

# Written Discourse Analysis

Perspectives on Discourse Analysis: Theory and Practice provides the student/reader with the basic theoretical knowledge and the empirical tools of some of the most relevant approaches to the analysis of discourse. It has been mainly conceived of as a general (university) course on Discourse Analysis, but it can also be useful for any person or group whose main concern is to acquire the basic necessary knowledge and skills for analyzing any type of discourse. The subject matter of the book could not only be of use for linguists or prospective linguists: given its interdisciplinary character, its findings can be (and in fact are) used and applied by practitioners and scholars from different fields, such as sociology, psychology, medical science, computer science, and so on. Thus the book can be used by any person who, having certain linguistic knowledge, is interested in exploring the fascinating world of discourse. All the chapters contain both a theoretical and an empirical section, the latter containing examples of analysis, as well as exercises (Practice) and self-evaluation questions, whose answers can be found at the end of the book (in the Practice key and Key to self-evaluation questions sections). The book is divided into 12 chapters. The first two introduce basic information about discourse analysis and text linguistics, as well as the necessary techniques for gathering data, including a very brief introduction to corpus linguistics. Chapters 3-11 present and discuss some of the most prominent and well-known

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approaches to discourse analysis, namely Pragmatics, Interactional Sociolinguistics, Conversation Analysis, The Ethnography of Communication, Variation Analysis and Narrative Analysis, Functional Sentence Perspective, Post-Structuralist Theory and Social Theory, Critical Discourse Analysis and Positive Discourse Analysis, and Mediated Discourse Analysis. Finally, Chapter 12 deals with crucial and further issues, such as the type of discourse chosen for the analysis, the strategies and functions of discourse, or the problem of choosing an appropriate unit of analysis which will suit the aims of research. *Perspectives on Discourse Analysis: Theory and Practice* may prove of value to all those who are professionally involved in the area of discourse and pragmatic studies, or simply to those who wish to acquire the necessary basic knowledge and techniques for analyzing any type of discourse, from medical, journalistic or political discourse to computer-mediated, humoristic, or hegemonic discourse (where the use and abuse of power is an important issue), just to name a few of the innumerable possibilities. A desirable and intended effect of this book is also the development of an open and tolerant mind, which will eventually lead to a better understanding of the different and varied manifestations of language, culture and communication in human society.

What is Discourse Analysis? is an accessible introduction to an empirical research approach which is widely used in the social sciences and related disciplines. This book explores the idea of how meaning is socially constructed and how 'talk' and text can be

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interpreted. The challenges of discourse analysis are outlined as well as helpful ways to approach them - from finding the right starting point, processing and interpreting data through to building an argument. Discourse analysts work with language data, including talk, documents and broadcast material. Researchers in different traditions study interactions and social practices, meaning-making and larger meaning systems, and contests and conflicts around collective identities, social norms and subjectification. What is Discourse Analysis? addresses new researchers and other academics interested in language and its associated practices. The book outlines the history of discourse analysis, its key concepts and theorists and its uses and challenges. Discussions of published studies illustrate the use of the approach to investigate a range of research topics, such as gender, health and national identities. The book also addresses the practical aspects of discourse analysis, providing clear guidance on data collection and data processing, including transcription and selection. Covering important topics, What is Discourse Analysis? draws from recent articles to show how discourse analysis works in action. Common questions about discourse analysis are presented in a lively and accessible Q&A format. This book will be an essential resource for all researchers working with discourse analysis.

Coherence and Cohesion in Spoken and Written Discourse provides new insights into the various ways coherence works in a wide spread of spoken and written text types and interactional situations, all of which point to the dynamics and subjectivity of its

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nature. Despite the variety of approaches the authors adopt, they share an understanding of language as a dynamic and heterogeneous system mediating interaction in social and cultural contexts and explain how coherence and cohesion are reflected in different contextually bound aspects of human communication. The chapters of the book comprise essays by linguists working in the fields of pragmatics, discourse analysis and stylistics which explore features contributing to the perception of cohesion and coherence in spoken and written varieties of English, namely impromptu, academic and political discourse within the former variety, and media, academic and fictional discourse within the latter. This volume, which combines theoretical insights with practical analyses of different varieties of spoken and written English discourse, will be of interest to a wide range of researchers, scholars and students of English. Until very recently, coherence (unlike cohesion) was widely held to be a 'rather mystical notion'. However, taking account of new trends representing a considerable shift in orientation, this volume aims at helping relieve coherence of its mystifying aura. The general bibliography which concludes the book bears witness to this intriguing development and the rapidly changing scene in coherence research. Preceding this comprehensive up-to-date Bibliography on Coherence are 13 selected papers from the 1997 International Workshop on Coherence at the University of Augsburg, Germany. They share a number of theoretical and methodological assumptions and reflect a trend in text and discourse analysis to move away from reducing coherence to a product of

