

# DISCOURSE ANALYSIS METHODOLOGY

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## DISCOURSE ANALYSIS;

- The DA is analysis of language use
- The objects of discourse analysis are defined in terms of coherent sequences of sentences, propositions, speech, or turns-at-talk. 'beyond the sentence boundary', prefer to analyze 'naturally occurring' language use, not invented examples

# WHAT IS DISCOURSE ANALYSIS?

- Wikipedia: DA is a general term for a number of approaches to analyzing written, spoken, signed language use.
- Brown & Yule (1983): DA, we take a primarily linguistic approach to the analysis of discourse.
- Stubbs. M (1983): DA is also concerned with language use in social contexts, and in particular with interaction between speakers. Discourse analysis is sometimes defined as the analysis of language 'beyond the sentence'.

## **Related disciplines;**

Social sciences, linguistics, sociology, anthropology,  
social work, cognitive psychology, social  
psychology, cultural studies, international  
relations, environmental science, communication  
studies, biblical studies, translation studies,

# THE TERM 'DISCOURSE'

## DISCOURSE

- *noun* ('diskɔːs, dis'kɔːs)
- verbal communication; talk; conversation
- a formal treatment of a subject in speech or writing, such as a sermon or dissertation
- a unit of text used by linguists for the analysis of linguistic phenomena that range over more than one sentence
- *archaic* the ability to reason or the reasoning process

- *verb* (dis'kɔ:s)
- to speak or write (about) formally and extensively
- to hold a discussion
- *archaic* to give forth (music)
- Derived Forms **discourser** , noun Word Origin for discourse
- C14,from Medieval Latin *discursus* argument,

- WORD ORIGIN AND HISTORY FOR DISCOURSE

\*late 14c., "process of understanding, reasoning, thought," from French *discours*, from Latin *discursus* "a running about," in Late Latin "texte-something"

Sense of "formal speech or writing" is first recorded 1580s.

\*v.1540s, from discourse (n.). Related: *Discoursed* ; *discoursing*

The early use;

- The ancient Greeks considered much the discourse. The earliest study, Austria-born Leo Spitzer's of 1928 the example of *discourse analysis* (DA). Michel Foucault translated it into French.
- The term first appears the publication of a series of papers by Zellig Harris from 1952 reporting on work from which he developed transformational grammar in the late 1930s.
- Relations the sentences of a coherent discourse are made explicit by using sentence transformations to put the text in a canonical form.



- The various levels or dimensions of discourse,  
sounds (intonation...)gestures, syntax, lexicon, style,  
rhetoric, meanings, speech acts, strategies, interaction
- Genres
- politics,
- the media,
- education,
- science,
- business, ...

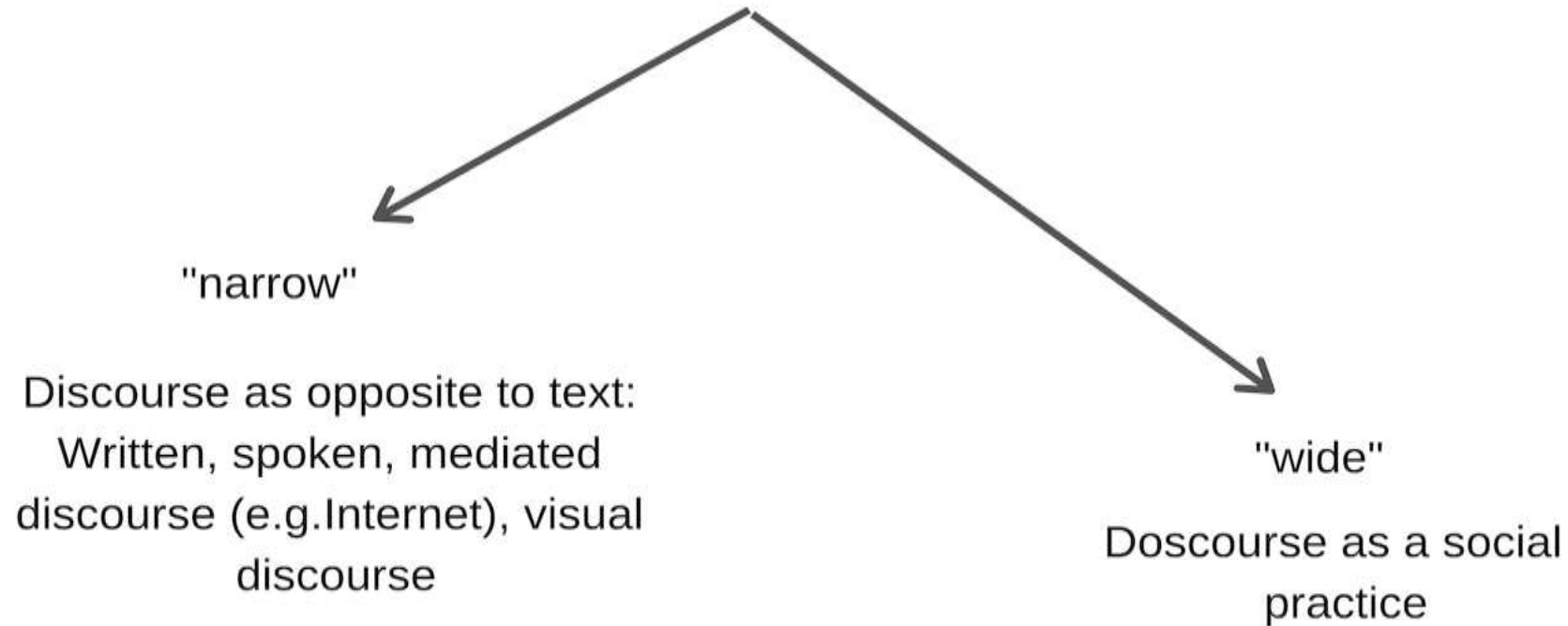
- The relations;
- Emergence of syntactic structure
- The relations between text and context
- The relations between discourse and power /positional power/
- The relations between discourse and interaction /action/
- The relations between discourse and cognition /intellectual function/

