and **Christoffer Kølvræa**, Humboldt-Universität zu Berlin and Aarhus University

65. Street Slogans in Greece: The Genre, Social Practice and Recontextualizations of an Anti-Authoritarian Youth Culture

**E. Dimitris Kitis**, King's College London

66. Essentializing Serbianess: Identity Politics and Construction of National Discourse in Occasional Online News Talks about Serbia and European Integrations

**Jelena Petrovic**, University of New Mexico

67. Constructing Economic Sovereignty: Social expertise in Irish Radio News Interviews

**Joe Fitzgerald**, Dublin Institute of Technology

68. Linguistic Style and Political Discourse: How Do Metaphors Change Ideology?

**Luísa d’Andrade Godinho**, Université de Genève

69. The Discursive Construction of Identities: Urban Youth and Rap

**Marcos Morgado**, Universidade Federal de Santa Catarina

70. Chicanos Negotiating Chicana/O Identity in High School

**Marco Shappeck**, University of North Texas

71. Too Much French? Not enough French? The Vancouver Olympics and a very Canadian Language Ideological Debate

**Rachelle Freake**, Queen Mary University London

72. The Discursive Exclusion of Minorities: A Study of Identity Discourse in Israel and Moldova

**Sharon Weinblum** and **Julien Danero Iglesias**, CEVIPOL - ULB

73. What's in a Revolution: Towards a Discourse Theoretical Approach to Resistance

**Walid el Hour**i, University of Amsterdam

74. Analysis of Volunteering Popularising Discourse in Lithuania, Where Discourse Creating Actors Are Being Understood as a Social Network

**Modestas Grigaliunas**, Vilnius University



## Identity in Discourse

### ***Be Critical with T-Shirt Slogans***

**Dolores Fernández-Martínez and Francisco Vizcaíno-Ortega and Mercedes Cabrera-Abreu**, Universidad de Las Palmas de Gran Canaria

T-shirt slogans represent a very attractive field of research for critical discourse analysis. In this paper we characterise the individual's social identity through connotations of power within the framework of Systemic Functional Grammar (Martin 1992; Halliday 2004; Fernández-Martínez 2007). Specifically, we analyse transitivity structures and identification systems to illustrate how the person wearing the t-shirt is portrayed as performing the dominant role whereas the person reading the slogan is depicted as the non-dominant entity. Furthermore, we show the correlation between the parameters of identity signalled by these linguistic devices and specific markings of tonality, tonicity and tone as intonation systems put forward in Halliday (1967). Our corpus of analysis consists of 100 t-shirt slogans dealing with a wide range of controversial social issues including sexual orientation, politics, education and religion. Three native speakers of English are presented with images of the t-shirts displaying the aforementioned slogans and are asked to say them aloud. The prosodic characteristics displayed in their utterances, recorded and acoustically analysed with Praat (Boersma and Weenink 2011), prove that suprasegmental features support the findings obtained from the systemic-functional model applied. The results reveal the role of the t-shirt slogans as both powerful ideological instruments and products with a highly commercial impact.

Boersma, P. & Weenink, D. 2011. Praat: Doing Phonetics by Computer (Version 5.3). Retrieved December 16, 2011, from <http://www.fon.hum.uva.nl/praat/>.

Fernández-Martínez, D. 2007. From Theory to Method: A Methodological Approach within Critical Discourse Analysis. *Critical Discourse Studies* 4/2: 125-140.

Halliday, M.A.K. 1967. *Intonation and Grammar in British English*. The Hague: Mouton.

Halliday, M.A.K. 2004. *An Introduction to Functional Grammar*. London: Arnold.

Martin, J.R. 1992. *English Texts: System and Structure*. Amsterdam: John Benjamins.

### ***On the Discursive Construction of a “New Europe”: From “Bitter Past” to Self-Righteousness?***

**Bernhard Forchtner**, Phd, Institute of Social Sciences, Humboldt-Universität zu Berlin; **Christoffer Kølvråa**, Phd, Institute for History and Area Studies, Aarhus University, Denmark

While the 1990s saw the emergence of a memory boom on a national level, the 2000s gave rise to supra- and transnational memory frames. With regards to both identity discourses, it is most striking that the past is no longer simply narrated in a glorious and heroic mode as in, e.g., traditional nationalist ‘mythical’ narratives. Rather, contemporary communities often discursively construct their symbolic boundaries in a more inclusive way by admitting past wrongdoing. Authors have thus turned to the study of “politics of apology” (Cunningham) and have described this development in terms of, e.g., an evolving “perpetrator trauma” (Giesen) or the rise of a “tragic narrative” (Alexander).

In our presentation, we analyse a corpus of 62 ‘speculative speeches’ by leading politicians in the European Union between 2001 and 2007. Against the aforementioned historical context, we ask how Europe’s common ‘mythical past’ is constructed and what European self-image emerges from it. In short, we investigate the discursive construction of Europe’s past, present and future in an “age of apology” (Gibney et al.). We do so within the framework of the discourse-historical approach in critical discourse analysis which we combine with Reinhart Koselleck’s conceptual history. In particular, we draw on the latter’s three dimensions in identity construction: the temporal, the spatial and the hierarchical. Our analysis illustrates that, firstly, following the aforementioned trend, a “new Europe” based on admitting failure is indeed narrated, e.g. by Romano Prodi and José Manuel Barroso. However, secondly, we show that such a self-critical narration of a “bitter past” (Eder) can be

transformed into a self-righteous attitude towards Europe's 'others'. We, therefore, illustrate how speakers are able to discursively demarcate Europe as superior from the surrounding world exactly because of admissions of past wrongdoing.

### ***Street Slogans in Greece: The Genre, Social Practice and Recontextualizations of an Anti-authoritarian Youth Culture***

**E. Dimitris Kitis**, King's College London

The focus of the presentation is a transgressive type of graffiti, which is common in urban environments in Greece and is here termed *street slogans*. The term 'street slogans' is used to differentiate this heterogeneous genre of radical communication from the broader phenomenon of global urban graffiti cultures. Street slogan discourse, however, is also enacted in other formats, such as print media (posters, fliers, banners, placards, newspapers, magazines), electronic media (social media, digital video, blogs, corporate media websites, file sharing and activist networks) or verbally by groups in demonstrations. The data viewed in this presentation consists of a) street slogans in photographic and printed format; b) my own experience from fieldwork; c) digital text/image/video from various online fora. In order to analyse street slogans, I see them: firstly, as texts, secondly, emplaced within urban space and, thirdly, through their various uses in action. Consequently, I have respectively used: a) multiple linguistic tools for their analysis as texts; b) photography and semiotics; and c) videos to analyze street slogans as performances. As a natural extension of this analysis, I also look at the recontextualizations of street slogans in the mass media by adopting a discourse analytic perspective on (video) excerpts from the news. The analysis of the data has led to the following findings: a) street slogans are a multimodal genre comprised of short forceful utterances and humorous puns that effectively subvert widely accepted truths and norms; b) street slogans make use of an array of linguistic and non-linguistic devices of referentiality and indexicality to connect with their immediate context (situation, urban space); c) street slogans constitute embodied, confrontational performances by (hooded) youths and enable sequences of common action and ritual; and finally d) street slogans may attract the attention of the media in times of social crisis. The first three findings are seen as different facets of negotiating a common 'anti-authoritarian' identity by a

youth culture. The fourth find highlights the nature of the relationship between street slogans, the 'anti-authoritarian' youth culture and the mass media.

***Essentializing Serbianess: Identity Politics and Construction of National Discourse in Occasioned Online News Talks About Serbia and European Integrations***

**Jelena Petrovic**, University of New Mexico

The historical events associated with the transformation and democratization of the socialist polity since the 2000 have led Serbians to manage emergent political, social and economical uncertainties and make sense of ongoing reconfigurations of Serbia as an imagined community. The 2009 visa liberalization, which enabled Serbians to travel more freely into the EU countries, reinforced Serbia's ambivalent position in the process of EU integrations and caused dislocations of common markers of national belonging, thus complicating formation and maintenance of positions of national identifications. Although celebrated as a long-awaited sign of change, the white Schengen also created an exigency for particular identity politics based on which preferred group memberships can be (re)established and normalized. With digital technology, online news media have become the sites where such politics takes place as journalists and Serbian publics engage in symbolic, dialogic, public, and occasioned co-construction of national identities. Assuming methodological framework grounded in discursive psychology, this study examines how individuals use news commenting and exploit discursive repertoires about Serbia to manage ambivalent meanings of EU suggested with the news story about visa liberalization. My analysis shows that although discontinuous and asynchronous in nature, the employment of these repertoires normalizes limited number of positions of identification through which individuals should avow their national belonging. Relying on taken-for-granted claims about current economical hardship, lack of alternatives, and collective memory of glorified past, sacrifice, victimization, and injustice the participants in these online talks construct normative image of a common Serb. This discursive practice complicates national identity claims for certain groups based on their inability to participate in the experiences associated with the preferred positions

of national identification. This specifically applies to social elites whose privileged position is based on mobility and access to knowledge and financial resources as well as to problematic Other such as Kosovo Serbians.

### ***Constructing Economic Sovereignty: Social Expertise in Irish Radio News Interviews***

**Joe Fitzgerald**, Dublin Institute of Technology

This paper examines the discourse of news interviews with experts and how the issue of Ireland's economic sovereignty is constructed. Taking into account previous studies on the interaction between social science and the media (Cassidy, 2005), this paper adopts a discourse analytical approach to examining interview material from a national Irish radio news broadcast during the week just prior to the EU/IMF bailout, when a bailout was widely anticipated. The analysis used draws on critical discourse analysis of the media (Erreygers and Jacobs, 2005; Fairclough, 1995; Phelan, 2007) and, given the interactional nature of the data, other strands of discourse analysis (Clayman and Heritage, 2002; Hutchby, 2006; Potter and Wetherell, 1987). The typology used for identifying expertise in the analytical exhibits is that set out by Collins and Evans (2002). This paper identified two repertoires being utilised by the experts and discusses how these repertoires are utilised to assist in identity construction.

Cassidy, A (2005) "Popular evolutionary psychology in the UK: an unusual case of science in the media?", *Public Understanding of Science* 14(2), pp. 115-141

Clayman, S & Heritage, J (2002) *The news interview: journalists and public figures on the air*, Cambridge: Cambridge University Press.

Collins, H & Evans, R (2002) "The Third Wave of Science Studies: Studies of Expertise and Experience", *Social Studies of Science* 32(2), pp.235-296

Erreygers, G & Jacobs, G (2005) *Language, Communication and the Economy*, Amsterdam: Benjamins.

Fairclough, N (1995) *Media discourse*, London: Edward Arnold.

Hutchby, I (2006) *Media Talk*, Berkshire: Open University Press.

Phelan, S (2007) "The Discourses of Neoliberal Hegemony: the Case of the Irish Republic", *Critical Discourse Studies* 4(1), pp.29-48

Potter, J & Wetherell, M (1987) *Discourse and Social Psychology*, London: Sage.

### ***Linguistic Style and Political Discourse: How Do Metaphors Change Ideology?***

**Luísa d'Andrade Godinho**, Université de Genève

In this research we are interested in the political dimension of linguistic style, particularly in the power of metaphors in building political identities. We will be particularly attentive to Lakoff's notion of «conceptual metaphors» and will analyze their behavior in the Portuguese Communist Party (PCP) discourse. Based in a corpora composed of 1126 texts about the European Union, corresponding to the period between 1964 and 2008, we will raise the hypothesis according to which the party may have developed the metaphor of *war* when speaking about the EU and that the identity of this metaphor may have changed after Portugal's EU integration. Our methodological approach will combine qualitative and quantitative tools: it will be centered in *semantic field's* analysis and cross it with quantitative data provided by MaxQda. This method will be applied separately to the group of texts corresponding to the period before Portugal's EU integration and to another group of texts corresponding to the period after Portugal's EU integration. Finally, the results of these two groups of texts will be compared. Our conclusions confirm our initial hypothesis, pointing out a change in the PCP's discourse after the EU integration that allows inferring that a strategy of ideological centralization has taken place in the PCP discourse. We hope this analysis contributes to the debate about ideological acceptability and political integration in competitive political environments.

**Keywords:** European Union, political discourse, ideological change, metaphors.

### ***The Discursive Construction of Identities: Urban Youth and Rap***

**Marcos Morgado**, Universidade Federal de Santa Catarina

The production and consumption of cultural products such as soap operas, films and music have been gaining more prominence recently as sites of construction of

identities than traditional institutions such as the school and work. In this work, I investigate the linguistic character of identity building in one contemporary cultural product, namely, Brazilian rap music. This study explores, from a Critical Discourse Analysis perspective (Fairclough & Wodak, 1997), which discursive strategies and linguistic features are used in rap songs to promote identity building. For the analysis of discursive strategies I have drawn upon the discourse-historical approach (Wodak et al., 1999, 2000). As for linguistic features, I have drawn upon Halliday's (1978) concept of antilanguage and Halliday & Hasan (1989) concept of social dialect as well as features of non-standard Brazilian Portuguese (Bagno, 1997, 1999). The corpus used in the research is comprised of 33 (thirty three) songs by the Brazilian rap group Racionais MC's. The results of the analysis of the songs show that identities are built on the emphasis of a black/white dichotomy, on the reinforcement of the African Brazilian identity and the establishment of a common place of origin. In addition, the analysis of linguistic features revealed that the switch from the standard variety of Brazilian Portuguese, present in the songs in the initial phase of the recording career of the group, to a non-standard variety, in their recent works, is also one way of creating the identities of the members of the group and their target audience as well as supporting the discursive construction of those identities. This research has shown the linguistic nature of processes of identification, especially in the choices of linguistic code/variety and strategies for the construction of identities through discourse.

**Keywords:** rap music, identity, discourse, critical discourse analysis

Bagno, M. (1997). *A língua de Eulália: novela sociolinguística*. São Paulo: Contexto.

Bagno, M. (1999). *Preconceito linguístico: o que é, como se faz*. São Paulo: Edições Loyola.

Fairclough, N. & Wodak, R. (1997). Critical discourse analysis. In: van Dijk, T (ed.). *Discourse as social interaction*. London: Sage, pp. 258-284.

Halliday, M. A. K. (1978). *Language as a social semiotic*. London: Edward Arnold.

Halliday, M. A. K. & Hasan, R (1989). (2<sup>nd</sup> ed.) *Language, context, and text: aspects of language in a social-semiotic perspective*. Oxford: Oxford University Press.

Wodak, R., de Cillia, R., Reisigl, M. & Liebhart, K. (1999). *The discursive construction of national identity*. Edinburgh: Edinburgh University Press.

Wodak, R., Titscher, S., Meyer, M. & Vetter, E. (2000). *Methods of Text and Discourse Analysis*. London: Sage.

