

**APPROACHES TO ANALYZING  
MEDIA GENRES  
(DISCOURSE ANALYSIS)**

# OUTLINE

- What is discourse analysis (DA)
- Conversation analysis
- Ethnographic approaches to DA
- Corpus-based DA
- Multimodal DA
- Critical DA

# WHAT IS DA?

- “Discursive turn” in social sciences
- Interdisciplinary field of inquiry
- Definition of DA: “the analysis of linguistic behavior , written and spoken, beyond the limits of individual sentences, focusing primarily on the meaning constructed and interpreted as language is used in particular social contexts.”

# WHAT IS DA?

Main features:

- Analysis of language beyond the sentence
- Analysis of “language in use”
- Interdisciplinarity

# WHAT IS DA?

Two levels of DA:

- A macro-sociological level: “serves to transmit the social structure, the values, the systems of knowledge, all the deepest and most pervasive patterns of the culture”.
- A micro-sociological level: “meanings are seen as specific to particular contexts and situations”.

# DEVELOPMENTS IN DA

Recent developments in DA:

- The role of semiotic modes other than written or spoken text
- Varieties of new media of communication

# **CONVERSATION ANALYSIS**

# Conversation Analysis

- Sacks, Schegloff, Jefferson
- Based on ethnomethodology
- Definition: “the description and explication of the competences that ordinary speakers use and rely on in participating in intelligible, socially organized interaction”.
- Discourse is regarded as a kind of social action – we are always “doing things with our words”.



# Conversation Analysis

What is analyzed:

- Informal conversations between equals
- Institutional types of discourse
- The mechanics of turn-taking
- The concept of adjacency pair

Methods:

- Detailed transcriptions of natural talk

# CONVERSATIONAL ANALYSIS

Ava: How'v you bee:n.

Bee: 'hh Oh:: survi:ving I guess, hh[h!

Ava: [That's good, how's (Bob),

Bee: He's fine,

Ava: Tha::t's goo:d,

<http://www.youtube.com/watch?v=YItCE8t4WLA>

# ETHNOGRAPHIC APPROACHES TO DISCOURSE ANALYSIS

# ETHNOGRAPHY

- Emphasis on social context regarded as the central aspect of communication
- Gumperz and Hymes: “ethnography of communication”
- Less reliance on actual analysis of linguistic data and more on text-external social and contextual factors

# ETHNOGRAPHY

## Methods:

- Observation of practices with the help of new technologies – then their interpretation
- Collection of documents
- Interviews, questionnaires, field notes, ...



Exploring a particular social group's  
discourse practices...

Watch video: language, media and 24/7  
videorecording

<http://www.ted.com/talks/view/lang/eng//id/1092>

# 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

*Frequency and Dispersion*

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

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|    | <b>Word</b> | <b>Frequency</b> |
|----|-------------|------------------|
| 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               |

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# CORPUS-BASED DA

The screenshot displays the TextSTAT application window titled "TextSTAT - TITLES OF MCRs - both journals.crp". The interface includes a menu bar (Corpus, Export, Language, Encoding), a toolbar with icons for file operations, and a main search area. The search term "presenting" is entered in the search box, and the "Concordance" tab is selected. The search results are displayed in a list format, showing the word "presenting" followed by a colon and a detailed description of a case report. The list is sorted alphabetically. On the right side, there is an "Options" panel with checkboxes for "search whole words only", "search case insensitive", and "mark search string", all of which are checked. Below these options are input fields for "context left" and "context right", both set to "70". There are also radio buttons for "alphabetically", "sort context right", and "sort context left", with "alphabetically" selected. A "Refresh" button is located at the bottom of the options panel. The status bar at the bottom of the window shows "80 hits" and "1 files | 95383 bytes". The Windows taskbar at the very bottom shows the Start button and several open applications, including "How to Take a Sn...", "DISSERTATION - ...", "TextSTATusersg...", "Concise Oxford E...", "TextSTAT - TIT...", and "Microsoft Office P...". The system clock in the bottom right corner shows "23:27".

