

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
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- ◆ 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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