

Language, Media and Manipulation: A course in Critical Discourse Analysis

David Machin

Email: portvale100@gmail.com

Course Outline

This module looks at techniques from Critical Discourse Analysis, an offshoot of linguistics, that can be used to analyse written and spoken language. These techniques allow us to reveal how language can be used to persuade in ways that would not necessarily be detectable on a casual reading or listening. Critical Discourse Analysis looks at the smaller details of lexical and grammatical choices in language in order to reveal what broader messages are being communicated. What kinds of identities, values, ideas and sequences of action are being communicated, often in quite subtle ways? Critical Discourse Analysis sees language as fundamental in the way that we all attempt to shape situations and society in our own interests. Therefore in analysing language we are examining the motivated linguistic choices of individuals, groups and institutions. This can lead us to a closer understanding of the linguistic strategies they use and in turn allow us more clearly to see the kind of world they wish to make. Each lecture looks at one of several tools of analysis.

Reading material

For each weeks lecture there is a list of useful references. But for the most part the course follows the structure of my own book: Machin, D. and Mayr, A. (2012) *How to do Critical Discourse Analysis: A Multimodal Approach*, London, Sage. Here a large number of sample texts are worked through and more student activities given.

Lecture Outline

• Lecture 1 Introduction

In this session we introduce some of the basic concepts that we will use throughout the course that underpin this particular approach to language analysis that we will be using in this module. We look at a number of news texts that help is to think about the importance of language and what kinds of tools we will need in order to understand how it can be used to manipulate.

Readings:

Wodak, R. (2003) 'What CDA is about – a summary of its history, important concepts and its developments', in Wodak & Meyer (eds.) *Methods of Critical Discourse Analysis*, pp. 1-13. London: Sage.

Fairclough, N. (1995) *Media Discourse*, London, Hodder Arnold. Introduction

Richardson, J. E. (2007) *Analysing Newspapers*, London Macmillan. P37-45

Van Dijk, T. A. (2006) Discourse and manipulation, *Discourse & Society* 17(3): 359-384
 van Dijk, T.A. (1993) Principles of Critical Discourse Analysis
Discourse & Society 4: 249-283.
 Fairclough, N. (2003) *Analysing Discourse*, London, Routledge. Introduction
 Mayr, A. (2008) *Language and Power: An Introduction to Institutional Discourse*, London, Continuum Introduction
 Fairclough, N. (1989) *Language and Power*, London, Longman. Chap 3
 Fairclough, N. (2001) Critical Discourse Analysis as a method in social scientific research, in Wodak & Meyer (eds.) *Methods of Critical Discourse Analysis*, London: Sage. 121-138

• Lecture 2 Lexis Analysis and Quoting verbs

We begin with an example of simple lexical analysis. We simply ask if there is a predominance of particular kinds of topic related words in a text. What if a political speech seems to contain lots of words that evoke illness to refer to certain social processes? We look at some patterns that point to changes in the kinds of discourses we find in the media that point to broader cultural changes. In the second part of the lecture we look at quoting verbs or verbs of saying. One simple way that people can be evaluated in texts or speech is simply through the way that their speech is represented. How are they said to speak? This can be one simple way that what people say is represented as being legitimate, authoritative, or otherwise as silly or unimportant. This is one way that such evaluation can be achieved without overt commentary.

Reading:

Fairclough, N. (1995) *Media Discourse*, London, Arnold. Chapter 1
 Richardson, J. E. (2007) *Analysing Newspapers*, London Macmillan, p47
 Caldas-Coulthard, C. (1994) On reporting reporting: the representation of speech in factual and factional narratives, in Coulthard, M. *Advances in Written Text Analysis*, London, Routledge, 295-308
 Caldas-Coulthard, C. Reporting Speech in Narrative Discourse: Stylistic and Ideological Implications, <http://www.periodicos.ufsc.br/index.php/desterro/article/viewFile/8759/8119>
 Lauerbach, G. (2006) Discourse representation in political interviews: The construction of identities and relations through voicing and ventriloquizing, *Journal of Pragmatics*, 38/2, 196-215
 Everitt, J. (2000) Talking Tough: Gender and Reported Speech in Campaign News Coverage, working paper for The Joan Shorenstein centre on the Press, Politics and Public Policy, http://www.hks.harvard.edu/presspol/research_publications/papers/working_papers/2000_12.pdf
 Calsamiglia, H. and Lopez Ferrero, C. (2003) Role and Position of Scientific Voices: Reported Speech in the Media, *Discourse Studies*, Vol. 5, No. 2, 147-173

• Lecture 3 Representational strategies

There are many ways that we can shape the way that a reader or listener might understand a texts by manipulating the way that they are encouraged to align themselves alongside or against the participants. This is one way to represent what people to unfavourably without actually commenting upon it. This is by the way communities are evoked through the words 'us' and 'them' but also through a host of other ways that people are categorised and represented, by how they look, what they do, their relationships. Simple choices can shape the way we perceive a person's actions.