TextSTAT - TITLES OF MCRs - both journals.crp  
Corpus Export Language Encoding ?

Corpus Word forms Concordance Citation

presenting Search Query editor

Concordance

in a newborn black female: a case report Severe vitamin D deficiency PRESENTING as hypocalcaemic seizures in a black infant at 45.5 degrees south: a  
ma of the colon: a case report Rare ileal localisation of angioliopoma PRESENTING as chronic haemorrhage and severe anaemia: a case report Metastatic r  
case report and review of literature Limited Wegener's granulomatosis PRESENTING as lung nodules in a patient with rheumatoid arthritis: a case report  
al presentation of Hodgkin lymphoma: a case report Water intoxication PRESENTING as maternal and neonatal seizures: a case report Mesenteric panniculi  
rotropic gastric mucosa: a case series Light chain deposition disease PRESENTING as paroxysmal atrial fibrillation: a case report Marathon related dea  
report Multicentric Castleman's disease: a case report Dacryocystitis PRESENTING as post-septal cellulitis: a case report Life-saving automated extern  
in the treatment of pseudoarthrosis: a case report Folate deficiency PRESENTING as pyrexia: a case report Pneumothorax, pneumomediastinum and subcuta  
ild with undiagnosed crohn disease: A case report Gliomatosis cerebri PRESENTING as rapidly progressive dementia and parkinsonism in an elderly woman:  
susception and chronic ischaemia: a case report Munchausen's syndrome PRESENTING as rectal foreign body insertion: a case report Sclerosing mesenterit  
e to non-fatal amniotic fluid embolism: a case report Cystic fibrosis PRESENTING as recurrent pancreatitis in a young child with a normal sweat test a  
g the left parietal bone: a case report Chronic granulomatous disease PRESENTING as retinal mass Hypokalemic Periodic Paralysis: a case report and rev  
on mimicking aortic dissection: a case report Hyperkalemic paralysis PRESENTING as ST-elevation myocardial infarction: a case report Pre-operative di  
therapeutic doses: a case report Incarcerated transmesosigmoid hernia PRESENTING in a 60-year-old man: a case report Calcific myofibrosis due to penta  
se report Optic atrophy, necrotizing anterior scleritis and keratitis PRESENTING in association with Streptococcal Toxic Shock Syndrome: a case report  
oley catheter for long-term drainage of neuropathic bladder? Pyometra PRESENTING in conjunction with bowel cancer in a post-menopausal women: a case r  
yrohyoid membrane: a case report Atypical haemolytic uraemic syndrome PRESENTING initially as suspected meningococcal disease: a case report Minimal c  
metastatic malignant melanomas: a case report Splenic rupture as the PRESENTING manifestation of primary splenic angiosarcoma in a teenage woman: a c  
e report Idiopathic pneumonia syndrome after bone marrow transplantation PRESENTING with "crazy-paving" pattern on high-resolution computed tomography: a  
l dominant endosteal hyperostosis: a case series Pelvic actinomycosis PRESENTING with a large abscess and bowel stenosis with marked response to conse  
rt and review of the literature Transfusion related acute lung injury PRESENTING with acute dyspnoea: a case report A pitfall in the interpretation of  
islocation: a case report Human immunodeficiency virus seroconversion PRESENTING with acute inflammatory demyelinating polyneuropathy: a case report A  
review of literature A patient with glycogen storage disease type Ib PRESENTING with acute myeloid leukemia (AML) bearing monosomy 7 and translocatio  
th hepatic artery pseudoaneurysm: a case report Systemic tuberculosis PRESENTING with acute transient myopia: a case report Pleomorphic adenoma of the  
globulinaemia (Good's syndrome) Metastatic non-small cell lung cancer PRESENTING with an orbital metastasis: a case report Apocrine adenocarcinoma of  
gn of congenital obstructive anomaly: a case report Esophageal cancer PRESENTING with atrial fibrillation: A case report Exudative pleurisy of coccidi  
alling and shoulder dysfunction: a case report A postmenopausal women PRESENTING with atypical symptoms and cervical cancer: a case report Bronchial c  
echnique: a case report and literature review Guillain-Barré Syndrome PRESENTING with bilateral facial nerve paralysis: a case report Congenital diaph  
agement dilemma; a woman with cystic fibrosis and severe lung disease PRESENTING with colonic carcinoma: a case report Appearance of a double bubble i  
orts and a review of the literature Adrenocortical oncocytic neoplasm PRESENTING with Cushing's syndrome: a case report Sinusoidal obstruction syndrom  
e report Symplastic scrotal leiomyoma: a case report Testicular seminoma PRESENTING with duodenal perforation: a case report Retention of foreign body in  
avity: case report Primary malignant melanoma of the lower oesophagus PRESENTING with dysphagia and upper gastrointestinal bleeding Constrictive peric  
fter transhiatal oesophagectomy: a case report A postmenopausal woman PRESENTING with Ekbohm syndrome associated with recurrent depressive disorder: a  
se series Pneumothorax, pneumomediastinum, tracheo-oesophageal fistula PRESENTING with endotracheal intubation in post-caesarean period: A case report C

