

# DISCOURSE ANALYSIS

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# Texts

- Daniel Chandler, *Semiotics: The Basics* (New York: Routledge, 2007).
- George Yule, *Pragmatics* (Oxford: Oxford University Press, 1996).
- Theo van Leeuwen, *Discourse and Practice* (Oxford: Oxford University Press, 2008).
- Michael Pusey, *Jurgen Habermas* (New York: Taylor & Francis, 1987).
- Hugh Danziel, Duncan, *Symbols in Society* (New York: Galaxy, 1972). PDF

# Seminar on Discourse Analysis

- July 5 Tues Introduction. The Methods of Discourse Analysis
- July 6 Wed Semiotics: Signs, Things & Structures (Chandler 13-121)
- July 7 Thur Semiotics: Figures, Codes & Texts (Chandler 123-209)
- July 12 Tue Symbolic Interaction: Society (Duncan 44-147)
- July 13 Wed Symbolic Interaction: Dramatism (Duncan 151-234)
- July 14 Thur Pragmatics (Yule)
- July 19 Tue Critical Discourse Analysis (Theo van Leeuwen)
- July 20 Wed Communicative Competence (Pusey)
- July 23 Tue Visual Semiotics
- July 24 Wed Discourse Analysis in a Digital Age

# Signs, Things, Structures

- 1. What are the differences between formalist and pragmatist views of the sign?
- 2. How do signs point to things? Reference & Mode
- 3. What are semiotic axes: syntagmatic and paradigmatic?
- 4. How do signs carry commutation, markedness, alignment?
- 5. How do signs structure spatial and temporal relations?
- 6. What are the relationships among inference, opposition and emptiness in sign relations?
- 7. What are the master tropes of the rhetorical turn?

# Figures, Codes, and Text

- What are types of codes? Perceptual, visual & textual?
- How is reality coded?
- What differentiates broadcast and narrowcast codes?
- What are genres of address?
- The relationships of inter-textuality and intra-textuality.
- What is the role of authorship, agent, and agency in writing and interpreting texts? Narrative, genre, and figure?
- The differences between structuralist and poststructuralist semiotics.

# Symbols & Society

- What is symbolic action?
- What are a grammar of motives?
- What is the relation between symbols and social change?
- How do symbols uphold and attack social order?
- How do symbols position communicative relationships?
- How do symbolic activities reflect the guilt-redemption cycle?
- What are the differences between frames of acceptance and frames of rejection?
- How do symbols serve as “equipment for living”?

# FRAME DRAMATISM

- How do institutions create roles?
- What is symbolic authority?
- How do symbols participate in cultural forms such as games, play, festivals and rites?
- How does a critic intervene into the discourse of social dramas?
- How are symbols made and read as gestures?
- What are the motives to “monopolize” communication?
- How are personal symbols of need, security, health, art and science formed and transformed for society?

# Pragmatics

- Define personal, spatial and temporal deixis or distancing.
- What is the relation between reference and inference?
- What are the basic kinds of speech acts?
- What roles to politeness play for self and others in conversational exchange?
- How are conversational discourses to be interpreted?
- What are the characteristics of bounded-communicative rationality, given cultural schemata with symmetrical and asymmetrical power relationships?



# Critical Discourse Study

- What is a discourse formation?
- What are the relationships between discourse and ideology?
- How does CDA approach representation in discourse?
- How does CDA identify time in discourse?
- How does CDA identify space in discourse?
- How does CDA work with discursive constructions of legitimation and purpose?
- What is multimodal CDA? How does it work with visual and material representations of social actors?

# Communicative Competence

- What are validity conditions in communicative relationships?
- What are the differences among theoretical, moral, ethical, and therapeutic discourse claims?
- How does discourse function in the life world and systems worlds? What is communicative competence?
- What are ideal communication conditions? What are the causes and consequences of the systematic distortion of communication?
- What is the relation of discourse to socialization, social planning and coordination? How can it be repaired?

# Visual Semiotics

- How to read iconic pictures.
- The uses of collage and pastiche.
- Arrangement, composition, and perspective.
- Affect and tone.
- The colors of mood.
- Visual participation, the gallery.

# Digital Age Discourse

- What do the differences between analog and digital discourse studies make from ontological and ontic standpoints?
- In what sense are interactive platforms actually interactive?
- What techniques of multi-modal discourse analysis are useful in identifying the structure and function of a Web Site?
- What are the similarities and differences between a network and a discourse formation?
- What can semiotic studies of digitized discourse formations reveal about institutions, movements, and change?
- How can the discourses of an online group be addressed?