### ***Chicanos Negotiating Chicana/o Identity in High School***

**Marco Shappeck**, University of North Texas

Despite the general categorization of Mexican-Americans or Chicanos/as<sup>2</sup> as a homogeneous group with a common culture, language, and trajectories of social mobility, a look inside Dallas area high schools reveal Chicano/a students have developed several pluralist identities and socio-cultural practices. One social variable that marks Chicano/a high school group formation is language choice between Spanish and English, a practice that is generally aligned with place of birth (The U.S. or Mexico). Language choice and place of birth are in a sense only cover terms for other sociolinguistic practices that position a student in particular high school social networks. Although preferably conceptualized as a continuum, the distinction lies precisely between claims of Mexican authenticity and (mainstream) American cultural capital. Rather than understand this socialization process as particular to the American Southwest's education systems, it is quite clear that these assessments are mere reflections of a socio-historical pattern of exclusion that indelibly fails to give Chicano/a youth the voice and space to develop identities different from mainstream values without rendering themselves "inauthentic" Mexican-Americans.

In this study, I conduct semi-formal interviews with 26 bilingual students at an urban university in Dallas, about half of emigrated to the U.S. after the age of five. I examine the power relationship during their high school years, focusing on the division between U.S.- and foreign-born students who were challenged with issues of cultural and linguistic assimilation as well as maintenance of their Mexican heritage. In documenting their adjustment to higher education, the informants who contributed to this study introspect on the transformation and negotiation of their own socio-cultural identities from high school to college. In addition to L1 literacy and academic achievement, other forms of empowerment occur when students articulate the

---

<sup>2</sup> "Chicano" or "Chicana" refers to American residents of Mexican origin either born in the United States or Mexico.

dialectical relationship between the impacting macrosocial category of Chicano/Mexican-American and the microsocial, interactional identity that is constructed through their own agency in the school system. Together L1 literacy, academic achievement, and guided introspection work toward dispelling the discursive practices within the Mexican-American community that divide high school students based on similar discriminatory criteria that is used by mainstream America to marginalize the Chicano/a immigrant class.

### ***Too Much French? Not Enough French? The Vancouver Olympics and a very Canadian Language Ideological Debate***

**Rachelle Freake**, Queen Mary University London

This paper discusses a language ideological debate that took place in Canadian national newspapers following the opening ceremonies for the 2011 Vancouver Olympics. Language ideologies, or systematically-held, socially-shared beliefs about language, are a useful heuristic in Canada, where languages (and especially English and French, the “official” languages) play important socioeconomic, cultural, political and national roles. Previous research (e.g. Blommaert, 1999) has suggested that language ideological “debates” (i.e. overt manifestations of ideologies) are a useful site for studying the role that languages play in the construction of social groups (see e.g. Blackledge & Pavlenko, 2002; Boudreau and Dubois, 2007; Gal, 1998). In Canada, language issues tend to be contentious in part because they involve contested symbolic and material resources (Heller, 1999). Moreover, a national cliché is that Canadian identity is fractured both linguistically and geographically. Given that Vancouver is a Pacific Canadian city far removed from the French-speaking heart of the country, the use (or lack thereof) of French was particularly divisive. Thus, the debate over French in the Vancouver Olympics involves not only ideologies of language, but also ideologies of identity and belonging. This language ideological debate, then, sheds some light on the often naturalized and commonsensical understandings of Canadian national identity. Data, which articles are drawn from one national newspaper in English (*The Globe and Mail*) and one national newspaper in French (*Le Devoir*), are compared and contrasted using van Leeuwen’s (1996)

social actor analysis and Wodak's (e.g. 2009; Reisigl & Wodak, 2009; Wodak *et al.*, 2009) discourse historical approach. More specifically, identity labels, social categorization, perspectival strategies and topoi are compared and contrasted across the articles. Findings suggest some of the ways in which languages are represented as unifying and dividing criteria of Canadian identity, representations which often differ according to the medium of the newspaper

### ***The Discursive Exclusion of Minorities. A Study of Identity Discourse in Israel and Moldova***

**Sharon Weinblum and Julien Danero Iglesias, CEVIPOL - ULB**

According to Brubaker, "nationalizing states" (1996 /2011) may employ different modalities of minorities' management. The author distinguishes assimilationist and differentialist types of strategies based upon different practices and discourses. Drawing on these categories, the paper analyzes the central elites' discursive practices in two nationalizing states, Israel and Moldova, where minority ethno-national groups have officially received representation and equal rights in the political realm. The paper argues on the basis of these case studies, that despite the proclaimed objective of the elite to integrate ethno-national minorities, differentialist nationalizing discursive strategies are at play, hence leaving very little room to the minorities' expression.

Methodologically, these discourses are analyzed through a method combining Critical Discourse Analysis (Wodak *et al.*, 1999) and narrative analysis (Caplan, 1979, Roe, 1994). The paper thus both identifies the competing narratives, which can be found in the political arena, and accounts for the discursive strategies used by political actors in their narratives. Hence, besides which stories are narrated by political speakers, the specific usages of language in the construction of subjects, categories, and identities are scrutinized.

Through this comparative discourse analysis, the paper shows that while historical and institutional contexts diverge, similar differentialist discursive articulations are at play: in both cases, the paper identifies differentialist narratives based on identification vs. differentiation discursive strategies, structured around the notions of

'we' and 'them'. Ultimately, the paper reveals that exclusionist strategies based on "differentialist nationalizing" narratives (Brubaker, 1996) occurred in the two cases, hence excluding minorities from the promoted national identity.

### ***What's in a Revolution: Towards a Discourse Theoretical Approach to Resistance***

**Walid el Hour**i, University of Amsterdam

In this paper I examine the strategies of dissent that were employed in the recent revolutions and uprisings that have been taking place around the globe and most notably in the Middle East. Departing from Ernesto Laclau's understanding of populism, hegemony, and the process of political identity formation (*On Populist Reason*. London: Verso. 2007), I will explore the strategies of resistance movements and the acts of dissent in media and on the ground in order to show the mechanisms by which they succeed in creating a "temporary people" and articulate a new political identity. I will suggest an understanding of resistance as a hegemonic practice where both meanings and spaces are contested and reclaimed in order to articulate and partially fix a counter-hegemonic identity. I will focus on the events that took place in Tunisia and Egypt and suggest some comparisons to the global "occupy movement" and the various demonstrations that swept several other countries. In this framework, I will analyze the role of new media technologies that provided tools and not conditions for these popular uprisings in addition to the notions of leadership, naming, and the occupation of space that together hold a central place in any discussion of resistance as a hegemonic practice. Both space – seen as a discursive construct – and meaning are the fields of political contestation. I will therefore attempt to show and analyze the strategies that allow for the destabilization of the pre-existing hegemonic forces and the construction of new chains of equivalence that transform previously scattered groups into a "people". By analyzing specific resistance strategies and practices I will attempt to offer discourse theoretical tools that can help us read and comment on the growing and changing fields of political struggle and resistance movements beyond their specific political content.

## ***Analysis of Volunteering Popularising Discourse in Lithuania, Where Discourse Creating Actors Are Being Understood as a Social Network***

**Modestas Grigaliunas**, Vilnius University

On 27 November 2009, the European Commission took a decision 2010/37/EC on the *European Year of Voluntary Activities Promoting Active Citizenship (2011)* (OL 2010 L17, p. 43), which determined the decisions of national governments in the member-states of the European Union to popularise voluntary activities and implement the objectives established in the mentioned Council decision. Therefore, popularising of volunteering and its visibility in general increased in Lithuania as well – together with the NGO sector, this idea has been also intensively communicated by the media and some private companies. Thus the network of the society persuasion supported by the NGOs, governmental institutions, EU financial programmes and media as well as private organisations was established in 2011. The Government of the Republic of Lithuania plays the role of the coordinator of the popularisation of volunteering in this network. Popularising of volunteering in this situation is linked to the aspiration to create the identity of *European-volunteer (Lithuanian-volunteer)* with the certain kind of positive way of life, values, sociality, cooperation, attitudes, even the processes of individuation. But here these questions may be raised: what kind of discourse of volunteering popularising creates the organizational network of society's persuasion, if this persuasion is based under the principles of democratic social propaganda (many different interrelated organizations, communication one message)? How much do the different discourses match, if they are being created by different organizations? What role do the power institutions play in this network?

**The goal of the paper.** To identify the activity's conditions of the organizational network of society's persuasion, which creates and supports the discourse of volunteering popularising in Lithuania, to establish the dominant forms of volunteering popularising discourse and to identify, how changes the structure of the network, it's activity and discourse created, when official institutions of the power leave the network by analyzing the case of the *European Year of Volunteering (2011)* in Lithuania.

**The methodology of the research presented.** The research presented consists of 2 stages' *qualitative case analysis* research (Payne and Payne, 2004; Robson, 2002; Bitinas ir kt., 2008; Kardelis, 2005 and oth.), which is grounded by the *critical paradigm of social sciences* (Neuman, 2006; Nekrašas, 2010; Baločkaitė, 2009 and oth.), implemented by using the methodologies of *social network analysis* (Scott, 2000; Wasserman and Faust, 1999; Mizruchi and Galaskiewicz, 1994; Gečienė, 2009; Antinienė ir kt., 2004 and oth.) and *critical discourse analysis* (van Dijk, 1995; Wodak and Meyer, 2009; Fairclough, 1995; Telešienė, 2005 and oth.) and the data collection tools, linked with them.

2009 m. lapkričio 27 d. Tarybos sprendimas Nr. 2010/37/EB dėl Europos savanoriškos veiklos, kuria skatinamas aktyvus pilietiškumas, metų (2011 m.), OL 2010 L17;

ANTINIENĖ, Dalia, BARŠAUSKIENĖ, Viktorija ir MERKYS, Gediminas. 2004. Lietuvos studentų socialiniai ryšiai: diagnostinis tyrimas naudojant socialinio tinklo matricą. In *Psichologija*, Nr. 30, ISSN 1392–0359, p. 32-46;

AVERY, Thomas. (2003). Popper on “Social Engineering”: A Classical Liberal View In *Reason Papers*, Vol. 26, p. 29-38;

BALOČKAITĖ, Rasa. 2009. Už reprezentacijos ribų: tylinčiosios klasės. In *Demokratija be darbo judėjimo?*, sud. Bielskis, A., Vilnius: Kitos knygos, p. 140-161;

BITINAS, Bronislavas, RUPŠIENĖ, Liudmila ir ŽYDŽIŪNAITĖ, Vilma. 2008. Kokybinių tyrimų metodologija. I dalis. Klaipėda;

FAIRCLOUGH, Norman. 1995. *Media Discourse*. London: Edward Arnold;

GEČIENĖ, Ingrida. 2009. Socialinių tinklų analizė migracijos studijose. In *Sociologija. Mintis ir veiksmai*, Nr. 2 (25), ISSN 1392-3358, p. 130-143;

# Language in Legal Contexts

75. Legal Argumentation in Constitutional Courts Decisions: A Rhetorical Analysis

**Giovanni Damele** and **Fabrizio Macagno**, Universidade Nova de Lisboa

76. Plagiarism Discourses and Representations: A Critical Discourse Analysis of Plagiarism Detection in Forensic Contexts

**Rui Sousa-Silva**, Aston University



## Language in Legal Contexts

### ***Legal Argumentation in Constitutional Courts Decisions: A Rhetorical Analysis***

**Giovanni Damele and Fabrizio Macagno**, Universidade Nova de Lisboa

Western legal traditions have their typical argumentative practices, mainly based in the pluralistic and complex reality of European *ius commune* and highly theorized by medieval and modern jurists. In this tradition, a large array of *topoi* and *regulae* were set up and systematized in a repertoire of “traditional” legal arguments [Tarello, Perelman], such as the argument *a contrario*, *a simili*, *a fortiori*, *ab absurdo*, *ab exemplo*, *analogia juris* etc. Judges often use these interpretive and justificatory arguments in a typically rhetorical way, trying to persuade the courts of higher instance, the legal community, the legislator or even public opinion of the soundness of the court’s decision. This eminently strategic use of legal arguments is even more evident in the case of constitutional courts. Many decisions taken by constitutional courts are, indeed, ultimately based on morally and politically grounded constitutional principles; however, constitutional judges tend to present their decisions as purely “legal”, based on specialized technical reasoning, and as if they were “logical” deductions from legal principles. This presentation will analyze, from a rhetorical point of view, the role of the so-called “traditional legal arguments” in high court’s decisions: how they are used as interpretive arguments and in what sense they can be considered as rhetorical devices. Case law of the Portuguese and Italian Constitutional Courts will be taken into account.

E. Diciotti, *Verità e certezza nell’interpretazione della legge*, Torino, Giappichelli, 1999;

H. Hohmann, *Logic and rhetoric in legal argumentation: some medieval perspectives*, in «Argumentation», 12, 39-55, 1998.

H. Hohmann, *Rhetoric and dialectic: some historical and legal perspectives*, in «Argumentation», 14, 223-234, 2000

N. MacCormick, R.S. Summers, *Interpreting statutes: a comparative study*, Dartmouth, 1991

Ch. Perelman, *Logique juridique. Nouvelle rhétorique*, Paris, Dalloz, 1976

G. Tarello, *L'interpretazione della legge*, Milano, Giuffrè, 1980

### ***Plagiarism Discourses and Representations: A Critical Discourse Analysis of Plagiarism Detection in Forensic Contexts***

**Rui Sousa-Silva**, Aston University

Forensic linguistic analysis, which studies language in legal contexts, has traditionally investigated plagiarism on the grounds that it is an illegal or, not the least, an immoral act. Unsurprisingly, forensic linguistics has been used often in many countries to provide expert evidence in court cases of violation of authors' rights. Alternatively, it has been used by academic ethic committees as an investigative tool in instances of student plagiarism – in which case considerations are sometimes made of how and why the students plagiarize, and whether and how they should be penalized. These considerations, albeit common in composition and education studies, are rarely included in the forensic linguist's report, usually because it is believed that the expert report should only include, for reasons of 'objectivity', a linguistic comparison of the plagiarizing and putatively plagiarized text(s).

In this paper, a critical approach to forensic linguistics is adopted to demonstrate that it is crucial to understand representations and discourses about plagiarism and the meaning of plagiarizing, i.e. the "constructed knowledges" about plagiarizing texts. This enables experts to provide discourse-based evidence, rather than descriptive evidence in court cases, and even more importantly in academic disciplinary decisions. Such understanding cannot be achieved, unless the plagiarism discourses are properly identified and characterized.

This paper presents the results and examples of a critical analysis of plagiarism definitions collected anonymously from first year undergraduate students, which enabled to identify several different discourses, including, for example, discourses of crime, immorality, exculpation, laziness, or incompetence. These results suggest that, although the discourses of crime and immorality are more salient, they tend to

combine with other discourses, such as exculpation or incompetence. The paper concludes by claiming that understanding these discourses before drafting the linguistic report contributes to avoiding oversimplification of the problem.

# New Media Discourse

77. New Tools for Cds in New Media Contexts

**Johann W Unger**, Lancaster University

78. A Corpus Linguistic Approach to New Media Discourse: Discourse Markers in Spanish SMS

**Nadine Rentel**

79. Hybrid Discourse Analysis (HAD) Through a Sociological Novel: The Deconstruction of Research Society by Hybrimedia

**Pedro Andrade**, University of Lisbon

80. Law, Language and Power in Social Media: the Trial of Amanda Knox

**Maria Bortoluzzi and Liéve Gies**, University of Udine Via Mantica



## New Media Discourse

### *New Tools for CDS in New Media Contexts*

**Johann W Unger**, Lancaster University

In this paper, I suggest guidelines for researchers who wish to study 'new' media contexts from a critical discourse studies (CDS) perspective, based on the findings of the Political Resistance Online Research Project. While there is a large and continually growing volume of work in computer-mediated discourse analysis (CMDA, see Herring 2008), and there have been a number of successful attempts to apply CDS in online contexts (e.g. Wright & Wodak 2006), CDS scholars have traditionally been rather reluctant to engage with new media (Mautner 2005), and CMDA scholars have not necessarily engaged with the socio-political contexts of data.