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(formally represented) cohesion and/or (semantically established) connectivity. Instead, they start from a user- and context-oriented interpretive understanding and rely on authentic data throughout in relating micro-linguistic to macro-linguistic issues. The first group of papers looks at the (re-)creation of coherence in, inter alia, reported speech, casual conversation, argumentative writing, news reports and conference contributions. The second group describes the negotiation of coherence in oral examinations, text summaries and other situations that require special efforts on the part of the recipient to overcome misunderstandings and other disturbances. The third group discusses theoretical approaches to the description of coherence.

Discourse Interpretation: Approaches and Applications provides new insights into the complex area of discourse interpretation in a wide range of discourse types and genres. The authors adopt a variety of approaches to the representation and interpretation of meaning in discourse to share the understanding that discourse interpretation is a dynamic construct constantly open to reinterpretation in the light of the intentions and purposes of in particular social, historical and situational contexts. The chapters of the book comprise essays by linguists working in the fields of (critical) discourse analysis, pragmatics, stylistics and sociolinguistics which address methodological issues in discourse interpretation (Part I) and explore various aspects of representation and interpretation of meaning in different genres of spoken and written discourse, namely conversational, academic, media, political and fictional discourse (Part II). This volume,

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which combines theoretical insights with empirical investigations, contributes to a better understanding of the interpretative process and will be of interest to a wide range of researchers, scholars and students of English.

Winner of the AIA Book Prize for a research monograph in the field of English Language and Linguistics (2016) Common patterns of interactions are altered in the digital world and new patterns of communication have emerged, challenging previous notions of what communication actually is in the contemporary age. Online configurations of interaction, such as video chats, blogging, and social networking practices demand profound rethinking of the categories of linguistic analysis, given the blurring of traditional distinctions between oral and written discourse in digital texts. This volume reconsiders underlying linguistic and semiotic frameworks of analysis of spoken and written discourse in the light of the new paradigms of online communication, in keeping with a multimodal corpus linguistics theoretical framework. Typical modes of online interaction encompass speech, writing, gesture, movement, gaze, and social distance. This is nothing new, but here Sindoni asserts that all these modes are integrated in unprecedented ways, enacting new interactional patterns and new systems of interpretation among web users. These "non verbal" modes have been sidelined by mainstream linguistics, whereas accounting for the complexity of new genres and making sense of their educational impact is high on this volume's agenda. Sindoni analyzes other new phenomena, ranging from the intimate sphere (i.e. video

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chats, personal blogs or journals on social networking websites) to the public arena (i.e. global-scale transmission of information and knowledge in public blogs or media-sharing communities), shedding light on the rapidly changing global web scenario.

"An outstanding introduction to discourse analysis of written language in an age that is more and more characterized by multilingual, digital, and generically hybrid texts. In an accessible style, *Working with Written Discourse* illustrates how these texts can be analyzed employing a wide variety of approaches that are critical, multidisciplinary, and productive." - Professor Jaffer Sheyholislami, Carleton University "Comprehensive and up-to-the-minute in its discussion of areas like multimodality and the new media, without overlooking 'older' media and more conventional writing. I will recommend it highly to students at all levels." - Dr Mark Sebba, Lancaster University Addressing the practicalities of research, and embracing the complexity and variety of written forms of language, this book: grounds readers in a broad range of concepts, debates and relevant methods focuses on both theoretical questions and the 'how to' of analysis is loaded with practical activities and advice on the design and execution of research highlights computer-mediated communication and new media discourse, from text messages and tweets to mobile phone novels and online encyclopedias draws on data from international and multilingual communities. The perfect companion to Deborah Cameron's best-selling *Working with Spoken Discourse*, this book equips readers with practical and conceptual tools to ask questions about written discourse, and to analyse

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the huge variety of texts that make up our linguistic landscape. It is the essential guide for students of discourse analysis in linguistics, media and communication studies, and for social researchers across the social sciences.