## ACADEMICS;

- Jan Blommaert Critical DA
- Teun van Dijk critical DA
- Michel Foucault post modernism
- Barbara Johnstone rethoric
- Sinfree Makoni psychology on communication
- Jonathan Potter DA
- Margaret Wetherell DA- psychology

# HOW TO DO A DISCOURSE ANALYSIS

## 2 approaches to understanding discourse



# Structural and functional definitions of discourse

- Structural or textual definition of discourse:  
Discourse is a particular unit of language (above the sentence).
- Functional definition of discourse: Discourse is a particular focus of language use.

# STRUCTURAL APPROACH TO DISCOURSE

- Find the constituents that have particular relationships with each other and that can occur in a restricted number of arrangements;
- Problems: units in which people speak do not always look like sentences, or grammatically correct sentences.

Example 1

# STRUCTURAL APPROACH TO DISCOURSE

- Solving the problem: distinction between **system-sentences** and text – **sentences**. System sentences are well-formed abstract theoretical sentences generated according to the existing grammar rules; text-sentences are context-dependent utterances or parts of utterances which occur in everyday life.
- **The discourse analysis will be concerned with text-sentences.**



# Functional approach to discourse

- Roman Jakobson: language functions:
  - ✓ Addressor(emotive);
  - ✓ Context (referential)
  - ✓ Addressee (conative);
  - ✓ Contact (phatic);
  - ✓ Message (poetic);
  - ✓ Code (metalinguistic).

The major concern DA;

discourse analysis can turn out into a more general and broader analysis of language functions.

it is not special place for the analysis of relationships between utterances.

## RECENT APPROACH TO DA

- Discourse is no longer studied for its own problem  
Discourse is viewed as a social practice.

- Discourse is characterised as:
  - ✓ produced/consumed/monitored by social actors (producers/receivers of social practices);
  - ✓ shaped by social structures;
  - ✓ with social implications;
  - ✓ socially valued and regulated (production, reception and circulation).

- Traditional studies discourses were analysed in relation to social processes
- Recent, research consider about complex relations between discourses and social practices:

Discourse of food

healthy food

social practice

healthy lifestyle

# WHAT MAKES DISCOURSE DIFFERENT?

- Similarities (to monologues)
  - Anaphora
  - Discourse structure & coherence
- Key Differences
  - Utterances by people
  - Grounding /Listener must acknowledge (ground) the speaker's utterances/
  - Conversational implicature /Grice (1975, 1978)
    - Theory of Conversational Implicature

## AUSTIN'S SPEECH ACT THEORY

- Argues that truth conditions are not central to language understanding. Utterances do not only say things, they do things.
  - \*Distinction between truth and performatives.
  - \*Performatives cannot be false, but they can fail to do things.
  - \*Performatives are not a special class of sentences.
    - Some sentences are explicitly performatives, others can be implicitly.
  - \*The performative/constative distinction does not really exist.

# SPEECH ACT

Austin (1962)

Speech acts;

- Performative sentences uttered by an authority (they change the state of the world)
- Any sentence in real speech contains
  - Locutionary act – utterance with particular meaning
  - Illocutionary act – asking, answering, promising, etc.
  - Perlocutionary act – effect upon feelings, thoughts, etc.



“ Хүн өөрийн санааг хүнд хүргэхэд нөлөөлдөг имплицит перморматийн иллокуц хүч гэдэг зүйл байна.

“How to do things with words”

Speech act

# SPEECH ACT

- Searle (1975)

All speech acts classified as

- Assertives – suggesting, boasting, concluding, etc.
- Directives – asking, ordering, inviting, etc.
- Commissives – promising, planning, vowing, etc.
- Expressives – thanking, apologizing, deploring, etc.
- Declarations – performatives (state-changing)

Each speech act consists of 3 components:

- **Locutionary act** (the actual words which the speaker is saying);
- **Illocutionary act** (the intention of the speaker);
- **Perlocutionary act** (the effect of the utterance on the hearer).

# CONCLUSION

- DA is concerned with ‘what people do with language’
- A piece of discourse (what is said) is chunked/segmented into units that have different communicative functions;
- Different speech acts initiate and respond to other acts, what they expected
- There is more than one option of responses for a next utterance;
- There is no single research method on DA,
- DA is social life in different range and world

THANK YOU VERY MUCH  
FOR YOUR ATTENTION