I examine some of the theoretical, methodological and practical implications of adopting a CDS framework in online contexts, particularly when faced with 'web 2.0' phenomena such as social networking, crowd-sourcing and participatory media. This is especially interesting to investigate in relation to activism and political resistance, where offline, online and hybrid practices rapidly evolve in response to political events, as could be seen in recent revolutions and political upheaval (e.g. the Arab Springs and the Occupy Movement). Different technologies, which are often controlled by governing elites, are nevertheless adapted and exploited by grass-roots activists to achieve their aims. Ultimately, CDS is advantageously placed, as a loose, adaptable theoretical approach rather than a rigid methodological framework, to investigate these new contexts, but it requires new tools to fully realise its potential.

Herring, S. C. (2008). Computer-Mediated Discourse. In D. Schiffrin, D. Tannen, & H. E. Hamilton (Eds.), *The Handbook of Discourse Analysis* (pp. 612-634). Malden, MA: Blackwell.

Mautner, G. (2005). Time to get wired: Using web-based corpora in critical discourse analysis. *Discourse & Society*, 16(6), 809-828.

Wodak, R., & Wright, S. (2006). The European Union in Cyberspace: Multilingual Democratic Participation in a virtual public sphere? *Journal of Language and Politics*, 5(2), 251-275.

### ***A Corpus Linguistic Approach to New Media discourse: Discourse Markers in Spanish SMS***

**Nadine Rentel**

Since its commercialization in the early 1990's, the functions of SMS communication as well as its linguistic characteristics have raised the interest of researchers from different domains. Phenomena like abbreviations, phonetic spelling and the use of emoticons have already been well studied for different languages. Nevertheless, most of the linguistic studies lack an empirical database. As the collection of authentic SMS exchange is difficult, most of the findings are based on personal intuition or on interviews.

We dispose of a multilingual corpus comprising more than 800 000 SMS messages which have been written at the computer and then been transferred to the mobile phone of the addressee. The speakers were not aware of the fact that their speech production was recorded which makes sure that our data reflects spontaneous language use in SMS.

While grammatical or formal characteristics of SMS are relatively well described, the pragmatic dimension has not yet been studied in depth empirically, especially for Romance languages. This paper aims at describing the frequency as well as the functions of discourse markers in the Spanish SMS corpus. We start from the hypothesis that, due to the informal, dialogic and semi-synchronous character of SMS, the exchange of messages can be considered as a continuous dialogue where each message becomes a *turn*.

We will show that speakers use discourse markers for several reasons. First of all, non verbal means that are characteristic for the *face-to-face* communication are missing so that speakers feel the need to reproduce the spontaneous character of

oral communication. We will also demonstrate that certain discourse markers are used quite frequently and that some functions are realized more often in SMS (underlining a thematic change in the conversation, gaining the reader's interest, opening the channel of conversation, claiming a feedback, etc.) than others that seem to be typical for the *face-to-face* communication.

### ***Hybrid Discourse Analysis (HAD) Through a Sociological Novel: The Deconstruction of Research Society by Hybrimedia***

**Pedro Andrade**, University of Lisbon

A central epistemological, theoretical and methodological discussion is occurring nowadays on the relevance of arts as instruments/modes of discursive interpretation, complementary to scientific methodology and technological pragmatics.

In this essay, we consider the application of literature for understanding social discourses, by applying Critical Ground Theory to a sociological ontology that includes a semantic web connected with a specific style of interactive storytelling, the critical sociological novel.

This hybrid way of doing discourse analysis is situated somewhere between science/sociology and arts/literature, and based on hypermedia or, more precisely, in 'hybrimedia', which means the fusion among media/literacies of different natures (for instance, science/technology/arts). Using Atlas-ti software, social structures and practices may be commented and criticized both by researchers and by common people through activities within their spatial and temporal contexts, using iPhones, GPS, etc.. In this way, sociological meaning may circulate also across ordinary people acting, in some way, (a) as characters in the novel when they talk or narrate their everyday lives, but also (b) as 'lay researchers' when they build mobile interactive biographies and use 'folksonomies', that is, common concepts. In fact, our society is becoming a Research Society, where everybody may do both searches (using Google, etc.) and researches using common technological and mobile devices.

We illustrate this Hybrid Discursive Analysis (HAD) with *GeoNeoLogic Novel No.1 (first Web 3.0 novel)*, a socio-semantic literary hybrimedia work that examines the social and its discourses, through the deconstruction/reconstruction of a social plot based on *deixis*, ie, a conceptual constellation originated in Greek philosophy, which articulates space, time, and *logos* (language, reason or the discourse produced by social subjects like institutions or citizens). Such discursive subjects act as hybrid-characters emerging from intercultural daily temporalities/spatialities of the global/local city.

### ***Law, Language and Power in Social Media: the Trial of Amanda Knox***

**Maria Bortoluzzi and Liéve Gies**, University of Udine Via Mantica

The trial of Amanda Knox and her co-accused Raffaele Sollecito has been one of the most talked about criminal cases of recent times. This paper studies the way in which (self-declared) experts heavily speculated in social media about the guilt and innocence of the key suspects until their release on appeal in late 2011, resulting in the emergence of two heavily polarized communities opposing those who were convinced of the suspects' innocence and those who strongly believed that they were guilty.

Within the framework of critical discourse studies (e.g. Caldas-Coulthard and Iedema, 2008, van Dijk 2008, Conley and O'Barr, 1998) and metaphor studies (Kóvecses, 2010 and Maslen and Deignan, 2010), we interrogate the dynamics of two principal communities of practices, examining the discursual practices that contributed to their internal cohesiveness and external polarisation. We specifically seek to highlight the significance of semantic fields and metaphorical expressions which mobilise concepts of dirt and cleanliness (Campkin and Cox, 2007) to reconstruct the event of the murder and judge the moral character of the main protagonists. What in terms of legal discourse appeared as forensic evidence became a rich source for metaphorising innocence and guilt. Our findings raise particular questions about the significance of race and gender in online character construction.

Caldas-Coulthard ? and Iedema R. (year?) *Identity Trouble: Critical Discourse and Contested Identities*, Basingstoke (UK), Palgrave Macmillan, pp. 17-42.

Campkin B. and Cox R. (eds) (2007) *Dirt: New Geographies of Cleanliness and Contamination*. London: I.B. Tauris.

Conley J.M. and O'Barr W.M. (1998) *Just Words: Law, Language and Power*. Chicago: Chicago University press.

Kővecses Z. (2010, 1<sup>st</sup> ed. 2002) *Metaphor: A Practical Introduction*. Oxford: O.U.P.

Van Dijk, T. (2008). *Discourse and Power*. Basingstoke, UK: Palgrave Macmillan.

## Political Discourse (Party-Political)

81. Explorations in Discursive Time, Space and Modality. Constructions of Ideology in Political Discourse

**Bertie Kaal**, VU University Amsterdam

82. Discourse on Democracy in Present-Day Latvia

**Brigita Zepa, Evija Klave, Inese Supule**, University of Latvia

83. Deconstructing the Party-Political Discourses of Change – A Corpus-Based Analysis of American Presidential Rhetoric

**Christine S. Sing**, WU Vienna University of Economics and Business

84. Lexically Marked Linguistic Intensification: A Semantic Analysis Proposal

**Helena Topa Valentim**, Universidade Nova de Lisboa

85. Rhetorical Vision and Fantasy Themes In South African President Jacob Zuma's Inaugural Address

**Johann de Wet**, University of the Free State, South Africa

86. The Rise of Choice as A Naturalised Political Absolute: British Manifestos 1900-Present

**Lesley Jeffries**, University of Huddersfield

87. Disagreeing on the Same Side of the Barricade: Argumentation in Multi-Party Political Discussions during the Arab Spring

**Marcin Lewiński** and **Dima Mohammed**, Universidade Nova de Lisboa

88. The European Union – A Political and Economic Space with Common Social Values? A Corpus-Linguistic Approach to Representations of Europe in British, French and German Election Manifestos

**Ronny Scholz**, University of Trier

89. Political Slogans – A Critical Discourse View on Pragmatics of (Pre-Election) Slogans

**Strahinja Stepanov**, University of Novi Sad

90. The Rhetorical Imprint of Nelson Mandela

**Stephanie Cawood**, Centre for Africa Studies

91. One Man, One Show, One Country: Erdogan's Weapons of Discourse in the Election Campaign 2011

**Zeynep Cihan Koca Helvaci**, University of Dokuz Eylul



## Party-Political Discourse

### *Explorations in Discursive Time, Space and Modality. Constructions of Ideology in Political Discourse*

**Bertie Kaal**, VU University Amsterdam

The multidisciplinary VU project From Text to Political Positions aims to position parties on a spatial political landscape of left/right, progressive/conservative dimensions, on which parties compete for votes. In a multiparty political system, as in The Netherlands, this research requires fine-grained text analysis to distinguish parties' ideological positions with regard to each other. Hybrid methods are being used combining qualitative content analysis (expert surveys) with quantitative (salience) methods. A complementary model was designed to account for different discursive constructions that mark ideological motivation. Based on Levinson's (2003) work on the primacy of spatial cognition in language and thought, particularly in deliberative thinking in egocentric (versus allocentric) cultures, the Discourse Space Model (Chilton 2004, 2011) was adapted for finding 'worldviews' (Aerts et al. 2007 [1994]) in election manifestos. Worldviews are epistemic and normative anchors of political rationale for actions and goals. Real temporal and spatial references were coded and plotted on transverse axes. The assumption is that Time and Space co-construct a subjective reference frame, a political space. This exerts communicative power by metaphorically mapping normative onto empirical stance (Entman 1993), thereby creating a seemingly coherent discourse world. Modality was coded in the model as a deictic modifier of normative Time and Space.

The data involve segments of Dutch election manifestos (2010) that express worldviews explicitly. In a narrative way (Herman 2003), these introductory paragraphs shape the context in which policies and goals are made to sound 'right' throughout the text. Time and space function to set boundaries and provide a

perspective from which political actions and goals follow. The paper will address relations between real and normative Time-Space-Modality co-constructions and how results can be correlated onto political dimensions.

Aerts, D., L. Apostel, B. De Moor, S. Hellemans, E. Maex, H. Van Belle and J. Van der Veken (Eds.). 2007 [1994]. *Worldviews, from Fragmentation towards Integration*. Brussels: VUB Press.

Chilton, Paul. 2004. *Analysing Political Discourse: Theory and Practice*. London: Routledge.

Chilton, Paul. 2011. Frames of reference and the linguistic conceptualization of time: Present and future. In K. Jascoltz and F. de Saussure (eds.), *Time: Language, Cognition, and Reality*. Oxford: Oxford University. Forthcoming.

Entman, R.M. 1993. Framing: Toward clarification of a fractured paradigm. *Journal of Communication* 43(4), 51-58.

Herman, David (Ed.). 2003. *Narrative Theory and the Cognitive Sciences*. Stanford, CA: CSLI Publications.

Levinson, S.C. 2003. *Space in Language and Cognition: Explorations in cognitive diversity*. Cambridge: CUP.

### ***Discourse on Democracy in Present-Day Latvia***

**Brigita Zepa, Evija Klave, Inese Supule**, University of Latvia

The aim of the article is to explore how the speeches and arguments delivered by politicians in Latvia's public sphere create discourse on democracy, and what the features of this discourse are. As theoretical impulse of this study was the critical rethinking of traditional democracy studies, done by Fox, C. J.; Hugh, T.<sup>3</sup> The study of Democracy is done in the perspective of critical discourse analysis (V. Dijk, N. Fairclough, R. Wodak) analyzing the discourse of public utterances speeches of politicians, parliamentary debates, interviews. The article identifies the following features of discourse of democracy in Latvia: „privatization”, „marketization”,

---

<sup>3</sup> Fox, C. J.; Hugh, T. (1996) *Postmodern Public Administration: Toward Discourse*. M. E. Sharpe.

„clericalization”, „ethnicization”, and „majorization” of democracy. “Privatization” of democracy is explained as the negative attitude of the ruling elite toward the activities of the civil society – attempting to decry the activity of NGOs. „Marketization” of democracy is explained as the direct impact of pre-election campaigns on the choice of the voters. „Clericalization” of democracy is explained as the substitution of legal argumentation with religious discourse in the parliamentary debates – the inability of the MPs to distinguish between their identities as elected officials or Christians. „Ethnicization” of democracy is explained as the polarization of parties according to the ethnicity of their electorate, and also as the domination of the ethnic dimension over the dimension of civil society and socio-economic issues in the parliamentary debates. „Majorization” of democracy is explained with the help of the parliamentary debates where discourse of the dictatorship of the majority is frequently used as an argument against the demands of the minorities, declaring it as fundamental principle of democracy.

***Deconstructing the Party-Political Discourses of Change – A Corpus-Based Analysis of American Presidential Rhetoric***

**Christine S. Sing**, WU Vienna University of Economics and Business

This paper explores the party-political representation of change in American presidential discourse. Taking the inaugural address as its database, the study proposes a corpus analysis of the discursive construction of change, tracing the concept’s importance from the beginnings of presidential discourse to the present. For this purpose, the corpus was split into a 19<sup>th</sup> century sub-corpus and a corpus including addresses from the onset of the 20<sup>th</sup> century up to Obama’s inaugural. In order to deconstruct the specific party-political understandings of change, the data were further subdivided into Republican and Democratic sub-corpora for each century. The construction of change is investigated on two levels of analysis, using a combined approach of quantitative and qualitative methods. The findings suggest that there are inconsistent conceptualisations of change, depending on a number of variables, including party-political differences. The qualitative analysis has produced three main types of change: recent change, on-going change and the need for future

change. Interestingly, there is compelling evidence that these three categories can be linked to distinct realms of experience. While recent change tends to be associated with concrete political events, the invocation of future changes is typically linked to abstract political thought, for example. What is more, there is an important party-political dimension. Republican presidents use change to denote concrete political developments to a significantly larger extent than their Democratic counterparts, who, in contrast, conceive of change chiefly in an abstract way. The quantitative results demonstrate the ever-increasing pervasiveness of the concept of change throughout the time span covered, again revealing party-political differences. The discussion of the results will relate the meaning representation of change in the corpus at hand to ideological discourse structures, which attach opposing value judgements to the presence vs. absence of change, respectively.

### ***Lexically Marked Linguistic Intensification: A Semantic Analysis Proposal***

**Helena Topa Valentim**, Universidade Nova de Lisboa

This presentation aims at proposing a semantic description and explanation of lexical resources in Portuguese which are linguistic markers of an intensificational value enunciative construction. These resources are widely used in press titles and in publicity slogans as well as in political propaganda slogans, serving an argumentative strategy with different purposes. Through an exaggeration (corresponding to the excessive or the immeasurable value of a property), they aim at overestimating and exalting or at underestimating and even satirizing certain entity or state of things. Consequently, they have a subjacent point of view which is subjectively constructed, expressed thus in utterances whose modal value is an appreciative one.