Revised and updated, this third edition of Barbara Johnstone's *Discourse Analysis* encourages students to think about discourse analysis as an open-ended set of techniques. Exploring a variety of approaches, including critical discourse analysis, conversation analysis, interactional and variationist sociolinguistics, ethnography, corpus linguistics, social semiotics, and other qualitative and quantitative methods, the book balances its comprehensive coverage with extensive practical examples, making it the ideal introductory text for students new to the subject. This new edition reflects the increased importance within the field of new media discourse, multi-modal discourse and the analysis of large corpora of discourse data. Updated material expands the discussion of stancetaking, whilst new material addresses recontextualization, precontextualization, and language and the body. Pedagogical features have been refreshed, including discussion questions, exercises, and ideas for small research projects, with suggested supplementary readings at the end of each chapter to encourage further discovery. Chapters in this book are self-contained, so they can be handled in any order. Suggested supplementary readings are featured at the end of every chapter. Book is written specifically for a non-specialist, interdisciplinary audience. Examples of computer-aided corpus analysis (reflecting the improvements made to



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theories and tools) supplement every chapter Discussion questions and ideas for small research projects are interspersed throughout The combination of breadth of coverage, practical examples, and student-friendly pedagogical features ensures Discourse Analysis remains the ideal textbook for students taking their first course in linguistic approaches to discourse.

"Genre theory in the past few years has contributed immensely to our understanding of the way discourse is used in academic, professional and institutional contexts. However, its development has been constrained by the nature and design of its applications, which have invariably focused on language teaching and learning, or communication training and consultation. This has led to the use of simplified and idealised genres. In contrast to this, the real world of discourse is complex, dynamic and unpredictable. This tension between the real world of written discourse and its representation in applied genre-based literature is the main theme of this book. The book addresses this theme from the perspectives of four rather different worlds: the world of reality, the world of private intentions, the world of analysis and the world of applications. Using examples from a range of situations including advertising, business, academia, economics, law, book introductions, reports, media and fundraising, Bhatia uses discourse analysis to move genre theory away from educational contexts and into

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the real world."--Bloomsbury Publishing.

Textual Interaction provides a clear and cogent account of written discourse analysis. Each chapter introduces key concepts and analytical techniques, describes important parallel work and major issues, and suggests how to apply the ideas to the teaching and learning of reading and writing. In this activity-based book, Hoey analyzes a wide variety of narrative texts and argues that, in the interaction between writer and reader, the reader has as much power as the writer.

A comprehensive, accessible introduction to discourse analysis - essential reading for students encountering the subject for the first time.

Focusing on the first journal in *The Unabridged Journals of Sylvia Plath*, this book writes a convincing case for the value of corpus-based stylistics and narrative psychology in the analysis of representations of the experience of affective states. Situated at the intersection between language study, psychology and healthcare, this study of the personal writing of a poet and novelist showcases a cutting-edge combination of quantitative and qualitative approaches, including metaphor analysis, corpus methods, and second person narration. Techniques that systematically account for representations of experiences of affective states, such as those in this book, are rare and crucial in improving understanding of

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these experiences. The findings and methods of this book therefore potentially have bearing on the study, diagnosis and treatment of depression and other mental illnesses. Zsófia Demjén follows the cognitive turn in both literary studies and linguistics here, emerging with a greater understanding of Plath, her diarized output and her experience of her inner world.

Contemporary research into written academic discourse has become increasingly polarised between two approaches: corpus linguistics and discourse analysis. This volume presents a selection of recent work by experts in academic written discourse, and illustrates how corpus linguistics and discourse analysis can work as complementary approaches. The overall introduction sets the volume against the backdrop of current work in English for Academic Purposes, and introductions to the each section draw out connections between the chapters and put them into context. The contributors are experts in the field and they cover both novice and expert examples of EAP. The book ends with an afterword that provides an agenda-setting closing perspective on the future of EAP research. It will appeal to reserachers and postgrduates in applied linguistics, corpus linguistics, discourse analysis and EAP.

Working with Written DiscourseSAGE

This book reviews some current theories about the internal organization of written

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and oral discourse. The articles range from the theoretical to the highly practical, from the cognitive frameworks which make coherence in oral conversation to the structural and linguistic devices which create textuality in written language. Contextual issues such as ideology, topicality and topic management, thematicity and academic discourse are explored via a contemporary and authentic sample of written fragments and oral corpora. This accessible book will be useful to advanced undergraduate and postgraduate students and to teachers interested in Language and Linguistics.

