

Media Discourse Analysis

メディアディスコース分析論

Analysing Discourse

Chapter 1

Introduction

Outline · 概要

- ◆ 1. Social analysis, discourse analysis, text analysis
- ◆ 2. Terminology: text, discourse, language
- ◆ 3. Language in New Capitalism (LNC)
- ◆ 4. The approach to text analysis
- ◆ 5. Social research themes
- ◆ 6. Social effects of texts and on texts
- ◆ 7. Ideological effects
- ◆ 8. Text, meanings and interpretations
- ◆ 9. Texts and authors
- ◆ 10. Forms, meanings and effects
- ◆ 11. Critical analysis and ‘objectivity’
- ◆ 12. The limits of textual analysis

Outline ・ 概要 (Parts 1-5)

- ◆ 1. Social analysis, discourse analysis, text analysis
社会分析、言説分析、テキスト分析
- ◆ 2. Terminology: text, discourse, language
術語: テキスト・ディスコース・言語
- ◆ 3. Language in New Capitalism (LNC)
新資本主義における言語
- ◆ 4. The approach to text analysis
テキスト分析のアプローチ
- ◆ 5. Social research themes
社会研究のテーマ

1. Social analysis, discourse analysis, text analysis

社会分析、言説分析、テキスト分析

- ◆ Dialectical relationship (弁証的な関係) between *language* and *other elements* of social life.
- ◆ Two approaches: TODA or *non-TODA*.
- ◆ **Order of discourse** (言説の秩序) = ‘the relatively durable (永続の) social structuring of language which is itself one element of the relatively durable structuring and networking of social practices.’
- ◆ **Interdiscursive analysis** = ‘seeing texts in terms of the different **discourses**, **genres** and **styles** [that] they draw upon and articulate together’

2. Terminology 術語

- ◆ **Text** = ‘any instance of language in use’
- ◆ **Discourse**
 - *General* meaning (抽象的意味)
 - *Particular* meaning (具體的意味)
- ◆ **Language**

3. Language in New Capitalism

新資本主義における言語

◆ ‘new capitalism’ 新資本主義

= ‘the most recent of a historical series of **radical restructurings** (急進的な再構築) through which capitalism has maintained its fundamental continuity (基本的継続性)’.

4. The approach to text analysis

テキスト分析のアプローチ

- ◆ Transdisciplinary 学際的
- ◆ New social theory 新社会理論
- ◆ Hallidayan Linguistics ハリデー学派言語学
- ◆ Qualitative and Quantitative 質的と量的

5. Social research themes

社会研究のテーマ

- ◆ Governance 社会運営
- ◆ Hybridity ハイブリッド性
- ◆ ‘Space-time’ 時空
- ◆ Hegemonic struggles ヘゲモニー闘争
- ◆ Ideologies イデオロギー
- ◆ Citizenship and ‘public space’ 市民権と公共圏
- ◆ Communication technologies 伝達技術
- ◆ ‘Legitimation’ of social order 社会秩序の合法化
- ◆ ‘Informalisation’ of society 社会の非公式化

Outline ・ 概要 (Parts 6-12)

- ◆ 6. Social effects of texts and on texts
テキストの社会的効果と社会のテキスト的效果
- ◆ 7. Ideological effects
イデオロギー的效果
- ◆ 8. Text, meanings and interpretations
テキスト・意味・解釈
- ◆ 9. Texts and authors
テキストと著者
- ◆ 10. Forms, meanings and effects
形態・意味・効果
- ◆ 11. Critical analysis and ‘objectivity’
批判的分析と客観性
- ◆ 12. The limits of textual analysis
テキスト分析の限度

6. Social effects of texts & on texts

テキストの社会的効果と社会のテキスト的効果

- ◆ Immediate individual effects
- ◆ Less immediate individual effects
- ◆ Social or political effects

- ◆ Causality

7. Ideological effects

イデオロギー的効果

- ◆ Ideologies

= ‘***representations*** of aspects of the world which can be shown to contribute to *establishing, maintaining and changing* social relations of power, domination and exploitation.’

8. Text, meanings and interpretation

テキスト・意味・解釈

- ◆ The **process** of meaning-making has three parts:
 - (a) the production of text
 - (b) the text itself
 - (c) the reception (or interpretation) of the text
- ◆ NOTE: *Distribution* is also an an important aspect.

9. Texts and authors

テキストと著者

- ◆ Ervin Goffman' three roles:
 - Principal
 - Author
 - Animator

10. Forms, meanings and effects

形態・意味・効果

- ◆ Common features of texts that often (but not always) have ideological effects include:

Nominalisation: e.g. ‘change’ used as a noun
(as an active agent in a clause)

Passive verbs: e.g. ‘can be made and shipped’

11. Critical analysis & ‘objectivity’

批判的分析と客観性

- ◆ Critical Realism (Roy Bhaskar)
- ◆ Reality has three levels:
 - Potential:** what social events are possible, given the social structures and practices that exist.
 - Actual:** what social events actually occur
 - Empirical:** what we can know about social reality (what aspects of what social events?)
- ◆ **Objectivity**
 - ‘There is no such thing as an ‘objective’ analysis of a text.’

12. The limits of textual analysis

テキスト分析の限度

- ◆ ‘To research meaning-making, one needs to look at *interpretations* of texts as well as texts themselves.’
- ◆ ‘Textual analysis is best framed within *ethnography*’
- ◆ We must frame textual analysis within *organizational* analysis.
- ◆ We must **link** ‘micro’ analysis of texts to ‘macro’ analysis of power relations in society.

Organization of this book

- ◆ Introduction
- ◆ **Part I** *Social analysis, Discourse analysis, & Text analysis*
- ◆ **Part II Genres and [texts as] Action**
- ◆ **Part III Discourses and [texts as] Representations**
- ◆ **Part IV Styles and [texts as constructing] Identities**
- ◆ Conclusion
- ◆ Glossaries
- ◆ Appendix

Part I *Social analysis, Discourse analysis, & Text analysis*

- ◆ Ch 1 Introduction
- ◆ Ch 2 Texts, Social Events, & Social Practices
- ◆ Ch 3 Intertextuality and Assumptions

Part II Genres and [texts as] Action

- ◆ Ch 4 Genres

Genre = a *particular way of acting* & interacting linguistically
(e.g. interview, lecture, news report).

- ◆ Ch 5 Meaning Relations between Sentences
and Clauses

- ◆ Ch 6 Clauses: Types of Exchange, Speech
Functions, and Grammatical Mood

Part III Discourses and [texts as] Representations

- ◆ Ch 7 Discourses

Discourse = language as an element of social life which is dialectically related to other elements.

- ◆ Ch 8 Representations of Social Events

Part IV Styles and [texts as constructing] Identities

- ◆ Ch 9 Styles

Style = the discoursal aspect of a particular way of being.

- ◆ Ch 10 Modality and Evaluation

Conclusion, Glossaries, Appendix

- ◆ Conclusion
 - Summary of ideas in this book
 - Sample analysis
 - ‘Manifesto’ for CDA
- ◆ Glossaries
 - Key Terms
 - Key Theorists
- ◆ Appendix
 - Examples of 15 texts related to Language in the New Capitalism