Because these linguistic markers of intensification are described in terms of a certain property's high degree, these lexical units (frequently named as fixed expressions or clichés) are necessarily explained as reflecting a social-cultural referential, as the manifestation of a notion, a cognitively constructed and culturally shared representation. Whether these constructions are based in a comparison (*Ele é belo como um deus*, "he is as beautiful as a god"), or in a metaphor (*Isto é uma vida de cão*, "this is a dog's live"), they can be semantically described through a theoretical

model according to which a notion (a cognitive representation) is topologically represented as a notional domain, with a structure that includes, in its interior, an organizing centre in which is localized the “type” occurrence, that concentrates the property’s maximum degree.

This analysis is based in the Predicative and Enunciative Operations theoretical framework, proposed by Antoine Culioli. The empirical data are taken from the corpus of journalistic texts *CETEMpúblico* (<http://www.linguateca.pt/cetempublico/>).

AMOSSY, Ruth; Anne Herschberg Pierrot [1997] <sup>3</sup>2011. *Stéréotypes et clichés. Langue, discours, société*. Paris: Armand Colin.

CULIOLI, Antoine. 1999. A propos des énoncés exclamatifs. *Pour une linguistique de l'énonciation. Opérations et représentations* 3. Paris: Éditions Ophrys, 113-123 (also in 1974. *Langue Française* 22: 6-15).

CULIOLI, Antoine. 1999. *Un si gentil jeune homme!* et autres énoncés. *Pour une linguistique de l'énonciation. Opérations et représentations* 3, Paris: Éditions Ophrys, 101-112 (also in 1992. *L'Information Grammaticale* 55: 3-7).

CULIOLI, Antoine. 1999. Quantité et qualité dans l'énoncé exclamatif. *Pour une linguistique de l'énonciation. Opérations et représentations* 3, Paris: Éditions Ophrys, 125-134 (also in 1992. Jacques FONTANILLE (dir.), *La Quantité et ses modulations qualitatives*. Pulim: Limoges: 223-232).

DENDALE, Patrick; Danielle Coltier (dir.). 2011. *La prise en charge énonciative. Études théoriques et empiriques*. Bruxelles: Duculot.

DUFAYE, Lionel. 2009. *Théorie des opérations énonciatives et modélisation: cheminement d'une réflexion linguistique*. Paris: Ophrys.

### ***Rhetorical Vision and Fantasy Themes in South African President Jacob Zuma's Inaugural Address***

**Johann de Wet**, University of the Free State, South Africa

The paper focuses on the rhetorical vision conveyed in President Zuma's 2009 inaugural address in Pretoria, South Africa. It argues that the rhetorical vision, namely a time for socio-economic renewal in South Africa, originates from, among others, various fantasy themes which are present throughout the speech. Bormann

(1972) and Terblanche (2008) remind one that a fantasy theme includes the creative construction of reality and logic, and that it is a shortened or compact dramatic (rhetorical) statement that can vary from a phrase to a sentence or two, or even a paragraph in all forms of discourse. A fantasy theme may ripple outwards by means of the mass media as well as orally in small-group or public communication. In the larger society, group fantasy themes form part of the communication which produces movements and other forms of political and social change. The evaluation of the rhetorical vision in Zuma's speech centres around its value in terms of empirical results which the author obtained through ongoing data from subsequent mass media reports in South Africa and commentaries from experts on the fantasy themes propagated in the inaugural address. An important question posed is how successful has the rhetorical vision been to enhance a feeling of solidarity in the country. The paper concludes that the identified rhetorical vision has literally become a "fantasy" (a product of pure imagination) on the eve of Zuma's bid for re-election, in December 2012, as President of the ruling African National Congress party.

Bormann, E.G. 1972. Fantasy and rhetorical vision: The rhetorical criticism of social reality. In *Quarterly Journal of Speech*, 58: 398-399.

Terblanche, L.L. 2008. Fantasietema-analise as metode in retoriesekommunikasiekritiek. Unpublished doctoral thesis. Port Elizabeth: Nelson Mandela Metropolitan University.

### ***The Rise of Choice as a Naturalised Political Absolute: British Manifestos 1900-Present***

**Lesley Jeffries**, University of Huddersfield

This project uses corpus tools but is primarily a qualitative investigation using a (critical) stylistic (Jeffries 2010) methodology. Focussing on a single lexical item, the detailed analysis explored how choice was used by politicians since 1900. Studies sharing some of the outlook of this research include Baker and McEnery (2005) and Gabrielatos and Baker (2008) who also use small, focused corpora to investigate lexically-based meaning shifts relating to political themes.

Research questions:

When did the political idea of choice become significant in political campaigning in UK general elections?

How is choice constructed by the major political parties in their manifestos from 1900 onwards?

To what extent has choice become an absolute 'good'?

Conservative, Labour and Liberal/Liberal Democrat manifestos from 1900 to the present form the corpus of approximately 500 000 words which was investigated quantitatively and qualitatively to discover patterns of usage.

Initial findings suggested that choice was primarily a post-war phenomenon, so the study concentrated on 1945-2010. After 1945, there was a general rise in the occurrence of choice across the data, with some differences between the parties and a reduction in 2010.

The qualitative analysis used collocation and co-textual factors to trace the semantic shifting of the word choice from electoral bonus to politically necessary offering as its status as an absolute good became established.

Baker, P. and McEnery, A. (2005) "A corpus-based approach to discourses of refugees and asylum seekers in UN and newspaper texts." In *Language and Politics* 4:2, 197-226.

Gabrielatos, C. and P. Baker (2008) "Fleeing, sneaking, flooding: a corpus analysis of discursive constructions of refugees and asylum seekers in the UK Press 1996-2005" In *Journal of English Linguistics* 36:1, 5-38.

Jeffries, L. (2010b) *Critical Stylistics*. Basingstoke: Palgrave.

### ***Disagreeing on the Same Side of the Barricade: Argumentation in Multi-Party Political Discussions During the Arab Spring***

**Marcin Lewiński** and **Dima Mohammed**, Universidade Nova de Lisboa

It has been convincingly argued that pragmatic study of discourse contains a dualistic bias that results in approaching dialogue as an exchange limited to but two parties (Kerbrat-Orecchionni, 2004; Levinson, 1988). Similarly, argumentation theorists typically carry out their analyses following the dialectical schema of two opponents debating on "both sides of an issue" (see van Eemeren & Grootendorst, 2004). Even

critical discourse analysis seems to be guided by a framework demarcated by a critical analyst exposing an ideologically biased discourse of “the other party” (see Fairclough, 2001). We consider this dualistic bias a limitation in analysing argumentative political discourse, where there is hardly ever a clear bi-polar division (Lewiński, 2010; Mohammed, 2011). Even at times of revolutionary upheaval, defined by the old vs. the new dynamics, multiple discrete voices clash in a battle of political ideas. This is evident in online discussions during the Egyptian revolution of 2011: criticising the regime is hardly possible without taking into account the roles of islamists / liberals / leftists, who are now allies against the regime but also possible future adversaries.

In this paper, we examine the complexities of argumentation in political discussions – in both Arabic and English – taking place online during the Arab spring. We do so in order to reveal the strategic design of argumentative discourse that is anti-regime but simultaneously has to manage disagreements “on the same side of the barricade”. What are the strategic ways of expressing positions and arguments? Are arguments exclusively vows for unity (people of Egypt unite against the regime) or also cautious foresights of future dissent? By undertaking such analysis we further the agenda of studying many-to-many political argumentation.

Eemeren, F. H. van, & Grootendorst, R. (2004). *A systematic theory of argumentation: The pragma-dialectical approach*. Cambridge: Cambridge University Press.

Fairclough, N. (2001). *Language and Power* (2nd edition). London: Longman.

Kerbrat-Orecchioni, C. (2004). Introducing polylogue. *Journal of Pragmatics*, 36(1), 1-24.

Levinson, S. C. (1988). Putting linguistics on a proper footing: Explorations in Goffman’s concepts of participation. In: P Drew & A. Wootton (Eds.), *Erving Goffman: Exploring the interaction order* (pp. 161-227). Cambridge, MA: Polity Press.

Lewiński, M. (2010). Collective argumentative criticism in informal online discussion forums. *Argumentation and Advocacy*, 47(2), 86–105.

Mohammed, D. (2011). Strategic manoeuvring in simultaneous discussions. In F. Zenker (ed.). *Argumentation: Cognition and Community. Proceedings of the 9th*

*International Conference of the Ontario Society for the Study of Argumentation (OSSA), May 18-21, 2011 (pp. 1-11). Windsor, ON (CD ROM).*

***The European Union – A Political and Economic Space with Common Social Values? A Corpus-Linguistic Approach to Representations of Europe in British, French and German Election Manifestos***

**Ronny Scholz**, University of Trier

In my paper I shall be presenting the results of a discourse analysis in German, French and British election manifestos for the European elections. This study analyses the notion *Europe* in three corpora containing election manifestos from national political parties that were represented in the European Parliament at least once with one seat. The study starts with the first European elections 1979 and ends with the European elections of 2004.

With regard to legitimacy problems that face political systems under the communication conditions of transnational and global rule the study aims to compare in which manner a belief in legitimacy (Weber 1922) of European policy is (re-)constructed in different national political discourses of EU-countries.

The study is based on the hypothesis that the signifier *Europe* only exists with a varying meaning depending on the context in which it is used. In this sense *Europe* is considered as a floating signifier (Laclau/Mouffe 1985). At the same time the meaning of the signifier *Europe* in political discourses is considered as an important part of the belief in legitimacy of the European Union's political influence. The analysis of the word *Europe* is based on a pragmatic understanding of meaning even if it is not applying typical methods of pragmatic approaches. However, the discourse analysis is conducted with corpus linguistic methods that were developed in France under the label of lexicometrics (*lexicométrie*).

The paper presents results of the quantitative textual data focussing on similarities and differences between the imagined conceptions of *Europe* circulating within the three studied national political discourses. The similarities reveal some evidence that, to a larger or minor extent, in all three countries Europe seems to be conceptualised as political space with common social values. The synchronic data analysis is

completed with examples of the concept's discursive evolution within the last 30 years.

Laclau, Ernesto und Chantal Mouffe (1985): *Hegemony and Socialist Strategy. Towards a Radical Democratic Politics* London: Verso.

Weber, Max (1922): *Wirtschaft und Gesellschaft* Tübingen: Mohr.

## ***Political Slogans – A Critical Discourse View on Pragmatics of (Pre-election) Slogans***

**Strahinja Stepanov**, University of Novi Sad

Slogans are a kind of "primitive symbolic action" (McConnell 1971: 69) defined as sublimated short forms containing embedded political ideas or ideologies as advocated by political groups. Despite their concision, slogans are highly explicit political propaganda used by political organizations to garner the greatest possible number of votes in elections. Hence the slogan, etymologically derived from 'war-cry', serves as a typical example of *agonic* or combative political discourse.

The corpus for this study consists of slogans used by Serbian political parties in the run-up to parliamentary elections. Coverage extends from 1990, the first multi-party elections in Serbia after the period of Communist rule, until 2008, the most recent round of elections.

In this paper, slogans are analyzed as a short textual form of political discourse, generally consisting of a single proposition. The following components are analyzed: morphosyntax, content, illocutionary force, and the relation of addressee and addresser. Morphosyntactic analysis examines the linguistic resources used in the slogan, on the assumption that linguistic organization is contingent on function in political communication. Analysis of the morphosyntactic structure of slogans therefore yields material for examining the illocutionary aspect of slogans. Because slogans serve an obvious propaganda function – appealing to voters to vote for a political party – they can be reduced to the following proposition: "Vote for Party X (because...)". Such a proposition is most often left implicit, however, while the only explicitly specified reason is *why* citizens should opt for this party rather than another.

Therefore, it is assumed that commissive and assertive speech acts predominate in slogans. The speech act, on the other hand, forms only part of an overall political discourse dependent on the socio-political scene as its external layer. This paper therefore also accounts for the broader scene in which slogans operate.

The paper determines the basic pragmatic characteristics of political slogans as a genre, from Critical Discourse perspective, and highlights the diachronic aspect of slogans in Serbian politics over a span of 20 years. Particular attention is paid to the questions of whether there are differences in the basic features of slogans, and why such variations occur.

### ***The Rhetorical Imprint of Nelson Mandela***

**Stephanie Cawood**, Centre for Africa Studies

This paper explores the rhetoric of Nelson Mandela, from 1950 to 2004, through conceptual rhetorical analysis. The study was guided by the concept of the rhetorical imprint, defined by Burghardt (1985: 441) as the constant, underlying patterns of distinctive, verbal characteristics that support the content of numerous speeches. The rhetorical imprint was reconceptualised in pragmatic constructivist terms to be the product of the conceptual categories of the mind, which are intrinsically metaphorically structured (Lakoff & Johnson, 1980: 7). The meta-theoretical standpoint, pragmatic constructivism, represents the philosophical nexus between Kelly's constructivism, Dewey's pragmatism and the embodied realism of Lakoff and Johnson. The mixed methods research design (concurrent nested) allowed the exploration of Mandela's rhetoric at the manifest level through quantitative computer-aided content analysis and the latent level by using metaphorical concepts as analytical tools.

The rhetorical imprint was synthesised from qualitative and quantitative data in terms of general characteristics, cognitive complexity and conceptual structure. The most dominant conceptual motif at the core of Mandela's rhetorical imprint was his use of the archetypal JOURNEY source domain, followed by war and building/structure. The metaphorical concepts related to JOURNEY are based on the mega-metaphorical concept LIFE IS A JOURNEY, while war is derived from LIFE IS A STRUGGLE FOR SURVIVAL and building/structure is based on ABSTRACT COMPLEX SYSTEMS

ARE BUILDINGS. These mega-metaphorical concepts interact, indicating that Mandela's individual construal system and rhetoric are fundamentally structured by the notion of a PERILOUS SYMBOLIC JOURNEY, which is the rhetorical imprint, and that all metaphorical concepts discovered in his rhetoric are subsumed in this configuration.

Burghardt, C.R. 1985. Discovering Rhetorical Imprints: La Follette, "Iago", and the Melodramatic Scenario. *Quarterly Journal of Speech*, 71: 441 – 456.

Lakoff, G. & Johnson, M. 1980. *Metaphors We Live By*. Chicago: University of Chicago Press.