Options  
 search whole words only  
 search case insensitive  
 mark search string  
70 context left  
70 context right  
 alphabetically  
 sort context right  
 sort context left  
Refresh

80 hits 1 files | 95383 bytes

Start How to Take a Sn... DISSERTATION - ... TextSTATusersg... Concise Oxford E... TextSTAT - TIT... Microsoft Office P... EN 23:27

# 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

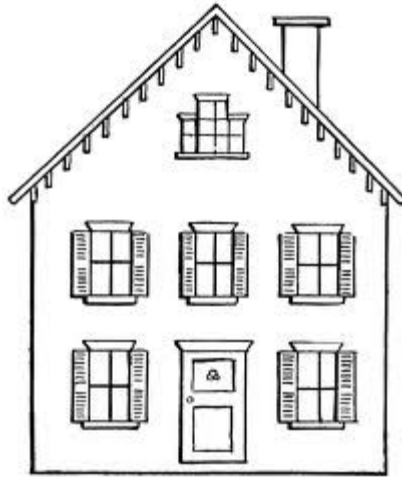
- Denotation – refers to the literal meaning of a sign. It is the dictionary definition of a word – e.g., *snake* – “*any of numerous scaly, legless, sometimes venomous reptiles*”.
- Connotation – refers to the associations that are connected to a certain sign such as emotional suggestions related to 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

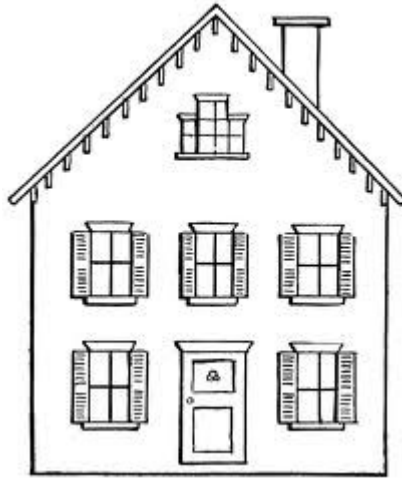






What could the denotation and connotation of this sign be analyzed?

(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

Christian Dior  
PARIS

LE FEMININ ABSOLU.

Dior

J'adore

A photograph of a man's muscular torso in clear blue water, with a blue perfume bottle in the foreground. The bottle has a black cap and a label with cursive text. Six callout boxes with black borders and light blue backgrounds are arranged around the image, each with an arrow pointing to a specific element. The callouts describe the signifier and signified for various elements: water/ocean wave, facial expression/body language, man's naked torso, words 'Cool Water', droplets on the bottle, and calligraphy style font.

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

SIGNIFIER:  
**Facial Expression/Body  
Language**  
SIGNIFIES:  
Ecstatic, pleasure lost  
in ecstasy, 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=qlOzo82emA0>