Readings:

- Van Leeuwen, T. (1996) "The representations of social actors", In Caldas Coulthard, C.R. & Coulthard, M. (Eds) *Texts and Practices*, London and New York: Routledge pp. 32-70
- Fowler, R. (1991) *Language in the News*, London Routledge, Chaps 6 + 7
- Fairclough, N. (1989) *Language and Power*, London, Longman. Pronouns us and them p 106-107, 148-149.
- Fairclough, N. (1995) *Media Discourse*, London, Hodder Arnold. pp 113-116
- Fairclough, N. (2003) *Analysing Discourse*, London, Routledge. p145-150
- Richardson, J. E. (2007) *Analysing Newspapers*, London Macmillan see contents page Naming and reference.
- van Dijk, T.A. (1993) Principles of Critical Discourse Analysis, *Discourse & Society* 4: 249-283.
- Machin, D. and Mayr, A. (2007) Antiracism in the British government's model regional newspaper: the 'talking cure' *Discourse & Society*, Vol. 18, No. 4, 453- 478
- Machin, D. and Van Leeuwen T. (2005) Computer games as political discourse: the case of Black Hawk Down, *Journal of Language and Politics*; 4/1 119-143
- Eriksson, K. and Aronsson, K. (2005)
- 'We're really lucky': Co-creating 'us' and the 'Other' in school booktalk, *Discourse & Society* 16: 719 - 738.
- Leudar, I., Marsland, V. and Nekvapil, J. (May 2004) On Membership Categorization: 'Us', 'Them' and 'Doing Violence' in Political Discourse, *Discourse & Society*, 15, 243 - 266.
- Bishop, H. and Jaworski, A. (2000) We Beat 'em': Nationalism and the Hegemony of Homogeneity in the British Press Reportage of Germany versus England during Euro 2000, *Discourse & Society*, May 2003; 243 - 271.
- Van Compernelle, R.A. (2008) Second-person pronoun use and address strategies in on-line personal ads from Quebec, *Journal of Pragmatics*, 40/12, 2062-2076
- Oktar, L. (2001) The Ideological Organization of Representational Processes in the Presentation of us and them *Discourse & Society*, 12: 313 - 346. (use of 'us' and 'them')
- Flowerdew, J. and Leong, S. (2007) Metaphors in the discursive construction of patriotism: the case of Hong Kong's constitutional reform debate, *Discourse & Society*, May. 18: pp. 273 - 294.

Positioning of actors in clauses

- Van Dijk, T.A. (1991) *Racism and the Press*, London, Routledge, p216
- Fowler, R. (1991) *Language in the News*, London, Routledge, p76

• Lecture 4 The representation of action

The study of transitivity or action can give us access to who does what and how in a text. Closer examination of this can reveal power relations that we would not necessarily notice on a casual reading. Some participants may be represented as particularly active, although we can then ask what kinds of actions these are. Often very busy participants can be represented as the most passive. Therefore this can be one way to in fact hide who actually has the agency.

Readings:

- Fowler, R. (1991) *Language in the News*, London Routledge, pp 70-76 and Chap 8
- Van Leeuwen, T. (1995) Representing Social Action
Discourse Society. 1995; 6: 81-106
- Fairclough, N. (2003) *Analysing Discourse*, London, Routledge. p141-144
- Fairclough, N. (1989) *Language and Power*, London, Longman. Process types p 100-104
- Richardson, J. E. (2007) *Analysing Newspapers*, London Macmillan p54
- Fairclough, N. (1995) *Media Discourse*, London, Hodder Arnold. pp 109-116, 25-28
- Lazar, M. (2000) Gender, Discourse and Semiotics: The Politics of Parenthood Representations
Discourse & Society, Jul 2000; vol. 11: pp. 373 - 400.

Racism in the News: A Critical Discourse Analysis of News Reporting in Two Australian Newspapers

Teo, P. (2000) *Discourse & Society*, vol. 11: pp. 7 - 49.

