

# Media Discourse Analysis

## メディアディスコース分析論

### *Analysing Discourse*

#### Chapter 3

#### *Intertextuality and Assumptions*

#### 間テキスト性 と 想定

# Outline

- ◆ 1. Introduction 導入
- ◆ 2. Difference and dialogicality 相違と対話性
- ◆ 3. The public sphere 公共圏
- ◆ 4. Hegemony, universal and particular  
支配権、全称的と単称的
- ◆ 5. Intertextuality 間テキスト性
- ◆ 6. Assumptions 想定
- ◆ 7. Ideologies and assumptions  
イデオロギーと想定
- ◆ 8. Other types of assumptions 想定の種類

# 1. Introduction 導入

- ◆ Texts have both **internal** and **external** relations
- ◆ **External** relations
  - = Connections to the world **outside** the text
- ◆ **Internal** relations
  - = Connections **inside** texts themselves

# Levels of Text Analysis

**Social Structures**

**Social Practices**

**Social Events**

Actions and Social Relations

Identification of Persons

Representations of the world

**Discourse** (Genres, Discourses, Styles)

**Semantics**

**Grammar and Vocabulary**

**Phonology** (of speech) & **Graphology** (of writing)

**External**

**BOTH !!**

**Internal**

# Intertextuality

- ◆ **intertextual** = ( inter + textual ) = between texts
- ◆ **Intertextual relations** are part of the **external** relations of a text, but they are unusual external relations because they are brought *into* the text in some way.

# Intertextual relations

- ◆ **Quotations**

e.g. *John said, 'I will be late tonight'.*

- ◆ **Reported speech**

e.g. *John said he would be late tonight.*

- ◆ **Texts which are incorporated into another text without attribution.**

e.g. *'John will be late tonight'.*

# Assumptions

- ◆ Texts always make assumptions.
- ◆ “What is ‘said’ in a text is ‘said’ against a background of what is ‘unsaid’, but **taken as given.**”
- ◆ Assumptions = implicit meanings  
(e.g. presuppositions)

# Intertextuality vs. Assumptions

## ◆ Intertextuality

- \* attributed / attributable to specific texts
- \* *opens up* difference

## ◆ Assumptions

- \* **not** attributed / **not** attributable
- \* *closes down* difference



# Three social research themes

- ◆ 1. **Social Difference**  
(and the Public Sphere)
- ◆ 2. **Hegemony**  
(representing **particular** things as **universal**)
- ◆ 3. **Ideology**  
(of assumptions in texts)

# Hegemony and Ideology

## ◆ Hegemony

= the establishment, maintenance and contestation of the social dominance of particular social groups

## ◆ Ideology

= representations of aspects of the world *which contribute to* establishing and maintaining relations of power, domination and exploitation.

## 2. Difference and dialogicality

### 相違と対話性

#### ◆ Intertextuality

\* *opens up* **difference** by bringing other ‘voices’ into a text

\* **more** dialogue

#### ◆ Assumptions

\* *close down* **difference** by assuming ‘common ground’

\* **less** dialogue

## Five 'Scenarios' of Orientation to Difference of social events, interactions, and texts

- (A) *Openness* to difference ('Dialogue')
- (B) *Accentuation* of difference ('Conflict')
- (C) *Resolution* of difference
- (D) *Bracketing off* of difference ('Solidarity')
- (E) *Consensus*, which accepts difference of power, but suppresses difference of meanings

## 3. The public sphere 公共圏

- ◆ ‘a part of social life outside the state and the economic system where issues of common concern are debated in ways which may contribute to the formation of public policy’
- ◆ Example 8: TV debate about British Royal Family

# 4. Hegemony, universal and particular

## Antonio Gramsci and political power

(Italian, 1891-1937)

- ◆ The struggle to achieve **hegemony** is a key idea for understanding the nature of political power.
- ◆ The successful use of power by dominant people depends on achieving the **active consent** (or at least passive acquiescence) of the dominated people.
- ◆ **Ideology** is important for sustaining relations of power.