Discourse Analysis for Language Teaching gives a practical introduction to the field of discourse analysis and its relevance for language teaching. It begins by answering the question 'What is discourse analysis?' and examines how discourse analysts approach spoken and written language. Different models of analysis are outlined and evaluated in terms of their usefulness to language teachers. This is followed by chapters on discourse-oriented approaches to grammar, vocabulary and phonology. The final section looks at spoken and written language in the light of native-speaker and learner data and considers examples of teaching approaches. Discourse Analysis for Language Teaching has a very practical orientation, and the text is interspersed with reader activities with guidance on appropriate responses at the end.

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This book is a tribute to Malcolm Coulthard, who has been remarkably active and influential across a wide range of English Language Studies. He is particularly well-known for his pioneering work in spoken and written discourse analysis and most recently, for his work in forensic linguistics. This collection of specially commissioned, state-of-the-art pieces by leading international linguists is dedicated to the man and his achievements and provides a showcase for the most exciting developments in applied discourse studies. All the papers share common assumptions about language study: that descriptions should be data-based, data-tested and replicable. The collection as a whole contains original and important new research on descriptions, with intriguing applications to forensic, gender and literary studies.

The Routledge Handbook of Discourse Analysis covers the major approaches to Discourse Analysis from Critical Discourse Analysis to Multimodal Discourse Analysis and their applications in key educational and institutional settings. The handbook is divided into six sections: Approaches to Discourse Analysis, Register and Genre, Developments in Spoken Discourse, Educational Applications, Institutional Applications and Identity, Culture and Discourse. The chapters are written by a wide range of contributors from around the world, each a leading researcher in their respective field. All chapters have been closely

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edited by James Paul Gee and Michael Handford. With a focus on the application of Discourse Analysis to real-life problems, the contributors introduce the reader to a topic, and analyse authentic data. The Routledge Handbook of Discourse Analysis is vital reading for linguistics students as well as students of communication and cultural studies, social psychology and anthropology. This book focuses on aspects of variation and change in language use in spoken and written discourse on the basis of corpus analyses, providing new descriptive insights, and new methods of utilising small specialized corpora for the description of language variation and change. The sixteen contributions included in this volume represent a variety of diverse views and approaches, but all share the common goal of throwing light on a crucial dimension of discourse: the dialogic interactivity between the spoken and written. Their foci range from papers addressing general issues related to corpus analysis of spoken dialogue to papers focusing on specific cases employing a variety of analytical tools, including qualitative and quantitative analysis of small and large corpora. The present volume constitutes a highly valuable tool for applied linguists and discourse analysts as well as for students, instructors and language teachers. Working with Spoken Discourse provides a comprehensive account of the expanding multidisciplinary field of discourse analysis. It discusses current

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approaches, concepts and debates in the field of spoken discourse and provides a grounding in the practical techniques of discourse analysis and how to apply them to real data.

Seminar paper from the year 2004 in the subject English Language and Literature Studies - Linguistics, grade: 1,0, University of Frankfurt (Main) (Institut für England- und Amerikastudien), course: Introduction to Language and Language Learning, 9 entries in the bibliography, language: English, abstract: This paper has been designed to provide an efficient overview of theoretical discourse analysis by discussing the following questions: - What is discourse analysis - defining the difference between the terms text and discourse and discourse analysis itself. As well as: What are the basic concepts and aspects of discourse analysis - taking a closer look at context, coherence, the importance of background knowledge and the differences between spoken and written language. And finally: What are the uses of discourse analysis - investigating on the problem of application and social relevance of discourse analysis."

Discourse analysis usually focuses on oral discourse, what people say within a classroom setting. The goal of this study was to show that methodologies that would normally be used in English/language arts classes could also be used in mathematics classes. In this case study, the basic methods of discourse analysis

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are used to examine adolescents writing from their mathematics classes. Mathematical writing samples were collected in three separate studies at three schools with different demographics. All of the writing samples were analyzed for the students use of mathematical writing elements: symbols, nominalizations, and images. Analysis showed that the use of the elements was dependent on the students mathematical abilities and the writing exercise. Before any analysis can take place, researchers need to first determine what elements they want to identify. Once those elements have been identified, researchers can go through the analysis process. Many nascent researchers feel the need to identify and analyze everything that is presented in the data. This need to cover everything only causes confusion and frustration.