Machin, D. and Thornborrow, J. (2006) "Lifestyle and the Depoliticisation of Agency: Sex as Power in Women's Magazines." *Social Semiotics* 16/1, 173-188.

Caballero, R. (2007) Manner-of-motion verbs in wine description, *Journal of Pragmatics* 39/12, 2095-2114

Szuchewycz, B. (2000) Re-Pressing Racism: The Denial of Racism in the Canadian Press, *Canadian Journal of Communication*, 25/4 497-515 (Use of passivisation in news)

<http://www.cjc-online.ca/index.php/journal/article/viewFile/1177/1099>

MacDonald, M. N. (2002) Pedagogy, pathology and ideology: the production, transmission and reproduction of medical discourse *Discourse & Society*, 13, 447 - 467. (Contains transitivity analysis)

Machin, D. (2007) Visual Discourses of war: a multimodal analysis of photographs of the Iraq occupation, in *Discourse, War and Terrorism*, Hodges, A. and Nlepp, C. John the Haig, Benjemins

Butt, D. G., Lukin, A. and Matthiessen, C.M.I.M. (2004) Grammar–The First Covert Operation of War, *Discourse & Society*, 15, 267 - 290. (Transitivity analysis)

Oteíza, T. and Pinto, D (2008) Agency, responsibility and silence in the construction of contemporary history in Chile and Spain, *Discourse & Society*, 19, 333 - 358.

Passive Voice

Fowler, R. (1991) *Language in the News*, London Routledge, pps 72, 77-79

• Lecture 5 nominalisation and presupposition

In this session we look at language strategies for making processes appear as taken for granted things. Also we look at the way that we can strategically generate accepted states of affairs without actually articulating them.

Readings:

Nominalisation

Fowler, R. (1991) *Language in the News*, London Routledge, pp77-80, 128

Fairclough, N. (1989) *Language and Power*, London, Longman. pp103-104

Fairclough, N. (1995) *Media Discourse*, London, Hodder Arnold. pp 112-113

Fairclough, N. (2003) *Analysing Discourse*, London, Routledge, p55-60

Nijhof, G. (1998) Naming as naturalization in the medical encounter, *Journal of Pragmatics*, 30/6, December, 735-753

Fenton-Smith, B. (2007) Diplomatic condolences: ideological positioning in the death of Yasser Arafat, *Discourse & Society*, Nov 18: pp. 697 - 718.

Van Dijk, T. A. (2008) Critical discourse analysis and nominalization: problem or pseudo-problem? *Discourse & Society*, Nov, 19: pp. 821 - 828.

Martin, J.R (2008) Incongruent and proud: de-vilifying 'nominalization', *Discourse & Society*, Nov 19: pp. 801 - 810.

Butt, D.G., Lukin, A. and Matthiessen, C. M. I. M. (2004) Grammar–The First Covert Operation of War, *Discourse & Society*, May 15: pp. 267 - 290.

Presupposition

Fowler, R. (1991) *Language in the News*, London Routledge, p85

Fairclough, N. (1989) *Language and Power*, London, Longman. P127-129
 Fairclough, N. (1995) *Media Discourse*, London, Hodder Arnold. pp 106-109, 124
 Richardson, J. E. (2007) *Analysing Newspapers*, London Macmillan, p62
 Bekalu, M.A. (2006) Presupposition in news discourse, *Discourse & Society*, March; vol. 17: 147 - 172.
 Matoesian, G. and Coldren, J.R. (2002) Language and bodily conduct in focus group evaluations of legal policy, *Discourse & Society*, Jul 2002; vol. 13: pp. 469 - 493.
 Majstorovic, D. (2007) Construction of Europeanization in the High Representative's discourse in Bosnia and Herzegovina, *Discourse & Society*, vol. 18: pp. 627 – 651
 Askehave, I. (2004) Language is a Game - These are the Rules: A Search into the Rhetoric of the Spiritual Self-Help Book *If Life is a Game - These are the Rules*, *Discourse & Society*, Jan; vol. 15: pp. 5 - 31.

• Lecture 6 modals and hedging and overlexicalisation

In this session we look at linguistic features for communicating levels of truth and certainty. In combination we can use these to give great sense of commitment to issues while at the same time avoiding actually committing to anything. We also look at devices for distancing from issues and how we can detect clear areas of moral ambiguity or awkwardness being glossed.