### ***One Man, One Show, One Country. Erdogan's Weapons of Discourse in the Election Campaign 2011***

**Zeynep Cihan Koca Helvacı**, University of Dokuz Eylül

While nearly all discourse types have political aspects as there is struggle for power, conflict, control and domination in every domain of life, political discourse necessitates special attention as being dominant and hegemonic in the modern world's political arena is possible only by means of carefully produced political discourse. During the election campaigns, politicians spend great effort to gain the votes of the citizens by means of trying to legitimating themselves, delegitimizing their rivals and arousing strong emotions in the audience by means of using covert ideological, religious and cultural connotations. Power plays happen through the language use in campaign discourse in which the producers aim at sending implicit messages with certain social cognitive models. Manifestation of the power plays is the focal point of Critical Discourse Analysis as discourse is one of the principal domain through which ideology and power is circulated and reproduced (Foucault, 1972). Politicians persuade, dissimulate or manipulate the masses, control their minds by diverting their opinions to the course of their interests with their discourses. In this study, it is aimed to study the discursive strategies in the 2011 Election Campaign used by a power elite Recep Tayyip Erdoğan who has been the Prime Minister of Turkey for the last 9 years. The campaign speeches of Erdogan worth discourse analysis as his conservative narrative and oratory skills have carried him to

victory for the third time by increasing his votes. The cognitive and ideological structures of the Erdoğan's election speeches made in six Turkish cities between 4.05- 10.06.2011 will be explored via Critical Discourse Analysis. The cities have been deliberately chosen from the geographically different regions of Turkiye. The speeches will be analyzed with regard to topicalisation, lexicalisation, mood system, agency and causality .

**Keywords:** Party Political Discourse, Election Campaign, Critical Discourse Analysis

Foucault, Michel.(1972) *The Archeology of Knowledge and The Discourse On Language*. Trans. Sheridan Smith, New York: Pantheon Books

## Political Discourse (Policy Discourse)

92. The Promotion of Welsh in Business – A Discursive Approach to Language Policy

**Elisabeth Haidinger**, Wirtschaftsuniversität Wien

93. Europe's Sovereignty, Europe's Universality: Unraveling International Economic Law Discourse

**Jessica Lawrence**, VU University Amsterdam

94. The Discursive Construction of Legitimation in the Informational Discourse of the EU Delegation in Bosnia-Herzegovina

**María Varela**, Panteion University of Social and Political Sciences

95. Quantitative Critical Analysis of Dispositive Processes in the Constitutions in Serbian and English Language

**Marko Janićijević**, State University of Novi Pazar

96. The Constant Flow of the Urban Ideal. Re-Constructing the City through Transatlantic Policy Discourses and Policy Mobilities

**Markus Hesse** and **James Robert Krueger**, University of Luxembourg and Worcester Polytechnic Institute

97. Zones of Peace, Zones of Turmoil: Narratives of Legitimation in Post-Cold War U.S. National Security Policy

**Patricia Dunmire**, Kent State University

98. Analysing Implicatures from Metaphors: European Union and Keynan Discourse on Trade Liberalisation

**Paul Sarazin**, Lancaster University

99. Social Inclusion in the Service of De-Racialization: Sequential Occasioning and its Role in Studies of New Racism

**Rahul Sambaraju**, Queen Margaret University



## Policy Discourse

### ***The Promotion of Welsh in Business – A Discursive Approach to Language Policy***

**Elisabeth Haidinger**, Wirtschaftsuniversität Wien

This paper proposes a critical analysis of the language policy discourse that constructs ideologies associated with the promotion of Welsh in the private sector. In line with the Welsh Government's stated aim of creating a "truly bilingual Wales" (Welsh Assembly Government 2003), an explicit ideology of promotion and persuasion has been adopted, with language becoming ever more commodified (Heller 2010).

In my theoretical and methodological framework, I adopt a discursive approach to language policy which understands language policy as being constructed in and through language and focuses on the inherent role of ideology and power in language policy processes (Pennycook 2000; Ricento 2000). By combining Shohamy's (2006) framework of overt and covert language policies with the Discourse-Historical Approach of CDA, I aim to unravel the multifaceted dimensions of Welsh language policy in the field of business.

In this talk, I first provide the context for examining the discourse adopted in promoting Welsh in the private sector. I then analyse examples of language policy documents by drawing on critical discourse analysis. Finally, I discuss specific findings from my empirical study on the use of Welsh in business to uncover how this language policy discourse compares with the stakeholders' perceived practices and beliefs.

Heller, Monica. 2010. "The Commodification of Language". *Annual Review of Anthropology* 39: 101-114.

Pennycook, Alistair. 2000. "Language, Ideology and Hindsight. Lessons from Colonial Language Policies". In T. Ricento (ed.). *Ideology, Politics and Language Policies*. Amsterdam: John Benjamins, 49-65.

Ricento, Thomas (ed.) 2000. *Ideology, Politics and Language Policies*. Amsterdam: John Benjamins.

Shohamy, Elana. 2006. *Language Policy: Hidden agendas and new approaches*. London: Routledge.

Welsh Assembly Government. 2003. *Iaith Pawb. A National Action Plan for a Bilingual Wales*. Cardiff: Welsh Assembly Government.

### ***Europe's Sovereignty, Europe's Universality: Unraveling International Economic Law Discourse***

**Jessica Lawrence**, VU University Amsterdam

The Preamble of the *Treaty on European Union* begins with a provocative definition of the relationship between Europe and the world. As the Treaty would have it, the European project “Draw[s] inspiration from the cultural, religious and humanist inheritance of Europe, from which have developed the universal values of the inviolable and inalienable rights of the human person, freedom, democracy, and the rule of law.” This casual equation of European values and universal values, enshrined in one of the constitutional texts of EU law, reflects one of two major discourses that permeate European external relations. European diplomats and Ministers employ this universality discourse to legitimate attempts to export EU environmental, social, and economic policy throughout the world. At the same time, they employ a second discourse—a discourse of sovereignty—both as a defense against outside influence, as well as to justify policy choices that seem to contradict the internationalist paradigm. This paper will trace the use of these two discourses in Europe’s external economic practice, examining in particular how they function as tools for leveraging European power. In order to do so, it will analyze two ongoing legal cases in which the EU has deployed a mix of universality and sovereignty discourses to justify and defend its actions with respect to international economic norms: the *EU—Seals* dispute, a challenge to Europe’s ban on trade in seal

products, which is currently making its way through the World Trade Organization; and the *Aircraft* dispute, involving a challenge by the United States to European carbon taxes applied to international aircraft.

***The Discursive Construction of Legitimation in the Informational Discourse of the EU Delegation in Bosnia-Herzegovina***

**María Varela**, Panteion University of Social and Political Sciences

Focusing on the informative material of the European Union (EU), my paper investigates the construction of legitimation in discourse. It examines the publications of the EU Delegation in Bosnia-Herzegovina (BiH) in the context of EU enlargement between 2005 and 2008, when the Stabilisation and Association Agreement (SAA) was concluded. According to recent research, EU informative publications, in an effort to address citizen skepticism about the Union's enlargement and elicit support for its policies, consistently draw on resources from the language of marketing/advertisement (Caliendo & Napolitano, 2008; Caliendo & Magistro, 2009; Magistro, 2010). My paper shows how these 'hybrid' discourses (Fairclough, 1992) aid in the construction of legitimation and, taking a further step, systematically analyzes its formation through reference to expert authority, rationalization, 'moral evaluation', mythopoesis and multimodal means (Van Leeuwen, 2008).

Caliendo, G. & Napolitano, A. (2008). "Communities, Boundaries and New Neighbours: The Discursive Construction of EU Enlargement", *Journal of Contemporary European Research (JCER)*, 4 (4), pp. 322-345

Caliendo, G. & Magistro, E. (2009). "The human face of the European Union: A critical study", *Critical Approaches to Discourse Analysis across Disciplines - CADAAD* [e-journal], 3 (2): 176-202.

Fairclough, N. (1992). *Discourse and Social Change*, Cambridge: Polity Press

Magistro, E. (2010). "The *marketization* of institutional discourse: The case of the European Union". In Okulska, U. & Cap, P. (Eds.) *Perspectives in politics and discourse*. Amsterdam/Philadelphia: John Benjamins Publishing Company, pp. 155-171

Van Leeuwen, T. (2008). *Discourse and Practice: New Tools for Critical Discourse Analysis*, New York: Oxford University Press

### ***Quantitative Critical Analysis of dispositive processes in the Constitutions in Serbian and English Language***

**Marko Janićijević**, State University of Novi Pazar

The lack of systematicity, quantitative method, diachrony, cultural and genre diversity of data etc. is often cited as the shortcoming of CDA (cf., e. g., Blommaert 2005). Striving to overcome many of these issues, this paper aims: (a) to provide an exhaustive framework for quantitative critical analysis of dispositive processes (Beaugrande 1997) in the highest written laws in Serbian and English language (including: the constitutions of Yugoslavia (1945-1992), Serbia (1990-2006), the United States, and the European Union (2004), and the European Convention on Human Rights) and (b) to test this framework in accounting for the representation of the said processes in this highly mystified, yet unexplored genre.

We have subdivided the analysed dispositive processes into eight classes, while our particular interest is in the most productive of those (termed: protective, prohibitive, determinative, elective processes), which are sorted in tables according to their core verbs. The following parameters of processes are involved: polarity, modality (including modal verbs, adjectives, adverbs and nouns), transitivity (active, passive, reflexive), (de)activation (Van Leeuwen 2008), participant roles. The parameter “(de)activation” (cf. “(in)congruity” in Halliday 1985) here subsumes the analysis of the polarity, modality and participants of nominalised and adverbised/adjectivised processes as well. Modalisation of processes achieved by means other than modal verbs (by nouns, e. g. “*right to protection*”, and the others mentioned) is also counted. Such an integral analysis gives extensive results: non-agentive processes (like prohibitive, which mask prohibitors, or right-protective, that make rights abstract) are more frequent than agentive ones; modalisation is predominantly weak in positive processes (permission), while English data is relatively less modalised; the most recurrent agents are the parliaments, while beneficiaries (of rights) are mostly citizens or, in the socialist constitutions, (also of living conditions) “working people”

etc. Moreover, as strived for, the suggested framework is virtually applicable to other text types.

Beaugrande, Robert de (1997). *New Foundations for a Science of Text and Discourse*. Stamford, CT: Ablex.

Blommaert, Jan (2005). *Discourse: A Critical Introduction*. New York: Cambridge University Press.

Halliday, Michael A. K. (1985). *An Introduction to Functional Grammar*. London: Arnold.

Van Leeuwen, Theo (2008). *Discourse and Practice: New Tools for Critical Discourse Analysis*. New York: Oxford University Press.

### ***The constant Flow of the Urban ideal. Reconstructing the City Through Transatlantic Policy Discourses and Policy Mobilities***

**Markus Hesse** and **James Robert Krueger**, University of Luxembourg and Worcester Polytechnic Institute

This paper applies the methodological framework of discourse analysis to urban development and urban policy. It particularly aims at tracking the various ways hegemonic perceptions of ‘the city’ have been gaining traction in public discourse and public policy. As empirical cases, we discuss the North American idea of ‘smart growth’ or ‘new urbanism’, and the initially British template of ‘urban renaissance’ that has spread across continental Europe since the late 1990s. Both discourses are interrelated and closely connected, as ‘new urbanism’ grounds on an ideal draft of the European city, whereas New Labour’s appreciation of urban policy was based on an entrepreneurial ideology of development, market orientation and deregulation. Both models can’t be fully understood without reflecting the impact on each others’ formation and legitimation. In this context, our analysis seeks to specifically connect discourse analysis with ‘policy mobilities’, that is, the flow of ideas across space and time and the way it is shaping their specific adaptation and implementation. In so doing, we also aim to contribute a critical re-reading of current ideologies and orientations in urban policy.

**Keywords:** urban discourses, policy mobilities, urban renaissance, new urbanism

Hesse, M. (2012): Sprachspiel „Reurbanisierung“ – Formationen, Kritik und Potenziale eines urbanen Diskurses. Forthcoming in: Brake, Klaus/Herfert, Günter (eds.): *Reurbanisierung. Zwischen Diskurs und Materialität*. Wiesbaden: VS-Verlag für Sozialwissenschaften, 46-60

Imrie, Rob/Raco, Mike (2003): *Urban Renaissance?: New Labour, Community and Urban Policy*. Bristol: Policy Press

Krueger, Rob/Gibbs, David (2007): *The Sustainable Development Paradox: Urban Political Economy in the United States and Europe*. 1st ed. New York City: The Guilford Press

McCann, Eugene (2011): Urban policy mobilities and global circuits of knowledge: Toward a research agenda. *Annals of the American Association of Geographers* 101 (1), 107-130.

**“Zones of Peace, Zones of Turmoil: Narratives of Legitimation in Post-Cold War U.S. National Security Policy”**

**Patricia Dunmire**, Kent State University

This paper examines the discourse of *democratic peace* that has circulated in U.S. national security discourse since the end of the Cold War. I argue that this conception of peace is best understood in terms of the condition of “semiwar” which holds that the United States is constantly under threat and, thus, “faces the prospect of hostilities beginning at any moment, with little or no warning” (Bacevich 2010: 27-28). I further argue that this condition has been made possible through narratives of the future of global society underlying various policy documents, including those of the United States Commission on National Security/21<sup>st</sup> Century. A key feature of these documents is their division of the “real world order” into two wholly distinct parts: “zones of peace, wealth, and democracy” and “zones of turmoil, war, and development” (Singer and Wildavsky 1993: 3).

My analysis considers how the Commission’s narrative legitimizes particular post-Cold War national security policy prescriptions. I also examine how the Commission’s characterization of post-Cold War global society subscribes to and sustains a binary depiction of global society which dichotomizes “Us” and “Them” (Cap 2008: 29;

Chilton 2004: 202). Finally, I argue that *democratice peace* and the dichotomization of global society undergird the very kind of structural violence that is, in fact, inimical to “a general and complete peace” (Galtung 1964, 2).

Bacevich, Andrew 2010. Washington Rules: America’s Path to Permanent War. New York: Metropolitan Books.

Cap, Piotr 2008. “Towards the proximization model of the analysis of legitimization in political discourse.” Journal of Pragmatics 40: 17-41.

Chilton, Paul 2004. Analyzing Political Discourse: Theory and Practice. London: Routledge.

Galtung, Johann. 1964. An editorial. Journal of Peace Research 1 (1): 1-4.

Singer, Max & Wildavsky, Aaron 1993. The Real World Order: Zones of Peace/Zones of Turmoil. Chatham, NJ: Chatham House Publishers.

### ***Analysing Implicatures from Metaphors: European Union and Kenyan Discourse on Trade Liberalisation***

**Paul Sarazin**, Lancaster University

This paper demonstrates a methodology to analyse implicatures from metaphors in cross-cultural communication. It draws much from the theoretical work of Tendahl (2009), Tendahl and Gibbs (2008) combining relevance-theoretic (Sperber and Wilson, 1984) and cognitive semantic approaches to metaphor (Lakoff and Johnson, 1980, *inter alia*), namely Tendahl’s ‘hybrid theory of metaphor.’ The methodology is demonstrated by examples from Kenyan and European Union political discourse in their framing of ‘trade’ in negotiations over ‘Economic Partnership Agreements’ conducted between the two regions.

An implicature, according to relevance theory (Sperber and Wilson, 1995), is that part, or parts, of a proposition, which is independent of the logical form, i.e. it is not explicit, but derived by the hearer on the basis of background assumptions. This presentation takes examples from talks of the former EU Commissioners for Trade and Development, as well as of the former Kenyan Minister for Trade and Industry on the ‘Economic Partnership Agreements’. I pose the hypothesis that correspondences between the source and target domains can be one premise and an assumption in

the form of relevant referential knowledge can be another premise in argumentation. Together they would lead to an implied conclusion.

