CORPUS-BASED DISCOURSE ANALYSIS

CORPUS-BASED DA

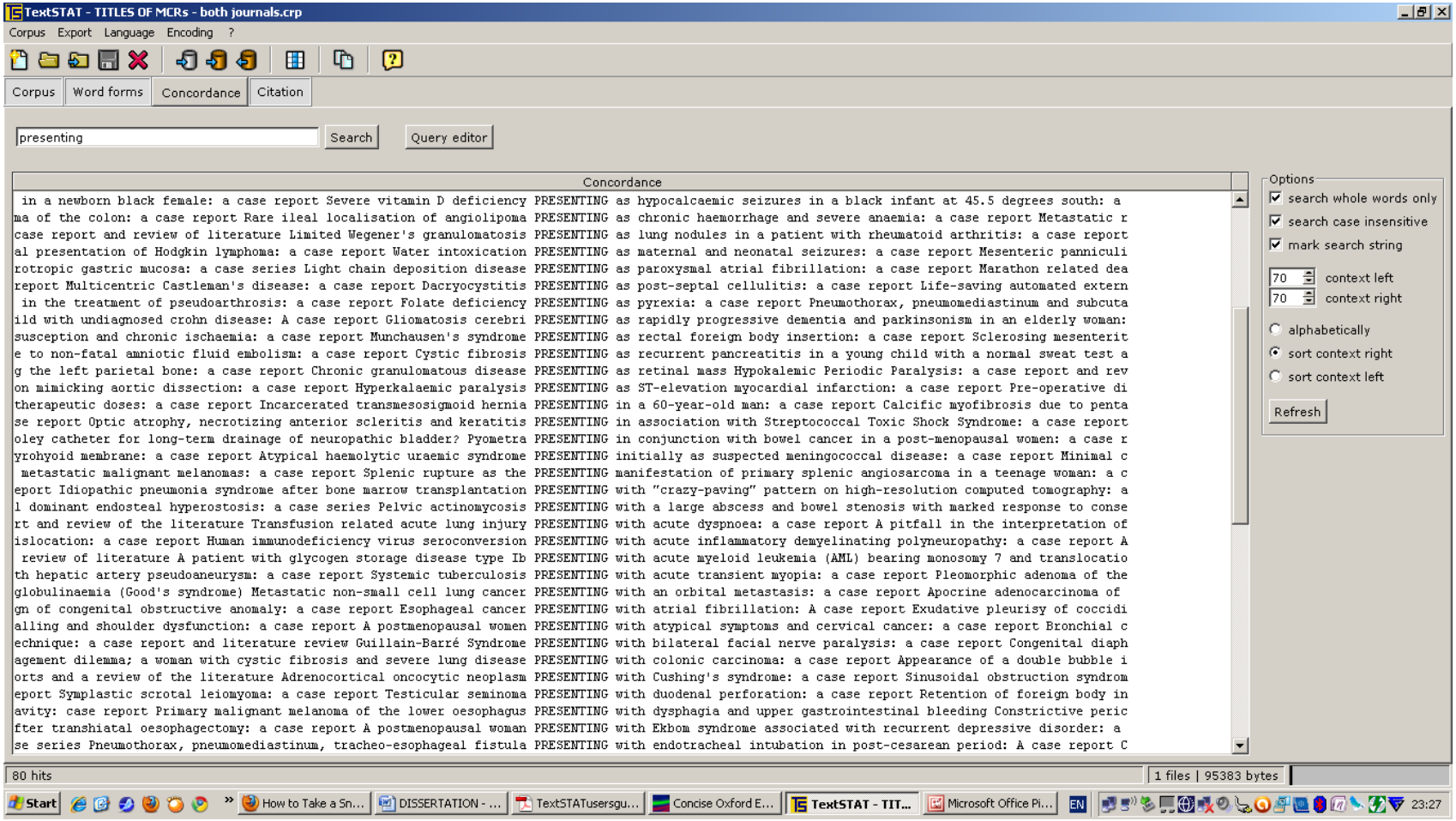
- Baker, Biber,…
- Works with large amounts of text
- General corpora representing language use in a variety of contexts, both written and spoken (e.g., *Bank of English, British National Corpus*)
- Specialized corpora – the study of language variations in specific academic and professional genres

CORPUS-BASED DA

Table 3.3 *The most frequent ten lexical words in the holiday corpus*

	Word	Frequency
1	beach	124
2	pool	122
3	studios	116
4	sleep	107
5	club	99
6	facilities	96
7	bar	94
8	private	87
9	bars	79
10	apartments	78

CORPUS-BASED DA



MULTIMODAL DISCOURSE ANALYSIS

MULTIMODAL DA

- Text is just one of the many modes of communication
- Textual data is not necessarily the most important mode used for the construction and interpretation of meaning
- Analysis of semiotic modes other than text: gestures, posture, proxemics, visual images, document layout, music and architectural design...