Readings

Modals

Fairclough, N. (2003) *Analysing Discourse*, London, Routledge. Chapter 10
 Fowler, R. (1991) *Language in the News*, London Routledge, pp 85-87
 Fairclough, N. (1989) *Language and Power*, London, Longman. p151
 Fairclough, N. (1995) *Critical Discourse Analysis*, London, Longman, p146-147, 154-155
 Sneijder, P. and te Molder, H.F.M. (2005) Moral logic and logical morality: Attributions of responsibility and blame in online discourse on veganism, *Discourse & Society*, Sep. 16: pp. 675 - 696.
 Cook, G. and Walter, T. (2005) Rewritten rites: language and social relations in traditional and contemporary funerals, *Discourse & Society*, May 16: pp. 365 - 391.
 Sotillo, S.M. and Starace-Nastasi, D. (1999) Political Discourse of a Working-Class Town, *Discourse & Society*, Apr 10: pp. 249 - 276.
 Thonus, T. (1999) Dominance in Academic Writing Tutorials: Gender, Language Proficiency, and the Offering of Suggestions, *Discourse & Society*, Apr. 10: pp. 225 - 248.
 Fowler, R. (1985). Power. In T. A. van Dijk (ed.), *Handbook of Discourse Analysis*, Vol. 4. London: Academic Press, Inc. pp.61-82.
 Palmer, F. (1986). *Mood and Modality*. Cambridge: Cambridge University Press.
 White, P.R. (2000) 'Dialogue and Inter-Subjectivity: Reinterpreting the Semantics of Modality and Hedging', in *Working With Dialog*, Coulthard, M., Cotterill, J., & Rock, F. (eds), Neimeyer.

Hedging

Resche, C. (2004) Investigating 'Greenspanese': From Hedging to 'Fuzzy Transparency', *Discourse & Society*, Nov 15: pp. 723 - 744.
 Martin, J.R. (2004) Mourning: How We Get Aligned, *Discourse & Society*, May. 15: pp. 321 - 344.
 Tusting, K., Crawshaw, R. and Callen, B. (2002) 'I know, 'cos I was there': how residence abroad students use personal experience to legitimate cultural generalizations, *Discourse & Society*, Sep. 13: pp. 651 – 672
 Benwell, B. (2005) 'Lucky this is anonymous.' Ethnographies of reception in men's magazines: a 'textual culture' approach, *Discourse & Society*, Mar 16: pp. 147 - 172.

Lakoff, G. (1972) 'Hedges: A Study in Meaning Criteria and the Logic of Fuzzy Concepts', *Proceedings of the Chicago Linguistics Society* 8: 183-228.

Overlexicalisation

Lean, M.I. (2008) 'New Kids on the Block': The Discursive Construction of Two New Premiers by the Mass Media, *Critical Approaches to Discourse Analysis across Disciplines*, 2/1, 59-75.

http://www.scribd.com/full/3675489?access_key=key-1ekob3lieifkh0bzpv7p

Fowler, R. (1991) *Language in the News*, London Routledge, p96

• Lecture 7 metaphorical tropes

In this session we look at a number of linguistic devices that can be used to transport meanings from one domain to another. While these can be used to help illustrate the nature of something they also serve to obscure and shape out perceptions of it.

Readings

Lakoff, George & Mark Johnson (1980) *Metaphors We Live By*. Chicago: University of Chicago Press.

Van Dijk, T. A. New(s) Racism: A Discourse Analytical Approach,

[http://www.discourses.org/OldArticles/New\(s\)%20racism%20-%20A%20discourse%20analytical%20approach.pdf](http://www.discourses.org/OldArticles/New(s)%20racism%20-%20A%20discourse%20analytical%20approach.pdf)

Fairclough, N. (1995) *Media Discourse*, London, Hodder Arnold. pp 94-102

Cameron, L.J. (2007) Patterns of metaphor use in reconciliation talk, *Discourse & Society*, Mar 18: pp. 197 - 222.

Santa Ana, O. (1999) 'Like an Animal I was Treated': Anti-Immigrant Metaphor in US Public Discourse, *Discourse & Society*, Apr. 10: pp. 191 - 224.

Lu, L. W. and Ahrens, K. (2008) Ideological influence on BUILDING metaphors in Taiwanese presidential speeches, *Discourse & Society*, May 19: pp. 383 - 408.