The means in which argumentation can persuade with just one of its three (or more) components, i.e. minor premise, major premise or conclusion has recently been explained by, for example, Carillo Guerrero (2006), Iten (1999) and Oswald (2008), in terms of the automatic selection of relevant assumptions. According to the 'extent conditions' of relevance theory, the relevance of an assumption, from socio-cultural knowledge, co-text or the situational context, increases proportionately to the effect and falls proportionately to cognitive effort.

If the correspondences contained in a metaphor are one premise and one or more missing premises are relevant background assumption(s), one can go from a metaphor to a conclusion.

### ***Social Inclusion in the Service of De-Racialization: Sequential Occasioning and its Role in Studies of New Racism***

**Rahul Sambaraju**, Queen Margaret University

Discursive research has identified various ways in which denials of prejudice and de-racialization feature as prominent aspects of contemporary racism. Particularly, research has shown that de-racialization is a ubiquitous feature of racist talk by members of the political elite. This paper, in a study of talk by the Members of Parliament in the House of Commons of the Parliament of the United Kingdom, adds to the findings of such research. Data for this paper were transcripts of debates collected from an online version of Hansard that contains near verbatim transcripts on most parliamentary proceedings. Transcripts chosen for this paper were of debates that took place during the period officially recognized to be that of the financial recession in the United Kingdom, i.e., August 2007 and August 2009. Using discourse analysis extracts that contained discussions on 'immigrants' and 'immigration policy' were analysed. Here, a special brand of discourse analysis that borrows techniques of conversation analysis was employed. The analysis showed that (1) policies that aim to limit immigration were presented to benefit 'new arrivals'; (2) policies were also presented to promote 'community cohesion' and (3) that these

sorts of outcomes of policies were deployed in juxtaposition to other reasons that point to negative outcomes of immigration. These findings show that firstly, limit on immigration is argued for reasons of community and social benefit alongside reasons of negative outcomes of immigration. Secondly, that the inclusion of these specific outcomes of the policy serves to present policies that limit immigration as beneficial to a more inclusive unit – society – rather than just the members of the host nation. The de-racialization of the policy here is achieved by the sequential placement of these sorts of outcomes of immigration policies.

**Keywords:** De-racialization, new racism, discourse analysis, immigration, immigration policy

## Political Discourse (Politics and the Media)

100. The Use of Prosody in Generating Negative Inferences in Televised Electoral Debate

**Gerard O'Grady**, Cardiff University

101. Rhetorical Ambiguity and Political Change

**Jennifer Eagleton**

102. "Ms Gillard Denied it Would Be Hard for her to Win Votes as a Childless, 43-Year-Old Woman": A Critical Corpus-Based Study of Denials by Political Leaders

**Jill Murray**

103. Neoliberalism in Recent Media Discourse in Estonia: New Strategies

**Kristiina Kuslapuu** and **Krista Vogelberg**

104. The End of Violence. A Linguistic Analysis of Media Reactions to ETA'S Definitive Ceasefire

**Laura Filardo-Llamas** and **Cristina Perales**, Universidad de Valladolid and Universitat de Vic

105. Transitivity and Passive as Markers of Valuation in Journalistic Discourse

**Maciej Kielar**, Adam Mickiewicz University

106. "I Don't Know the Answer to that Question". A Corpus-Assisted Discourse Analysis of White House Press Briefings

**Marco Venuti** and **Cinzia Spinzi** and **Silvia de Candia**, Università degli Studi di Napoli Federico II and Università di Bologna and Università degli Studi di Napoli Federico II

107. Time as an Organising Element in Discourse Space: Gun Rights on the Supreme Court and in the Media

**Pille Põiklik**, University of Tartu

108. Safe Heavens Vs. Quagmires: Ideological Strategies in Political Experts' Argumentation: a Cross Cultural Study

**Samira Allani**, Universidad Complutense de Madrid

109. Genres of Omission: a Study of Israeli and Palestinian Press Releases

**Stephen Bremner**, City University of Hong Kong

110. The Double Economy of Evocation

**Toyoko Sato**, Copenhagen Business School



## Politics and the Media

### *The Use of Prosody in Generating Negative Inferences in Televised Electoral Debate*

**Gerard O'Grady**, Cardiff University

In 2010 the leaders of the main UK political parties engaged in a series of three televised ninety-minute debates. This paper investigates how the prosodic effects the speakers chose were used to generate negative inferences concerning their political rivals' policies actions and capabilities.

The paper examines the speakers' selection and non-selection of high pitch when referring to their political opponents. All inter leader references were classed as being neutral, supportive or critical. Critical and supportive references were identified through the presence of evaluative language while neutral references were identified by the absence of evaluative language.

It was found that the party leaders tended to use non-high pitch to signal their disagreements. When they used high pitch to re-enforce the distance between them and their peers, the high pitch was usually attached to utterances which criticised party plans or policies and not to overtly signal criticism of a more personal nature. Using a relevance theory framework (Sperber and Wilson 1996, House 2006), insights gleaned from interactional sociolinguistics e.g. Barth-Weingarten, Reber & Selting (2010) and Discourse Intonation O'Grady (2010) I illustrate not only how the amount of negative inferences generated by the speakers changed from debate to debate, but also unpack the key negative inferences which the leaders used to help them present their own messages in a positive light.

Barth-Weingarten, Dagmar, Elisabeth Reber & Margret Selting. (2010). *Prosody in Interaction*. Amsterdam: John Benjamins.

House, Jill. (2006) "Constructing a context with intonation." *Journal of Pragmatics*. 38  
1542 – 1588.

O'Grady, Gerard. (2010). *A Grammar of Spoken English Discourse: The Intonation of Increments*. London: Continuum.

Sperber, Dan & Deidre Wilson. (1995). *Relevance: Communication and Context*.  
Second Edition. Oxford: Blackwell

### ***Rhetorical Ambiguity and Political Change***

**Jennifer Eagleton**

The meaning of a word or sign is described as ambiguous if it is open to more than one interpretation or explanation. As a deliberate tool in political and diplomatic rhetoric, ambiguity's role is to remain open enough in meaning so that it can be later "amplified" to fit changing political needs. The "One County, Two Systems" concept was devised to govern post-1997 Hong Kong as a Special Administrative Region of China (SAR). It allowed Britain and China to negotiate an agreement over Hong Kong's future that could be interpreted by both sides in ways that met each other's needs. However, as a rhetorical and legal strategy to "maintain the metaphorical and constitutional distance between China and Hong Kong" (Fu et. al, 2007) and to "assert sovereignty and achieve unity" (Wesley-Smith, 1996: 106) it is somewhat contradictory. This presentation examines this contradiction in the formulation of "One Country, Two Systems" as a rhetorical concept and through its discursive and metaphorical development (Cameron 1999, 2009) over the first ten years of the SAR's existence through two Hong Kong newspapers, a popular pro-democracy tabloid, the *Apple Daily* and a pro-establishment broadsheet, the *Ta Kung Pao*.

Cameron, L. & Low, G. (eds) (1999), *Researching and Applying Metaphor*.  
Cambridge: Cambridge University Press.

Cameron, L. et. al. (2009), "The Discourse Dynamics Approach to Metaphor and Metaphor-Led Discourse Analysis", *Metaphor & Symbol*, 24 (2), pp. 63-89.

Wesley-Smith, P. (1996), "The Future of Hong Kong: Hong Kong Institutions: Law in Hong Kong and China: The Meshing of Systems", *The Annals of The American Academy of Political and Social Science*.

Fu, Hualing, Harris, L. and Young, S. (2007) *Interpreting Hong Kong's Basic Law: the Struggle for Coherence*. New York: Palgrave Macmillan.

**“Ms Gillard Denied it Would Be Hard for her to Win Votes as a Childless, 43-Year-Old Woman”: A Critical Corpus-Based Study of Denials by Political Leaders**

**Jill Murray**

Critical discourse analysis of the use of reporting verbs in the print media has shown that verb choice has the power to convey implicit appraisal, which creates a potential site for manifestation of media bias. However, the reporting of denials is qualitatively different and, it will be argued in this paper, potentially more insidious. Various resonances already surround the word ‘denial’ by virtue of its association with courtroom contexts, and because of other negatively perceived collocations (climate change, holocaust, etc.). Reports of denials are a particularly rich source of data for critical discourse analysis because of the way they place the speaker in a defensive position, in which any failure to fully refute an allegation may contribute to the audience’s belief in its veracity. Assuredly what is argued to be untrue is not obliterated from the recollection of the reader/voter.

The nature of reported denials varies widely. Denial may simply be a response to an assertion that an action, event or statement has occurred, or may relate to how it or its implications are to be interpreted. In media discourse about politicians, the frame: *[NP ^ ‘denied’ ^ proposition]* has been observed to act as an introductory paraphrase of a sequence of reported speech, and in some cases the reported denial may have a tenuous relationship with the actual quoted words. The maker of the allegation may or may not be identified in the report.

This paper analyses 150 examples of denials made by the Australian Prime Minister, Julia Gillard, as reported in the mainstream press. A taxonomy of denial reports is proposed, based on the allegation type and semantic and syntactic features of the response. The nature and frequency of denial types are then compared to the range found in media reports of Ms Gillard’s two male predecessors, and her US and UK counterparts.

## ***Neoliberalism in Recent Media Discourse in Estonia: New Strategies***

**Kristiina Kuslapuu and Krista Vogelberg**

While by the beginning of 1990s, socialism as a motivating idea had been discredited in most of the First World, the overarching associative sequence state=constraint=autocracy=totalitarianism was particularly easy to adopt in East-European countries, where socialist discourse had never been hegemonic. Among them, Estonia was the most enthusiastic to embrace neoliberal ideology. Paradoxically, the new, albeit “thin”, state was attributed in popular discourse features that in neoliberal discourse characterise the market: freedom, flexibility, openness, individualism, authenticity, etc. (cf. Wacquant and Bourdieu). It was not until the 2000s that alternatives to the neoliberal narrative started to emerge in Estonian media discourse. Its legitimacy contested, neo-liberalism had to resort to a new range of strategies of discursive manipulation. The presentation examines these multimodal strategies in two leading Estonian quality dailies in a corpus covering six consecutive months in 2009. Foremost among visual strategies are a) prominently placed images of government members with resolute faces in relentless heroic pursuit of the euro via fiscal responsibility, b) marginalisation of protest actions through the use of images creating an impression of low participation and participants as weirdoes. Stigmatisation of protest continues on the verbal level, specifically through depicting it from the perspective of “victims” – inconvenienced customers, industries or the country as a whole. Other findings include downplaying the dire consequences of the balanced budget by a recurrent narrative of Estonia as widely admired by the rest of Europe, misleading conceptual metaphors (e.g., a country standing for its variously positioned inhabitants), legitimisation via pragmatic presuppositions (e.g., of the weakness of the Estonian welfare system through presupposed unsustainability of West-European welfare systems), etc.

Bourdieu, P. and Wacquant, L. (2001). Neoliberal Newspeak: Notes on the new planetary vulgate. *Radical Philosophy*, 108, January 2001.

## ***The End of Violence. A Linguistic Analysis of Media Reactions to ETA's Definitive Ceasefire***

**Laura Filardo-Llamas** and **Cristina Perales**, Universidad de Valladolid and Universitat de Vic

ETA's announcement of the end of violence on October 20, 2011 could be considered the closing stage of Spanish Transition to Democracy and the beginning of a new democratic era in the Spanish state. The importance of this announcement can be seen in the high number of responses by both Spanish and international media. On Monday October 17, an international summit was held in the Basque Country where politicians and mediators demanded the end of violence. Three days later, ETA announced the end of their armed campaign; something which was seen by some as an electoral movement because it was done a month before the general elections held on November 20. In this context, we consider that media are political actors (Borrat 1989) involved in interaction with other (political, social, or economic) actors. Given that they have a political role, the media try to influence and spread socio-political beliefs (Van Dijk 1997) and may also have an effect on how conflict evolves: polarization may increase or decrease depending on the social representations spread by them. This premise underlies the research project within which this paper is included, whose main objective is to uncover media representations of Spanish territorial and political conflict(s)<sup>4</sup>. In this paper we will focus on the analysis of the editorials published between October 17 and 22, and November 19 and 21, 2011 in two of the main Spanish – and ideologically-opposed – newspapers (*El País* and *El Mundo*) and the “abertzale”<sup>5</sup> one *Gara*, where ETA announced the end of violence. The analysis will stem from a combination of micro- and macro- approaches to the text. Cognitive Linguistics (Langacker 2008, Werth 1999) and Pragmatics lie at the core of the textual micro-analysis. The results obtained with it are used to interpret the macro-communicative function of texts and

---

<sup>4</sup> Research funded by the Spanish Ministry of Science and Innovation, under the National Programme of R+D+I, in the framework of the Project entitled “La construcción mediática de los conflictos políticos y territoriales en España: estudio de los discursos y de las narrativas” (Media construction of political and territorial conflicts in Spain: a discourse and narrative study) (CSO2010-20047).

<sup>5</sup> Basque nationalist in Euskera

the political function of media. In this way, a bond is established between Communication Studies and Linguistics while vindicating in favour of the latter discipline in studies related to communication and conflict.

Borrat, H. (1989) *El periódico, actor político*. Barcelona: Gustavo Gili.

Van Dijk, T.A. (1997) "What is Political Discourse Analysis", Jan Blommaert & Chris Bulcaen (Eds.), *Political linguistics*. Amsterdam: Benjamins: 11-52.

Langacker, R. (2008) *Cognitive Grammar. A Basic Introduction*. Oxford: Oxford University Press.

Verschueren, J. (1999) *Understanding Pragmatics*. London & New York: Arnold.

Werth, P. (1999) *Text Worlds: Representing Conceptual Space in Discourse*. Harlow: Pearson Education Ltd.

### ***Transitivity and Passive as Markers of Valuation in Journalistic Discourse***

**Maciej Kielar**, Adam Mickiewicz University

In the context of the present paper, valuation is recognised as a discursive phenomenon, therefore, it can be realised both on the level of the grammatical structure and lexical selection. The current study focuses on the topic of comparing transitivity and passive voice and their roles in expressing valuation. This idea stems from integrating: (1) assumptions of systemic-functional grammar, (2) the concept of valuation being present in every linguistic production and (3) CDA's view of discourse as a collection of socially constructed values.

For the purpose of this study, the press discussion of the 2004 EU enlargement in ten British and Irish national daily newspapers has been investigated. The analysed corpus consists of some 30,000 words and encompasses articles published between 15<sup>th</sup> April and 7<sup>th</sup> May 2004. All of these articles belong to such journalistic genres as: (1) press note, (2) report, (3) commentary, (4) report with elements of commentary and (5) coverage. In the course of the analysis, active sentences with various roles of subjects and objects and passive sentences are recognised to be used differently in expressing valuation. Consequently, differences between using transitivity and passive voice for expressing valuation of actors and their actions is presented and discussed on the basis of relevant examples.

Fowler, Roger. 1991. *Language in the News: Discourse and Ideology in the Press*. London: Routledge.

Halliday, Michael, A., K. 1978. *Language as Social Semiotic: The Social Interpretation of Language and Meaning*. Baltimore: University Park Press.