MULTIMODAL DA

The sign = signifier + signified (Saussure)

- Signifier – phonological sound or graphic appearance of a sign (e.g., word, image,…)

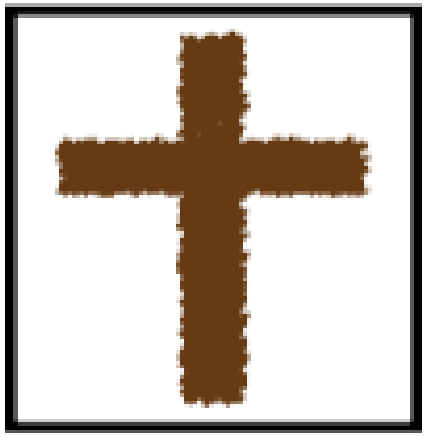
- Signified – the meaning and interpretation of the sign

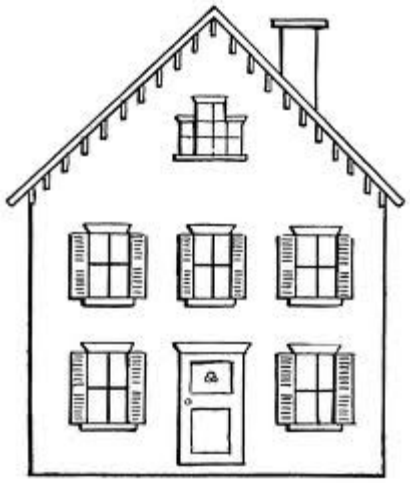
MULTIMODAL DA

- Denotation – refers to the literal meaning of a sign. It is the dictionary definition of a word – e.g., *snake – "any of numerous scaly, legless, sometimes venomous reptiles".*
- Connotation – refers to the associations that are connected to a certain sign such as emotional suggestions related to a word. The connotative meanings of a word exist together with the denotative meanings. E.g., the connotations for *snake* might include danger or evil.

Denotation: a brown cross

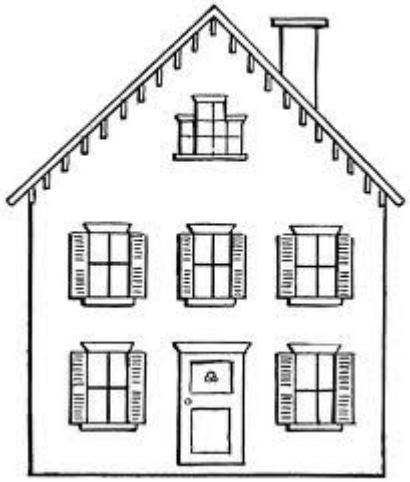
Connotation: a symbol of religion, a symbol of Christianity





What could the denotation and connotation of this sign be analyzed?

(writers often deliberately select words that they think will influence your reactions and appeal to your emotions)



Denotation: where a person lives

Connotation:

HOME – cozy, loving, comfortable

HOUSE – the actual building or structure

RESIDENCE – large, cold, no feeling

DWELLING – primitive or basic surroundings

SIGNIFIER:
Blonde Hair
Signifies:
Ideal Woman,
Innocence,
Looks 'gold'
SIGNIFIER:
Jewellery
Signifies:
Extravagance,
Excess, Glamour,
Decadance
SIGNIFIER: **Font**
Signifies:
Dior Logo,
Brand Name,
Designer
SIGNIFIER:
Perfume Bottle
Signifies: Looks
Jewel-like,
Buried Treasure
SIGNIFIER:
Word 'Love'
Signifies:
Passion,
Excitement,
Lust
SIGNIFIER: **Colour Gold**
Signifies:
Luxury, Riches,
Expense, Success,
Shimmering
Dior
LE FEMININ ABSOLU.
Christian Dior
PARIS

SIGNIFIER:
Water/Ocean Wave
SIGNIFIES:
Wild, Stormy, Natural, Earthly

SIGNIFIER:
Facial Expression/Body Language
SIGNIFIES:
Ecstatic, pleasure lost in ecstacy, laid back, inviting

SIGNIFIER:
Mans Naked Torso
SIGNIFIES:
Natural, angelic, pure, toned, ideal, masculine, adonis

SIGNIFIER:
Words 'Cool Water'
SIGNIFIES:
Refreshing, different,

SIGNIFIER:
Droplets on Bottle
SIGNIFIES:
Cool, chilled appearance, almost drinkable

SIGNIFIER:
Calligraphy Style Font
SIGNIFIES:
Classic, timeless, expensive tastes

CRITICAL DISCOURSE ANALYSIS

CRITICAL DA

- Focus on socio-political domination: notions of ideology, power, hierarchy, and gender are seen as relevant for an interpretation or explanation of text
- Small qualitative case studies as well as large data corpora
- Fairclough, Wodak, Van Dijk

CRITICAL DA

Language is not powerful on its own – it gains power by the use powerful people make of it, specifically in new public spaces or new genres provided by globalized media

Media Analysis of US Coverage of Arab-Israeli Conflict:

http://www.youtube.com/watch?v=qIOzo82emA0

(from 6:09)