Media Discourse Analysis

メディアディスコース分析論

Analysing Discourse

Chapter 2
Texts, Social Events, and Social Practices
テキスト・社会出来事・社会習慣

Version 3

Outline (Parts 1 - 6)

◆ 1. Introduction

　導入

◆ 2. Texts and social agents

　テキストと社会的行為者

◆ 3. Social *events*, social *practices*, social *structures*

　社会出来事・社会習慣・社会構造

◆ 4. Social practices

　社会習慣

◆ 5. Discourse as an element of social practices: (G/D/S)

　社会習慣の要素としての言説　（ジャンル、言説、スタイル）

◆ 6. Text as *action*, *representation*, *identification*

　行動・描写・同一視としてのテキスト

Outline (Parts 7 - 12)

- 7. Dialectical relations
  弁証的関係

- 8. **Mediation**
  仲介・メディア化

- 9. Genre chains
  ジャンル　チェーン

- 10. Genres and governance
  ジャンルと社会運営

- 11. Genre mixing
  ジャンル混合

- 12. Relational approach to text analysis
  テキスト分析に対する関係的アプローチ

1. Introduction 導入

- Social life is made up of various kinds of **social events.**

- Social events often involve **texts**.

- Social events (and texts) have **causes**.

- There are two main kinds of causes:
  - (a) **Social Structures** and **Social Practices**
  - (b) **Social Agents**

2. Texts and social agents
テキストと社会的行為者

◆ *Q. How much power do social agents have?*

◆ A. Not totally free to act, but…

       … not totally pre-determined either.

◆ This is also true about people making texts.
- [The factory manager in Example 1 (p. 229)]

3. Social *events*, social *practices*, social *structures*
社会出来事・社会習慣・社会構造

◆ Three levels of social reality:

Social *structures* (abstract, long-lived, stable)

Social *practices* (mediating /filtering)

Social *events* (concrete, short-lived, variable)

3. Social *events*, social *practices*, social *structures*
社会出来事・社会習慣・社会構造

◆ Language is part of social reality at each level.

	Level of Social Organization	Corresponding Semiotic Element
Abstract, Long-lived, Stable	Social Structures	**Languages**
	Social Practices	**Orders of Discourse** (Discourses, Genres, Styles)
Concrete, Short-lived, Variable	Social Events	**Texts**

3. Social *events*, social *practices*, social *structures*
社会出来事・社会習慣・社会構造

◆ **Orders of Discourse** mediate between the abstract level of langua<u>es</u> and the concrete level of texts

◆ *Q. What is an Order of Discourse ?*

'a **network** of social practices *in its language aspect*'

'the social **organization and control** of linguistic variation'

'a particular combination of *discourses*, *genres* and *styles*'

4. Social practices　社会習慣

*Q. What are **social practices***?

'articulations (= connections) of different types of elements of the social world which are associated with particular areas of social life.'

4. Social practices　社会習慣

Five Elements Articulated in Social Practices
1. Action and Interaction
2. Social Relations
3. Persons (with beliefs, attitudes, histories, etc)
4. The Material World
5. Discourse

The relationship between these elements is *dialectical*

5. Discourse as an element of social practices: genres, discourses, styles

社会習慣の要素としての言説 （ジャンル、言説、スタイル）

Discourse as an Element of Social Practices		
Genres	Ways of (inter) **acting**	interview, lecture
Discourses	Ways of **representing**	New Labour, Neo-Conservatism
Styles	Ways of **being**	manager, 'flexible worker', freeter

6. Text as *action*, *representation*, *identification*
行動・描写・同一視としてのテキスト

◆ Theoretical Base = Michael Halliday
- Systemic Functional Grammar (SFG)

- Language is multi-functional

- Three main functions of language
  - Representing the world
  - Making social relations & showing attitudes, etc.
  - Organizing texts & connecting texts to contexts

6. Text as *action, representation, identification*
行動・描写・同一視としてのテキスト

Major Types of Text Meaning	
Type of meaning	*Corresponding aspect of Discourse*
Action	**Genres**
Representation	**Discourses**
Identification	**Styles**