Van Dijk, Teun, A. 1998. *Ideology: A Multidisciplinary Approach*. London: Sage Publications.

Wodak, Ruth. 2000. 'Recontextualization and the transformation of meanings: A critical discourse analysis of decision making in EU meetings about employment policies' in Srikant Sarangi, Malcolm Coulthard (eds.) *Discourse and Social Life*. Harlow: Pearson Education Limited, 185–206.

### ***“I Don't Know the Answer to that Question”. A Corpus-Assisted Discourse Analysis of White House Press Briefings***

**Marco Venuti** and **Cinzia Spinzi** and **Silvia de Candia**, Università degli Studi di Napoli Federico II and Università di Bologna and Università degli Studi di Napoli Federico II

White House Press Briefings, daily meetings with the press held by the White House Press Secretary (the podium), are the main information conduit for the White House (Kumar 2007). They are considered a “political chess game” where the two main participants, the podium and the press face a “wrestling match” (Partington 2006: 16).

Our analysis is carried out on a corpus comprising all the Press Briefings across three presidencies from Clinton to Obama (January 1993 – May 2011). The additional mark-up includes information about individual speakers and their role, allowing us to compare different discourse strategies adopted by the participants in the briefings at different points in time. This leads us to determine the extent of the differences in the patterns found as well as the nature of the variation from one participant to the next one.

Starting from a phraseological perspective (Granger and Meunier 2008), our analysis will focus on avoidance strategies enacted by the podium with the main purpose of preserving face and yet “doing the job” (Partington 2003: 80). We will show how

different phraseological units (*I don't know, I'm not aware, I don't believe*) are exploited by various podiums over an 18-year span, mainly in accordance with strategic communication choices made by the US administrations. The analysis will highlight differences in the podium's attitude towards the press with particular reference to the first George W. Bush' presidency.

Granger, S. and Meunier, F. (eds) 2008 *Phraseology. An interdisciplinary perspective*. Amsterdam: John Benjamins Publishing Company.

Kumar, M. J. 2007 *Managing the President's Message. The White House Communications Operation*. Baltimore: The Johns Hopkins University Press.

Partington, A. 2003 *The Linguistics of Political Argumentation: The Spin-doctor and the Wolf-pack at the White House*. London: Routledge.

Partington, A. 2006 *The Linguistics of Laughter: A corpus-assisted study of laughter talk*. London: Routledge.

### ***Time as an Organising Element in Discourse Space: Gun Rights on the Supreme Court and in the Media***

**Pille Põiklik**, University of Tartu

People do much of discourse processing and production in spatial terms, assigning discourse elements either central or peripheral positions and attributing value to space (Blommaert 2005). Chilton (2004) proposes a coordinate system for mapping the positions of elements in discourse – a system with spatial, modal and temporal axes which intersect at the deictic centre that allows one to analyse positioning in discourse by focusing on power hierarchies and the representation of central versus peripheral elements in discourse.

The presentation focuses on the temporal axis and does so in the context of the media representation of the deliberation of the Second Amendment to the Constitution of the United States (the amendment enlists gun rights in a notoriously enigmatic wording). The Supreme Court of the United States has decided three court cases that have narrowly dealt with the amendment: *United States v. Miller* (1939), *District of Columbia v. Heller* (2008) and *McDonald v. Chicago* (2010). The corpus of news articles reporting on how the Supreme Court has discussed these court cases

has been collected from *The New York Times* over the period of 2007–2011 (27 articles with an additional news report taken from 1939). The presentation illustrates how time and the mapping of events on the temporal axis greatly shapes the representation of events; how the choice of elements to be mapped creates a particular kind of discourse space with a particular history; and how the mappings on the temporal axis can affect the creation of future discourse. Finally, the presentation looks at the shifts in the discussion and representation of the Second Amendment over time.

***Safe Heavens Vs. Quagmires: Ideological Strategies in Political Experts' Argumentation: A Cross Cultural Study***

**Samira Allani**, Universidad Complutense de Madrid

This paper focuses on the ideological discourse of political experts in American and Arab foreign policy opinion articles. The cross cultural study uses the Pragma-Dialectical Model (van Eemeren and Grootendorst 2004) in the critical analysis of the argumentation discourse of sixty op-ed articles about the war in Iraq. Argumentation analysis aims to identify the ideological structures underlying the arguers' discourses, mainly by exploring their assumptions, topoi and fallacies and determining their Othering construction. It particularly draws on the notion of strategic maneuvering - the balance which arguers attempt to maintain between their dialectical and rhetorical aims- to uncover the ideological discourse patterns specific to each experts' cultural group. Three levels of strategic maneuvering are examined throughout the argumentation critical stages: topic selection, adaptation to audience and presentational devices. Pragma-dialectics provides a useful tool for a critical approach to ideological discourse analysis. Since strategic maneuverings indicate the arguers' goals and the decisions they make when bringing issues to discussion, they powerfully reflect the ideological strategies arguers use when positioning themselves and others in discourse.

**Keywords:** argumentation, ideological discourse, political experts, Pragma-dialectics.

Iețcu-Fairclough, I. (2008). Legitimation and strategic maneuvering in the political field. *Argumentation* 22: 399–417.

Richardson, J. E. (2001). 'Now is the time to put an end to all this' Argumentative discourse theory and letters to the editor, *Discourse and Society*, 12(2): 143-168.

Van Dijk, T. A. (1996). Discourse, opinions and ideologies. In C. Schaffner and H. Kelly-Holmes (eds), *Discourse and Ideologies* (pp.7-37). Clevedon, UK: Multilingual Matters Ltd.

Van Eemeren, F.H. (2010). *Strategic Maneuvering in Argumentative Discourse: Extending the pragma-dialectical theory of argumentation*. Amsterdam: John Benjamin

Van Eemeren, F.H. and Grootendorst, R. (2004). *A Systematic Theory of Argumentation: The Pragma-dialectical Approach*. Cambridge: Cambridge University Press.

### ***Genres of Omission: A Study of Israeli and Palestinian Press Releases***

**Stephen Bremner**, City University of Hong Kong

Attempts at resolving the differences that have beset Israeli-Palestinian relations in the last few decades have often necessitated the intervention of outside parties, such as the United States, and this has required both the Israelis and Palestinians to articulate their positions to an international audience.

This paper, taking a genre-analytic approach, compares press releases produced in English by the Israeli Prime Minister's Office and the Negotiations Affairs Department of the Palestinian Liberation Organization, examining the ways in which the two adversaries represent their respective positions on issues where their interests converge, such as the peace process and the question of settlement building.

There has been some research into discourse relating to the conflict (e.g. Atawneh, 2009; Gavriely-Nuri, 2010), but little that looks at the generic characteristics of the texts produced by the players involved. A central consideration in this analysis is the question of what writers omit as well as what they include as they construct their own versions of history to legitimate their positions. For this reason the research is partly located in the theoretical framework conceived by Leudar and Nekvapil (2011), an

extension of their notion of 'structured immediacy', and it follows their study in considering how adversaries produce and make use of history in conflict situations.

Atawneh, A. (2009). The discourse of war in the Middle East: Analysis of media reporting. *Journal of Pragmatics*, 41, 263-278.

Gavriely-Nuri, D. (2010). The idiosyncratic language of Israeli 'peace': A Cultural Approach to Critical Discourse Analysis (CCDA). *Discourse and Society*, 21(5), 565-585.

Leudar, I., & Nekvapil, J. (2011). Practical historians and adversaries: 9/11 revisited. *Discourse and Society*, 22(1), 66-85.

### ***The Double Economy of Evocation: Advocacy Advertising and the National Referendum on Nuclear Power Plants in Post-Fukushima Japan***

**Toyoko Sato**, Copenhagen Business School

Advocacy advertising is an advertising genre that addresses issues from a specific standing point. It attempts to propagate ideas and elucidate social issues that are often controversial. Advocacy advertising can be an element of a society of choice and a benchmark of a free society. One of the traits of the advertising environment in Japan, however, is that in contrast to print media - newspapers and magazines – television and associated broadcasting media does not, to date, manifest any inclination to air advocacy advertisements.

Historically, advocacy advertisements for TV have been produced from time to time when Japanese society faces critical moments. For Japan, this is now such a period. "The National Referendum on Nuclear Power Plants" is an advocacy advertising campaign by a mail order retailer, Catalogue House. It was supposed to air in November 2011, eight months after the 2011 Northeast Japan earthquake, tsunami and associated Fukushima Nuclear Plant accident. Although the broadcast was cancelled by TV Asahi, the advertisement itself appears to have had a certain impact. This paper explores the Catalogue House case in three steps. First, it analyses the argumentation strategies of the advertisement text within the sphere of the verbal and visual to evaluate the type of advocacy (Chouliaraki 2006). Second, the paper discusses the advocacy discourse from the advertising production of the campaign

side. Third, it examines the significance between the meaning of a national referendum in Japanese society and the advertising discourse in question. The goal is to show the potential, limits and risks of advocacy advertising and its meaning-making process amidst the predicament of the greatest natural and human disaster to have occurred in Japan since the end of the Pacific War.

Chouliaraki, Lilie (2006) Towards an analytics of mediation. *Critical discourse studies*, 3 (2). pp. 153-178.

# Translation, Multimodalities, Intertextualities

111. Media Frames of the Third Reich – Goebbels in Translation

**Elisabeth Möckli**, University of Edinburgh

112. Subtitling and Dubbing Are like Onions: The Deconstruction and Analysis of SHREK! from a Multimodal Perspective

**Jane Rodrigues Duarte**, Universidade Autónoma de Lisboa

113. Recontextualization and (Mis)representation of justice: Media depictions of the Amanda Knox Case

**Michael S. Boyd**, Università Roma Tre

114. Convincing through Modes

**Sabrina Mazzali-Lurati** and **Chiara Pollaroli**, University of Lugano

115. Intertextuality and Interdiscursivity in the Discourse of Muslim Televangelists: The Case Study of Hamza Yusuf

**Shaimaa El Naggari**, Lancaster University

116. The Production and Translation of Political Media Discourse at Amnesty International: A Case Study

**Wine Tesseur**, Aston University



## Translation, Multimodalities, Intertextualities

### *Media Frames of the Third Reich – Goebbels in Translation*

Elisabeth Möckli, University of Edinburgh

Within a highly multicultural context like Europe, political discourse relies heavily on translation and reactions to statements made in one country are often reactions to how these statements have been rendered in another language (Schäffner 2004: 120). In this respect the mass media play an important role since they not only provide the society with information about political issues but also select *what* aspects of the source culture discourse to present and *how* they will be presented. This clearly has implications for the translations in question and affects their reception in the target culture.

This paper compares the media images of the Third Reich created in the French and British left- and right-wing press when reporting about Goebbels' speech *Danzig ist deutsch* (Danzig is German) in June 1939. The aim is to show that the selection and de-selection choices made on the content level, the decisions taken with regards to the exact rendering of the translated speech parts and the particular realizations of the embedding news texts make for four differing framings of a politically highly relevant event. In order to do so, this paper draws on media studies approaches to the concept of framing and the function of quotes; as well as on research describing the nature of news translation. Initial results suggest that acceptability in the dominant political discourse was equally important in terms of the frame building as the political orientation of the newspapers. The British left-wing and the French right-wing press appear to frame the event in a surprisingly similar way whereas the British right- and the French left-wing press seem to take more radical views.

Bassnett, Susan and Schäffner, Christina (2010) *Political Discourse, Media and Translation*, Newcastle upon Tyne: Cambridge Scholars Publishing.

Bassnett, Susan and Biesla, Esperança (2009) *Translation in Global News*, Abingdon: Routledge.

Clark, Herbert H. and Gerrig, Richard J. (1990) 'Quotations as Demonstrations', *Linguae* 66(4): 764–805.

de Vreese, Claes H. (2005) 'News Framing: Theory and Typology', *Information Design and Document Design* 13(1): 51–62.

Fairclough, Norman (1989) *Language and Power*, Edinburgh Gate, Harlow, Essex: Pearson Education Limited.

Landwehr, Achim (2006) 'Diskursgeschichte als Geschichte des Politischen' [History of Discourse as History of Politics], in Brigitte Kerchnert and Silke Schneider (eds) *Foucault: Diskursanalyse der Politik. Eine Einführung* [*Foucault: Discourse Analysis in Politics. An Introduction*], Wiesbaden: VS Verlag für Sozialwissenschaften & GWV Fachverlage GmbH.

Obiedat, Nawaf (2006) 'The Pragma-Ideological Implications of Using Reported Speech: The Case of Reporting on the Al-Asqa Intifada', *Pragmatics* 16(2): 275–304.

Schäffner, Christina (2004) 'Political Discourse Analysis from the Point of View of Translation Studies', *Journal of Language and Politics* 3(1): 117-150.

Tannen, Deborah (1993) 'What's in a Frame? Surface Evidence for Underlying Expectations', in Deborah Tannen (ed.) *Translation, Framing in Discourse*, New York and Oxford: Oxford University Press.

Van Dijk, Teun A. (1998) 'Opinions and Ideologies in the Press', in Allan Bell and Peter Garrett (eds) *Media Discourse*, Oxford: Blackwell Publishers, 21–63.

### ***Subtitling and Dubbing are like Onions: The Deconstruction and Analysis of SHREK! from a Multimodal Perspective***

**Jane Rodrigues Duarte**, Universidade Autónoma de Lisboa

As a form of multimodal and inferential communication, Audiovisual Translation cannot be confined to a definition of cross-linguistic practice alone. The referential information in characters' discourse is just a starting point for obtaining the overall meaning of a film.

This paper focuses on assessing the contextual effects of the 2001 PDI/DreamWorks' production of the animated film *Shrek!* The subtitles and dubbed version will be analyzed from a multimodal approach to translation.

It is our perspective that the relevance of *Shrek!* is based on the inferential form of communication that it simultaneously provides for a dual audience – the child and adult viewer. The comparative analysis presented between the source text script and the two different translation modes will try to demonstrate that the encoding and decoding of verbal information is insufficient to foster the effects and relevance that are conveyed to the source text audience. Aspects such as characters' ostensive behavior, use of language, intertextuality, iconic and visual information will be considered. Additionally, it is also our contention to demonstrate that if translators of subtitles and dubbing were to interpret and deconstruct communicative phenomena from a multimodal perspective, the effects and relevance of the source text (film) would be more easily rendered to the target audience.

**Keywords:** AVT, Multimodality, Pragmatics, Contextual Effects, Identity

Cintas, Jorge-Dias, Anna Matamala and Josélia Neves (eds) (2010), *New Insights into Audiovisual Translation and Media Accessibility, Media for All 2*, Amsterdam, New York: Rodopi.

Kress and Theo van Leeuwen (2001), *Multimodal Discourse: the modes and media of contemporary communication*. London: Hodder Education.

Zipes, J. (1983) *Fairy Tales and the Art of Subversion. The Classical Genre for Children and the Process of Civilisation*, London: Heinemann.