This introductory textbook presents a variety of approaches and perspectives that can be employed to analyze any sample of discourse. The perspectives come from multiple disciplines, including linguistics, sociolinguistics, and linguistic anthropology, all of which shed light on meaning and the interactional construction of meaning through language use. Students without prior experience in discourse analysis will appreciate and understand the micro-macro relationship of language use in everyday contexts, in professional and academic settings, in languages other than English, and in a wide variety of media outlets. Each



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chapter is supported by examples of spoken and written discourse from various types of data sources, including conversations, commercials, university lectures, textbooks, print ads, and blogs, and concludes with hands-on opportunities for readers to actually do discourse analysis on their own. Students can also utilize the book's comprehensive companion website, with flash cards for key terms, quizzes, and additional data samples, for in-class activities and self-study. With its accessible multi-disciplinary approach and comprehensive data samples from a variety of sources, Discourse Analysis is the ideal core text for the discourse analysis course in applied linguistics, English, education, and communication programs.

Discourse analysis considers how language, both spoken and written, enacts social and cultural perspectives and identities. Assuming no prior knowledge of linguistics, *An Introduction to Discourse Analysis* examines the field and presents James Paul Gee's unique integrated approach which incorporates both a theory of language-in-use and a method of research. *An Introduction to Discourse Analysis* can be used as a stand-alone textbook or ideally used in conjunction with the practical companion title *How to do Discourse Analysis: A Toolkit*. Together they provide the complete resource for students studying discourse analysis. Updated throughout, the fourth edition of this seminal textbook also

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includes two new chapters: 'What is Discourse?' to further understanding of the topic, as well as a new concluding section. A new companion website [www.routledge.com/cw/gee](http://www.routledge.com/cw/gee) features a frequently asked questions section, additional tasks to support understanding, a glossary and free access to journal articles by James Paul Gee. Clearly structured and written in a highly accessible style, *An Introduction to Discourse Analysis* includes perspectives from a variety of approaches and disciplines, including applied linguistics, education, psychology, anthropology and communication to help students and scholars from a range of backgrounds to formulate their own views on discourse and engage in their own discourse analysis. This is an essential textbook for all advanced undergraduate and postgraduate students of discourse analysis.

An outstanding introduction to discourse analysis of written language in an age that is more and more characterized by multilingual, digital, and generically hybrid texts. In an accessible style, *Working with Written Discourse* illustrates how these texts can be analyzed employing a wide variety of approaches that are critical, multidisciplinary, and productive.

This volume is intended for students who desire a practical introduction to the use of language in daily and professional life. It may be used either as part of a course or as an aid to independent study. Readers will find that concepts relating to language and discourse are highlighted in the text, explained clearly, illuminated through examples and practice exercises, and defined in the "Glossary/Index" at the back of the book. Divided into two parts, this text

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presents an introduction to the elements and practice of discourse analysis in general, as well as an introduction to the actual kinds of discourse crucial to personal and professional life. In Part I, examples and practice exercises are used which make use of a variety of genres common in daily and professional life. Genres included are advertising, biography, travel guide, news clipping, prose fiction, students' writing, telephone conversation, poetry, police-suspect interview, face-to-face conversation, war cry, political speech, medical text, legislation, textbook, discourse of the mentally disturbed, and detective fiction among others. Wherever feasible, authentic examples are used. Part II of the book applies the principles and techniques of Part I to an investigation of discourse in daily use. Chapters include discourse in education, medicine, law, the media, and literature. Not only will these be of particular interest to students planning to enter any of these professions, but will also be of general interest, since all of us encounter them in daily life. As a result, this is a very practical book.

Genre theory in the past few years has contributed immensely to our understanding of the way discourse is used in academic, professional and institutional contexts. However, its development has been constrained by the nature and design of its applications, which have invariably focused on language teaching and learning, or communication training and consultation. This has led to the use of simplified and idealised genres. In contrast to this, the real world of discourse is complex, dynamic and unpredictable. This tension between the real world of written discourse and its representation in applied genre-based literature is the main theme of this book. The book addresses this theme from the perspectives of four rather different worlds: the world of reality, the world of private intentions, the world of analysis and the world of applications. Using examples from a range of situations including advertising,

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business, academia, economics, law, book introductions, reports, media and fundraising, Bhatia uses discourse analysis to move genre theory away from educational contexts and into the real world. Introduction Overview: Perspectives on Discourse The World of Reality The World of Private Intentions The World of Analysis The World of Applications References

The focus of this volume is on medical discourse, a domain of language which deserves closer scrutiny by academics as well as practitioners, due to its increasing relevance and pervasiveness in modern society. Despite the wealth of publications dealing with specialized or academic discourse and its rhetoric, few of these are devoted specifically to medical discourse. This book seeks to redress the balance by bringing together a number of studies that bear witness to the widespread interest in medical texts shown by linguists and professional communities around the world. The volume is divided into two main parts: the first targets medical discourse in its spoken dimension, while the second contains various analyses of written texts. The theoretical perspectives and individual case studies presented here reflect the wide range of methodological approaches and theoretical issues that characterise current research in the field.