Texts express these different meanings *simultaneously*

6. Text as *action*, *representation*, *identification*
行動・描写・同一視としてのテキスト

Questions for analysing a text

◆ *How are the three meanings **realized** in the text?*

◆ *How is the text related to the concrete social event?*

◆ *How is the social event related to social practices?*
- (What genres, discourses and styles are involved, and how are they articulated with each other?)
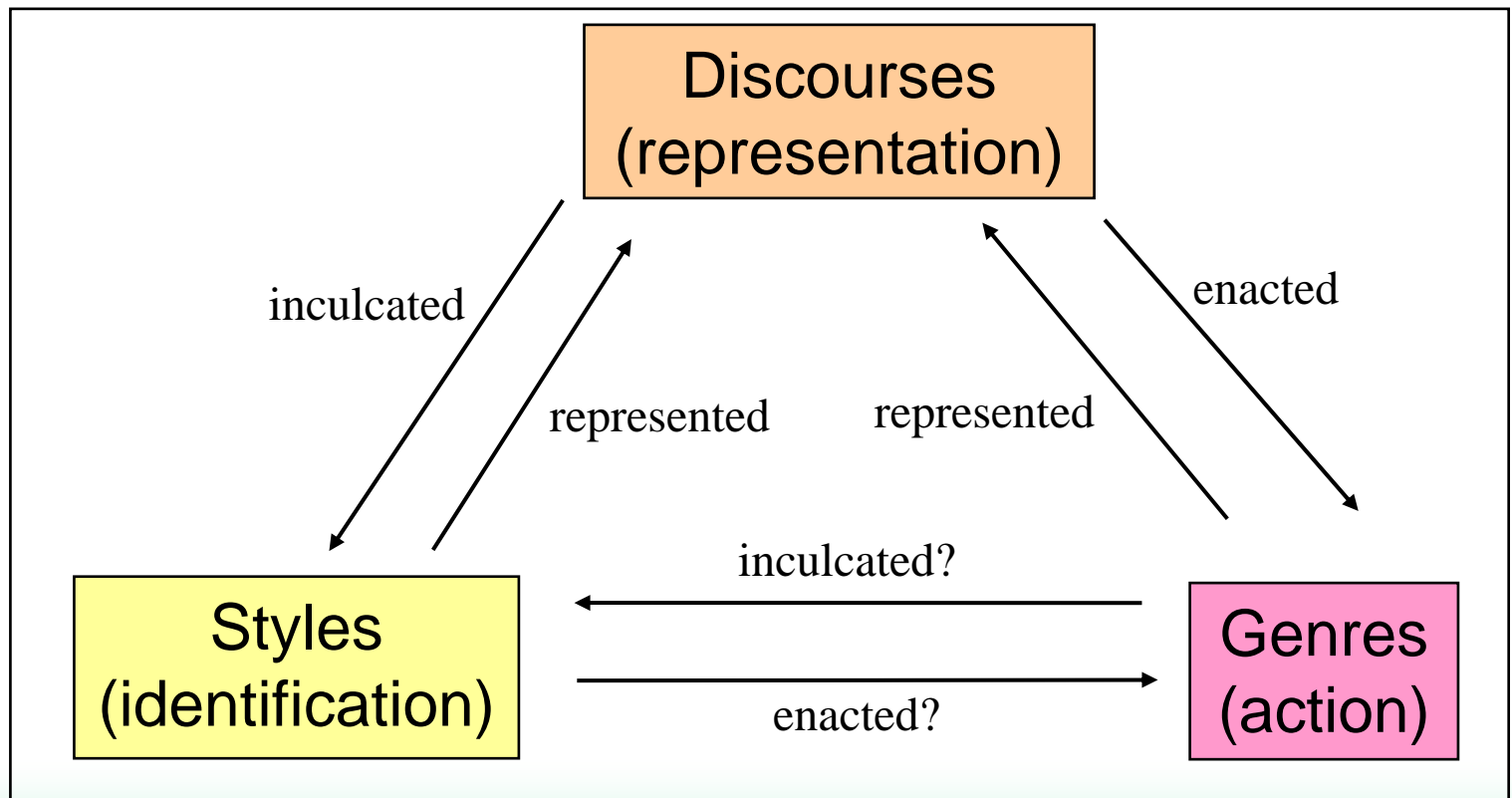
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7. Dialectical relations 弁証的関係

◆ The dialectics of discourse

```
                    ┌──────────────────────┐
                    │      Discourses       │
                    │   (representation)    │
                    └──────────────────────┘

        inculcated                      enacted

              represented    represented

                   inculcated?
  ┌─────────────────┐ ←──────────── ┌──────────────┐
  │     Styles      │               │    Genres     │
  │ (identification)│ ──────────→   │   (action)    │
  └─────────────────┘   enacted?    └──────────────┘
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8. Mediation　仲介・メディア化

- The relationship between texts and social events is often complex, because texts are often **mediated** (that is, they involve the use of (mass) media such as radio or television).

- The mediation of texts involves '**movement of meaning**' from one social practice, social event or text to another one.

- Mediation often involves complex **chains** or **networks** of different types of texts.

Chains and networks

- In modern society, different social practices are **chained** or **networked** together.

- Social practices are chained and networked across different **domains** and **scales** of social life.

- **Texts** are an important resource for chaining and networking social practices.

- The **new capitalism** (globalization) involves new patterns of chains and networks of social practices and of texts (genres, discourses, styles).

9. Genre chains ジャンル　チェーン

- **Genre chains** occur where certain different genres are regularly linked together with systematic (= standard, regular) changes from one genre to another.

- Example 1: Ethnographic interview
- the 'practical' genre of factory management
- the academic genre of ethnographic interview
- the academic genre of writing a book
- the 'management education' genre
- the genre of 'governance'

10. Genres and governance
ジャンルと社会運営

Governance =

'any activity within an institution or organization directed at regulating or managing some other (network of) social practice(s).'

10. Genres and governance

◆ '[Certain] Genres are important in sustaining the institutional structure of contemporary society'

◆ A typical feature of genres of governance is that they show recontextualization. 再脈絡化

◆ **Recontextualization** =

'the appropriation (absorbing) of elements of one social practice within another, placing the former within the context of the latter, and transforming it in particular ways in the process.'

10. Genres and governance
ジャンルと社会運営

◆ Genres of governance are *mediated* genres, designed for 'action at a distance'.

◆ Therefore, we can view 'the [mass] media' as part of the apparatus of governance.

11. Genre mixing　ジャンル混合

◆ A text may not be written or spoken in one single genre. It may mix or **hybridize** two or more different genres.

- Example 2 (Hungarian newspaper)

◆ Conversationalization

◆ Postmodern society = hybrid social practices

12. Relational approach to text analysis
テキスト分析に対する関係的アプローチ

◆ Text analysis must be done at several levels.

◆ The **relations** between levels are most important.

12. Relational approach to text analysis

	Levels of Text Analysis
External	Social **Structures**
	Social **Practices**

	Social **Events**
	    Actions and Social Relations
	    Identification of Persons
	    Representations of the world

BOTH ! !	**Discourse** (Genres, Discourses, Styles)
Internal	**Semantics**
	Grammar and **Vocabulary**
	Phonology (of speech) & **Graphology** (of writing)

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