### ***Recontextualization and (Mis)representation of Justice: Media Depictions of the Amanda Knox Case***

**Michael S. Boyd**, Università Roma Tre

News reports by their very nature rely on extensive recontextualization of elements taken from other texts, genres and discourses. The choice of these elements are determined by the goals, values, and interests of the journalist and newspaper (text

producer). Recontextualization, then, can be seen as what Bell (1991) calls “layering” of earlier events according to the priorities of the current situation (in Fairclough 1995). This process, however, can be complicated when unfamiliar norms and systems (and their relevant frames and scripts), such as a foreign judicial system, and translations from a foreign language are involved (Cf. Schäffner & Bassnett 2010).

The murder of British exchange student, Meredith Kercher, in November 2007 and the subsequent conviction (December 2009) and acquittal (October 2011) of American, Amanda Knox, provide an interesting case study to analyze recontextualization on various levels for a number of different reasons. First, due to the sensationalism of the crime, it was discussed at length in both the US and UK press. Secondly, many of these reports are drawn on clearly nationalistic lines with the US press on Knox’s side and the UK against her. Thirdly, while the reports are often critical of the Italian judicial system, they do not always demonstrate a clear understanding of its workings and its differences from the Anglo-American system. A corpus-assisted empirical study is aimed at uncovering examples of recontextualization on various levels. From a theoretical point of view, the work proposes a multi-level application of recontextualization that fully embraces the importance of translation.

Bell, A. 1991. *The language of news media*. Blackwell: London.

Fairclough, N. 1995. *Media Discourse*. Arnold: London.

Schäffner, C. & S. Bassnett. 2010. “Introduction – Politics, Media and Translations: Exploring synergies”. In Schäffner & Bassnett (eds.), *Political Discourse, Media and Translation*, 1–30. Newcastle upon Tyne: Cambridge Scholars.

### ***Convincing through Modes: How Multimodal Argumentation Works on TV Commercials***

**Sabrina Mazzali-Lurati and Chiara Pollaroli**, University of Lugano

In this paper we will go deeper in the understanding of argumentation in advertising by applying a framework of analysis that adequately takes into consideration both the multimodal nature and the argumentative character of this text genre. Ads are

multimodal argumentative texts advancing the generic standpoint *Buy X*; their overall goal is to convince addressees to adhere to the standpoint (and make them buy the product). The performance of this function is the goal of the overall orchestration of the different semiotic modes composing the message (visual, audio, verbal, etc.); argumentation in television commercials is developed within these different semiotic modes. However, it is also built across them. The meaning and function of each mode cannot be established on its own: the meaning and function of the components of the advertising text, in fact, can be specified not in relationship to the characteristics of the mode in which they appear, but in relation to their contribution to argumentation and to the performance of the overall function of the text. Argumentation in advertisements is structured on the semantic and pragmatic function of text components in relation to each other and in relation to the text goal across semiotic modes.

Based on semiotic approaches to the analysis of multimodal texts and on Congruity Theory (a theory of discourse organization that allows to reconstruct the rhetorical structure of texts and relate it to argumentation by integrating semantic and pragmatic aspects; Rigotti 2005, Rigotti & Rocci 2006), this study elaborates an analytical framework in order to reconstruct the argumentation of advertising texts. It will present it through the analysis of a Gran-Prix winner TV ad in 2010.

- Bateman, J.A. 2008. *Multimodality and genre*. A foundation for the systematic analysis of multimodal documents. London: Macmillan.
- Goldenberg, J. et al. 2009. *Cracking the ad code*. Cambridge: CUP
- Kress, G., and van Leeuwen, T. 2001. *Multimodal discourse. The modes and media of contemporary communication*. London: Arnold.
- Rigotti, E. 2005. Congruity theory and argumentation. *Scoms* 5: 75-96.
- Rigotti, E. and Rocci, A. 2006. Tema-rema e connettivo: la congruità semantico-pragmatica del testo, In *Sýndesmoi. Connettivi nella realtà dei testi*, eds. G. Gobber et al., 3-44. Milano: V&P
- Santulli, F. 2007. The rhetoric of multimodality: the persuasive power of visual-verbal interplay In *Multimodality in Corporate Communication. Genres and discursive identity*, eds. G. Garzone et al., 31-54. Milano: Franco Angeli.
- Slade, C. 2003. Seeing reasons: visual argumentation in advertisements.

*Argumentation* 17: 145-160.

***Intertextuality and Interdiscursivity in the Discourse of Muslim Televangelists:  
The Case Study of Hamza Yusuf***

**Shaimaa El Naggari**, Lancaster University

In this paper, I will apply the Discourse Historical Approach (DHA) (e.g. Reisigl and Wodak 2009) to discourse on religion. Discourse on religion has been taken for granted (e.g. Chilton 2004: xi) and little is known about its characteristic discourse features. Few studies (e.g. Neuman et al 2001) have explored it from a rhetorical point of view, focusing on particular features (e.g. irony, images, and narratives). These studies, however, have overlooked the broader socio-political and historical contexts that intertwine with discourse. The present study aims to fill that gap by exploring processes of persuasion in one speech by the Muslim televangelist Hamza Yusuf. Two main processes will be explored: intertextuality and interdiscursivity. Intertextuality refers to the link to other texts through invoking a topic, an event or a main actor; interdiscursivity indicates that discourses can be linked to discourses on other topics or sub-topics (e.g. Reisigl and Wodak 2009: 90-93). As I will show in the data analysis, the speaker imports religious terms into contemporary contexts in order to link his speech to the religious realm and to present religion as a force of change. In addition, through interdiscursivity, the speaker invokes some discourses and dismisses others to serve his specific persuasive intentions.

Chilton, P. A. 2004. *Analyzing Political Discourse: Theory and Practice*. London: Routledge

Neuman, Y., Lurie, Y. and M. Rosenthal. 2001. "A Watermelon without Seeds: A Case Study in Rhetorical Rationality". *Text* 21, 4, 543-565

Reisigl, M. and R. Wodak. 2009. "The Discourse Historical Approach". In Wodak, R. and

M. Meyer (Eds.) *Methods of Critical Discourse Analysis*. London: SAGE pp. 87-121.

## ***The Production and Translation of Political Media Discourse at Amnesty International: A Case Study***

**Wine Tesseur**, Aston University

Transnational NGOs have strong public reputations as neutral experts providing vital information on pressing issues. Although Amnesty International enjoys this kind of reputation, previous research has pointed out that its selection of news is influenced by a number of other factors apart from the human rights conditions aspect, such as a country's media prominence and state power (Ron et al 2005). Keeping all this in mind, as well as the fact that Amnesty International has seen an enormous increase in their number of press releases over the last ten years, this paper examines the production and translation of political media discourse at two offices of Amnesty International, i.e. Amnesty International Vlaanderen and Amnesty International Language Resource Centre Madrid. The presentation will trace which ideological interests lie at the basis of the decisions taken by Amnesty International, while pointing out the differences between the two offices under discussion.

The paper describes the findings of fieldwork conducted at Amnesty International Vlaanderen and at Amnesty International Language Resource Centre in Madrid. Central questions here are: Who writes and/or translates the texts? Which sources are used and in which languages? Who takes the decisions and why at which point? The paper then demonstrates how the language and translation processes and policies observed through the fieldwork are reflected in the texts themselves. The transformations that occur in the re-contextualization process from the original source text to its final representation are pointed out.

Finally, the findings of the Amnesty International case study are framed in a wider discussion of the translation of political discourse at both governmental and non-governmental institutions in the light of news reporting.

James Ron, Howard & Rodgers Ramos Kathleen, Howard Ramos, Kathleen Rodgers. 2005. "Transnational Information Politics: NGO Human Rights Reporting, 1986 – 2000". *International Studies Quarterly* 49: 557-587.

# Health and Social Services Discourses and Interaction

117. "I Can Do Everything Normal People Do." How People With Non-Normative Bodies Construct 'Normal' in Interview Conversation

**Emily Heavey**, King's College London

118. Name the Disease. A Critical Analysis of Nomination Strategies in Medical Classificatory Systems

**Georg Marko**, Karl-Franzens-University Graz

119. The Service Encounter in Social Work: An Interactional Event Organized in Multiple Scales

**Michel G. J. Binet** and **David Tomás Monteiro**, GIID-CLUNL



## Health and Social Services Discourses and Interactions

### ***“I Can Do Everthing Normal People Can Do”. How People with Non-Normative Bodies Construct “Normal” in Interview Conversation***

**Emily Heavey, King's College London**

While there is extensive research on identities constructed in talk, including identities connected to the body, there is none on how individuals discursively construct their bodies. Rather, the body tends to be seen as incidental to the process of discursive identity construction. Research relating to narrative medicine shows us that experiences of illness are not simply dictated by an individual's physical state, but are discursive and narrative phenomena, and that the narrative experience of illness can have an effect on identity construction. In this paper, I will explore the idea that people can use language to construct their own bodies in meaningful ways, a process that is thoroughly integrated with the individual's identity construction.

Using my own interview data from participants who have undergone amputations and mastectomies, I will examine what I call the bionormative imperative. The bionormative imperative is a phenomenon whereby people with non-normative bodies are obliged to 'normalise' in various ways. In addition to physically 'passing' as normal (Goffman, 1963) using cosmetic prosthetics etc, people may construct their bodies as normative by reconstructing the category 'normal' itself in talk. This paper will use narrative analysis and Sacks' (1995) theory of membership categorisation analysis to examine the ways in which 'normal' is reconstructed as a category, and how people with non-normative bodies 'do normality' in talk, particularly narrative.

Goffman, Erving 1963. *Stigma: Notes on the Management of Spoiled Identity*. Harmondsworth: Pelican.

Sacks, Harvey 1995. *Lectures on Conversation*. Malden, MA: Blackwell Publishing.

### ***Name the Disease. A Critical Analysis of Nomination Strategies in Medical Classificatory Systems***

**Georg Marko**, Karl-Franzens-University Graz

The names diseases are assigned in a medical classificatory system primarily serve as short forms for the sets of distinctive symptoms defining the diseases. These names, however, have descriptive and evaluative meanings going well beyond this function and pointing to the wider cultural and political conceptions and evaluations of health and illness in a society. It might in the first instance not change a patient's prospects of recovery whether we, for instance, call a condition *SAD*, *seasonal affective disorder* or *winter blues*, but it can affect a society's perception of the conditions and possibly also its reactions and measures, which eventually will have consequences for the progress of the diseases in the patient.

Conceptions and evaluations of health and disease might have problematic implications. They are, however, difficult to criticize if constructed and maintained by classificatory systems proposed by institutionalized biomedicine, which in today's Western societies is the dominant social force in defining and managing health and illness.

The proposed paper will examine names for diseases, i.e. nomination strategies, and their – potentially culturally and politically problematic – conceptions and implications in the most influential classificatory system today, viz. the World Health Organization's International Statistical Classification of Diseases and Related Health Problems (10<sup>th</sup> edition, 2010; = ICD-10).

The critical analysis of the terms contained in the ICD-10 will be contextualized diachronically – with an overview of the history of naming strategies in pathology – and synchronically – with a comparative analysis of how, where and to what extent expressions from the system are actually used for diseases and pathological conditions in expert and lay medical discourses.

The study will combine qualitative and quantitative methods of discourse analysis, with particularly the comparative part drawing upon corpus linguistic tools.

## ***The Service Encounter in Social Work: An Interactional Event Organized in Multiple Scales***

**Michel G. J. Binet** and **David Tomás Monteiro**, GIID-CLUNL

### **INTRODUCTION**

A 50-hour corpus of Service Encounters was constituted with the co-participation of a network of 20 social workers of the Social Network of the Municipality of Sintra (Portugal), under the research project 'O interagir comunicacional na intervenção social. Análise da Conversação Aplicada ao Serviço Social (GIID-CLUNL / CLISSIS), coordinated by Michel Binet in partnership with Isabel de Sousa.

This corpus makes possible an empirical basis that enables the micro-analysis of professional practices (Sarangi, 2005; Mondada, 2008; Koester, 2010), which are registered in "natural" contexts, not modified nor provoked for investigative aims (Hall *et al.*, 2003; Montigny (de), 2007).

### **OBJECTIVES**

This issue focuses on the order of the conversational interaction between social workers and clients, with particular focus on its sequential organization in several scales, analyzed according to the modelization of a Troubles-Talk Macrosequence.

Jefferson and Lee (1992 (1981)) have studied the prototypical organization ('template') of these sequences in a corpus of casual conversations as well as, in a second moment, a corpus (of limited dimensions) of institutionally framed interactions that are centered in the solving of troubles, arriving to the following conclusion: «*Clearly, there is a strong convergence between Troubles-Talk and the Service Encounter*» (Jefferson, 1980: 170).

### **METHODOLOGY**

The methodology consists of testing the descriptive heuristicity and the emic relevance of this template, by thoroughly analyzing transcriptions of Service Encounters of the ACASS corpus.

### **OUTCOMES**

Our aim is to elaborate empirically grounded answers (Glaser & Strauss, 1995) to the following question: Is the global and local organization (e.g.: strategic resources that are employed in the pre-closing sequence) of the Service Encounters based in the troubles-talk macrosequence (Jefferson & Lee, 1982)?

## CONCLUSION

An important part of Social Work is operationalized as verbal interactions. Being a paradigm of situated action (Queré, 1999: 142-3), Ethnomethodological Conversation Analysis' aim is to show, by using detailed descriptions, the occurrence, at a micro-analytical scale, of behaviours that are coordinated and that are coordinating, through which interactants define situations and shared actions (Llewellyn, 2008).

**KEYWORDS:** Social Work / Service Encounters / Conversation Analysis / Ethnomethodology / Troubles-Talk

GLASER, B.G. & STRAUSS, A.L. (1995) - La production de la théorie à partir des données. Enquête. 1 183-195.

HALL, C. et al. eds. (2003) - Constructing Clienthood in Social Work and Human Services: Interaction, Identities and Practices. London: Jessica Kingsley Publishers.

JEFFERSON, G. (1980) - On the Sequential Organization of Troubles-Talk in Ordinary Conversation. Grant Report. London: Social Science Research Council.

JEFFERSON, G. & LEE, J.R.E. (1992) - The rejection of advice: managing the problematic convergence of a «troubles-telling» and a «service encounter». Em P. DREW & J. HERITAGE, eds. Talk at work. Interaction in institutional settings. Cambridge: Cambridge University Press. 521-548.

KOESTER, A. (2010) - Workplace Discourse. London / New York: Continuum.

LLEWELLYN, N. (2008) – Organization in Actual Episodes of Work: Harvey Sacks and Organization Studies. Organization Studies. 29(05) 763-791.

MONDADA, L. (2006) - Interactions en situations professionnelles et institutionnelles : de l'analyse détaillée aux retombées pratiques. Revue française de linguistique appliquée. XI(2) 5-16.

MONTIGNY (de), G. (2007) - Ethnomethodology for Social Work. Qualitative Social Work. 6(1) 95-120.

QUÉRÉ, L. (1999) - La sociologie à l'épreuve de l'herméneutique. Essais d'épistémologie des sciences sociales. Paris: L'Harmattan.

SARANGI, S. (2005) - Social Interaction, Social Theory and Work-related Activities. Calidoscópico. 3(3) 160-169.

SILVERMAN, D. (1998) - Harvey Sacks. Social Science and Conversation Analysis. Cambridge: Polity Press.