# Hegemony and Discourse Theory

## 支配権と言説理論

### Ernesto Laclau and Chantal Mouffe

- ◆ hegemony involves a struggle between different (*particular*) discourses to be accepted as *universal*.
- ◆ e.g. Neo-liberal discourses about Globalization

## 5. Intertextuality 間テキスト性

◆ ‘For any particular text or type of text, there is a set of **other texts** and a set of **voices** which are potentially relevant, and potentially incorporated into the text’

◆ Question for analysing a text:

What texts and voices are *included*, which are *excluded*, and what *significant absences* are there?



# Reporting (as a form of intertextuality)

- ◆ **Direct** reporting

e.g. *She said: 'He'll be there by now'*

- ◆ **Indirect** reporting

e.g. *She said he would be there by then.*

- ◆ **Free indirect** reporting

e.g. *Mary gazed out of the window. He would be there by now. She smiled to herself)*

- ◆ **Narrative** report of speech act

e.g. *She made a prediction.*

# Recontextualisation

- ◆ Intertextuality is a form of recontextualisation



- ◆ Ideological roles of reports:
  - Substantiation (of author's claims)
  - Legitimation (of government's policy)
- ◆ Example: Lockerbie Bombing report

# Texturing and Framing

## ◆ Texturing

= How different voices are combined in a text.

## ◆ Framing (an important aspect of texturing)

(a) How reported voices are ‘framed’ (or contextualised) *inside* the main authorial voice of the text.

(b) The relation of various reported voices to *each other*.

# Intertextual selectivity

- ◆ Different voices ‘draw on’ different discourses.
- ◆ Voices can be represented more or less concretely.
- ◆ Intertextual selectivity is related to *genre*
  - e.g. News reports focus on the *meaning* of what people say, not *how* they say it. Novels focus on both.

# 6. Assumptions

想定

## ◆ Implicitness

- Social interactions depend on ‘common ground’.
- Common-ground = shared, taken-for-granted meanings.
- Dominant people and groups try to control the common ground.
- Therefore, assumptions are related to ideology.

# Three kinds of assumptions

- ◆ **Existential:** *'X exists'*

Triggered by definite articles and demonstratives  
(e.g. *the, this, that, these, those*)

- ◆ **Propositional (or Factual):** *'X is Y', 'X has Y'*

Triggered by 'factive' verbs  
(e.g. *realize, forget, remember*)

- ◆ **Value:** *'X is good/bad'*

Triggered by certain verbs  
(e.g. *help*)

# Value assumptions in texts

- ◆ Most evaluation in texts is *implicit*. (暗黙)
- ◆ Implicit value assumptions are sometimes triggered (e.g by the word ‘*threat*’).
- ◆ But sometimes they are *not* triggered so we need to know the text’s **value system**.

# 7. Ideologies and assumptions

## イデオロギーと想定

- ◆ Ideology

= ‘meaning in the service of power’

- ◆ **Assumptions are related to ideology**  
because they are a way of achieving hegemony,  
that is, of universalizing particular meanings.



# Which assumptions are ideological?

- ◆ ‘Certainly, one cannot simply look at a text, identify [its] assumptions, and decide [on textual evidence alone] which of them are ideological.’
- ◆ Need textual analysis **AND social analysis.**

# 8. Other types of assumptions

## 想定の種類

### Four types of 'implicit' meanings

- ◆ 1. Assumptions (or Presuppositions)
- ◆ 2. Logical implications
- ◆ 3. Standard conversational implicatures
- ◆ 4. Non-standard conversational implicatures

# Four types of 'implicit' meanings

## ◆ 2. Logical implications

e.g. *I have been married for 20 years*

This implies:

*I am still married.*

e.g. *He is poor but honest*

This implies:

Poor people are not usually honest.

# Four types of 'implicit' meanings

## ◆ 3. Standard conversational implicatures

Based on **Grice's Maxims**:

- 1. **Quantity**: Give just the right amount of information!
- 2. **Quality**: Tell the truth!
- 3. **Relevance**: Be relevant!
- 4. **Manner**: Be clear!

# Four types of 'implicit' meanings

## ◆ 4. Non-standard conversational implicatures

- 'Flouting' one of Grice's Maxims: apparently breaking a maxim, but adhering to it on an implicit level of meaning.
- e.g. In a reference letter for somebody who is applying for an academic job, writing only: 'He is well-dressed and punctual'.

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