"An exemplary textbook. Making even the most complex ideas fully accessible, it is grounded in an extensive literature, filled with engaging examples, and offers ample suggestions for independent research. It's been a key text in my classes for over a decade and, as fresh and relevant as ever, will continue to buttress my graduate seminars and undergraduate courses alike." - Professor Crispin Thurlow, University of Washington

Comprehensive, practical, lively and accessible, *Working with Spoken Discourse* is the much-loved benchmark for learning to do discourse analysis. It combines theory and practice to give students the grounding they

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need in practical techniques of analyzing talk and how to apply them to real data. Begins with the 'why' and 'how' of doing discourse analysis Packs examples into every chapter to help explain complex concepts Uses exercises and activities to reinforce what you've learned Leads you through the practicalities of designing your own project Exceptionally clear, and perfect for undergraduates starting a project, this is the essential guide to spoken discourse. This book brings together a number of empirical studies that use corpora to study discourse patterns in speech and writing. It explores new trends in the area of text and discourse characterized by the alliance between text linguistics and areas such as corpus linguistics, genre analysis, literary stylistics and cross-linguistic studies. The contributions to the volume show how established corpora can be used to ask a number of new questions about the interface between speech and writing, the relation between grammar and discourse, academic discourse, cohesive markers, stylistic devices such as metaphor, deixis and non-verbal communication. The corpora used for text-analysis can also be tailor-made for the study of particular genres such as journal article abstracts, lectures, e-mailing list messages, headlines and titles. A recent development is to bring in contrastive data from bilingual corpora to show what is language-specific in the organization of the text.

In applied linguistic circles, there has been a major reappraisal of the theory of linguistic relativity in the last few decades, a renaissance in contrastive analysis research, especially at the level of discourse, and a gradual merging of the fields of text linguistics and discourse analysis. In the light of these developments, a new conceptual framework for defining contrastive rhetoric needs to be established. Recent shifts in discourse linguistics from an early emphasis on grammatical and other forms used to mark cohesive relationships between

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sentences, to the inclusion of larger units of social context related to the functional uses of language, to the study of whole systems of communication within cultures and societies have been roughly paralleled by developments in contrastive rhetoric, which has also moved beyond the level of text to include both the situational and cultural contexts of writing. Contrastive rhetoric can thus be best defined today, not as the alienated, hybrid offspring of text linguistics, but more accurately as the emerging field of contrastive written discourse analysis.

Linguistics has traditionally concentrated on studying single sentences or isolated speech acts. In this book Michael Stubbs explores one of the most promising new directions in contemporary linguistics—the study of many sentences and how they fit together to form discourse. Using many examples drawn from recorded conversations, fieldwork observations, experimental data, and written texts, he discusses such questions as how far discourse structure is comparable to sentence structure; whether it is possible to talk of "well formed" discourse as one does of "grammatical" sentences; and whether the relation between question and answer in conversation is syntactic, semantic, or pragmatic.

For anyone approaching Discourse Analysis for the first time, theory means little when it is not related to actual knowledge and experience of language in use. Describing Discourse takes the unique approach of introducing discourse studies through the hands-on analysis of linguistic data. The book introduces students to specific discourses constructed for particular purposes, for example, from the domains of advertising, law, medicine and education. Each chapter provides examples, exercises and commentary designed to develop the analytical abilities needed in describing the

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characteristic forms and typical functions of different discourses. Describing Discourse provides the ideal entry into the study of discourse for students new to the subject. Using a multimodal approach –graphic, vocal, written – How to do Critical Discourse Analysis guides students to an understanding of how language, power and ideology are negotiated in visual communication and media texts, from magazine and advertising, to YouTube and music videos. Authors David Machin and Andrea Mayr draw on discourse analysis, appraisal theory, stylistics and conversation analysis to present a systematic toolkit for doing language and image analysis. Using case studies and examples from a range of traditional and new media content, the book equips students with the necessary tools to analyze and understand the relationship between language, discourse and social practices.

This book extends the scope and coverage of genre theory, giving more emphasis to what is known as pragmatic space; in other words it integrates the study of discourse at the textual level with the study of how that discourse operates in its social context.

"The book is an essential resource seeking to analyze real texts and discourse."--BOOK JACKET.

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