Ferrari, F. (2007) Metaphor at work in the analysis of political discourse: investigating a 'preventive war' persuasion strategy, *Discourse & Society*, Sep 18: pp. 603 - 625.

Charteris-Black, J. (2006) Britain as a container: immigration metaphors in the 2005 election campaign, *Discourse & Society*, Sep. 17: pp. 563 - 581.

Flowerdew, J. and Leong, S. (2007) Metaphors in the discursive construction of patriotism: the case of Hong Kong's constitutional reform debate, *Discourse & Society*, May 18: pp. 273 - 294.

Semino, E. and Masci, M. (1996) Politics is Football: Metaphor in the Discourse of Silvio Berlusconi in Italy, *Discourse & Society*, Apr. 7: pp. 243 - 269.

Rhetorical tropes

Richardson, J. E. (2007) *Analysing Newspapers*, London Macmillan, p64

Ricento, T. (2003) The Discursive Construction of Americanism, *Discourse & Society*, Sep 14: pp. 611 - 637.

Adams, P.J., Towns, A. and Gavey, N. (1995) Dominance and Entitlement: The Rhetoric Men Use to Discuss their Violence towards Women, *Discourse & Society*, Jul 6: pp. 387 - 406.

Tilbury, F. and Colic-Peisker, V. (2006) Deflecting responsibility in employer talk about race discrimination, *Discourse & Society*, Sep. 17: pp. 651 - 676.

Drury, J. (2002) When the Mobs are Looking for Witches to Burn, Nobody's Safe': Talking about the Reactionary Crowd, *Discourse & Society*, Jan. 13: pp. 41 - 73.

Lynn, N. and Lea, S. (2003) A Phantom Menace and the New Apartheid': The Social Construction of Asylum-Seekers in the United Kingdom, *Discourse & Society*, Jul 14: pp. 425 - 452.

• Lecture 8 Language of Advertising

In this session we look at a number of the peculiar linguistic features of advertising and how these have seeped into other genres of communication.

Readings

- Machin, D. and Van Leeuwen, T. (2005) Language style and lifestyle: the case of a global magazine, *Media, Culture & Society*, Vol. 27, No. 4, 577-600
- Goatly, A. (1996) *The Language of Metaphors: An Introduction*, London, Routledge
- Goddard, A. (2002) *The Language of Advertising: Written Texts* London, Routledge
- Dyer, G. (1982) *Advertising as Communication*. London: Routledge
- Cook, G. (2001) *The Discourse of Advertising*, London, Routledge
- Cook, G. (2007) *The Language of Advertising* London, Routledge
- Geis, M.L. (1982) *The Language of Television Advertising*, London, Academic Press
- Leech, G.N. (1966) *English in Advertising*, London, Longman
- Hermeren, L. (1999) *English for Sale: A Study of the Language of Advertising* Lund University Press
- Tanaka, K. (1999) *Advertising Language: A Pragmatic Approach to Advertisements in Britain and Japan*, London, Routledge
- Machin, D. and Thornborrow, J (2003) Branding and Discourse: the case of Cosmopolitan'. *Discourse and Society*; 14/4 453-473
- Granville, S. (1994) *Language, advertising and power*, Hodder & Stoughton Educational
- Myers, G. (1994) *Words in ads*, London Arnold
- Vestergaard, T. (1985) *The language of advertising*, London, Blackwell
- Chovanec, J. (2008) Focus on Form: Foregrounding Devices in Football Reporting in *Discourse and Communication*, 2, 219-242
- <http://www.rasaneh.org/persian/pics/rasaneh-23129.pdf>

• Lecture 9 Recontextualisation of social practice

In this session we look at how linguistic strategies can be used to recontextualise particular events. Here we look how we can replace issues with kinds of abstractions and evaluations in order to conceal, legitimise and transform events. We look at one particular example of climate change.

Readings

- Van Leeuwen, T., & Wodak, R., 1999, *Legitimizing Immigration Control: A Discourse Historical Analysis*, *Discourse Studies*, 1(1), 83-118.
- Fairclough, N. (2003) *Analysing Discourse*, London, Routledge. P137-140
- Machin, D. and Mayr, A. (2007) Antiracism in the British government's model regional newspaper: the 'talking cure' *Discourse & Society*, Vol. 18, No. 4, 453- 478
- Hansen, A. and Machin, D. (2008) Visually branding the environment: climate change as a marketing opportunity *Discourse Studies*, Vol. 10, No. 6, 777-794