

CRITICAL DISCOURSE ANALYSIS CDA

What is CDA?

A discourse analytical research that:

- ✓ Focuses on how **discourse structures** enact, confirm, legitimise, reproduce or challenge **relations of power and dominance** in society.
- ✓ Rejects the possibility of a **value-free science** – as these inequalities are **inherently a part social structures** and are **influenced by social interactions**.

Example 1

1. Transitivity:

Microanalysis:

- a) *The soldiers killed 10 people.*
- b) *10 people were killed.*
- c) *10 people are dead.*

Macroanalysis?

What is CDA?

A discourse analytical research that:

- ✓ Studies how **social power abuse, dominance and inequality** are **enacted, reproduced and resisted** by text and talk in **social and political contexts**.
- ✓ Deals with the **relationship between discourse and power** (with the aim of **understanding, exposing and resisting social inequality**).

A Theoretical Framework:

Macro vs. Micro Levels of Analysis

- ✓ **Micro-analysis:** *Language Use, Discourse, Verbal Interaction & Communication*
- ✓ **Macro-analysis:** *Power, Dominance, Inequality*
- These 2 levels form one unified whole in everyday interaction and experience.

Microanalysis:

- *Whatever mistakes have been made in Iraq*, the worst mistake would be to think that if we pulled out, the terrorists would leave us alone. (Bush)
- We did not achieve what we wished, *and serious mistakes were made in trying to do so*. (Reagan)
- I acknowledge that *mistakes were made here*. (Bill Clinton)
- *US Has Made Mistake* by Contributing Significantly to Global Warming (Hilary Clinton)
- We all know the war in Iraq has not gone well. *We have made mistakes*, and we have paid grievously for them. (McCain)

Macroanalysis?

Example 2

2. Hedging (a mitigating device used to **lessen** the impact of an utterance):

Microanalysis?

- *I think* that *I must ask* you to leave now.
- He *kind of* missed the point.
- *According to John*, there will be no class today.
- *As far as I can tell*, you don't have anything to fear from him.
- *I think* that she is *pretty much* guilty.

Which class of the hedging device is used in all of the four extracts from a UK parliamentary debate given below? What is its function?

- MAIN: ...He was very business-unfriendly in the good times, and they are fearful for their businesses now that there may be bad times ahead...
- TYRIE: ...Today, the Chancellor announced his forecast for growth, above trend – 3 to 3.5 per cent for 2011. It may happen, but it is well above the average of independent forecasts. I hope it happens, but I cannot help feeling uneasy about relying on it, as he has...
- LILLEY: ...The best way is to encourage growth. Raising taxes might be unavoidable, but if we are elected to government, we will do all we can to avoid raising taxes...

Example 3

3. Euphemisms

Microanalysis?

- If you are offered a **career change** or an **early retirement opportunity**, a **career or employee transition**, or you are being **involuntarily separated**, or if **personnel is being realigned** or there is a **surplus reduction in personnel**, or the **staff is being re-engineered or right sized**, or if there is a **workforce imbalance correction** then: You're _____!

Macroanalysis?

Which hedging device is used in all of the four extracts from a UK parliamentary debate given below? What is its function?

- REDWOOD: I think, the club has all the conditions, which the hon. Gentleman perhaps did not have in mind, for better and new management.
- JACK: That was an interesting trip down memory lane, organised, I think, by the hon. Member for Middlesbrough.
- MARRIS: Well, sadly, 'twas ever thus, was it not, with certain Janus-faced politicians in certain local authorities in the west midlands, and, I think, elsewhere?
- JONES: It is absolutely outrageous that, £18 billion – I think – is spent on tax relief for pensions savings and 30 per cent.

Which class of the hedging device is used in all of the four extracts from a UK parliamentary debate given below? What is its function?

- GARDINER: ...We should be incentivising and rewarding companies for increasing their per capita output, for example, and it seems to me a failure of this House and the Treasury that we have not been able to do so...
- BELL: ...I am making an important point, but Conservative Members do not seem to get it...
- TODD: Did not the right hon. Gentleman find surprising the comments of the right hon. Member for Wokingham, who appeared also to share the view of my hon. Friend the Member for Elmet, that we should keep these banks for a considerable time longer?
- TYRIE: ...But of course each individual spending measure could have some merit, but it looks as if this Budget, in any case, has just given us more of the same: meddling in the economy with taxpayers' money...

- You aren't _____, you are **economically disadvantaged**.
- You aren't _____, you have **temporary negative cash flow**.
- You do not live in a _____ but in **substandard housing**, or in an **economically depressed neighborhood**, or **culturally deprived environment**.
- If you are **managing company stakeholders**, that means you are lobbying, which is really the same as _____.
- When you get an _____ just as you are sitting down to dinner, from a representative of a political party or a company advertising a product, this is called a **courtesy call**.

Example 4

4. Use of pronouns

Microanalysis?

- “Now, **I**’m proud that **we** passed a recovery plan free of earmarks, and **I** want to pass a budget next year that ensures...” (Obama)
- Whatever action is required, whenever action is necessary, **I** will defend the freedom and security of the American people.” (Bush)

- I – positive self-presentation
- We – sharing responsibility / accountability
- They – negative other-representation (sometimes HE/SHE)

Common strategies:

- Emphasize our good things
- Emphasize their bad things
- De-emphasize our bad things
- De-emphasize their good things

What he found was that Bush talks, predictably, like most politicians. His most-used words are rather big and policy-like — “strategy,” “government,” “president,” and “American” all placed in his list of top 13 words. Six out of those 13 are one syllable, like “growth” and “state.” His favorite word is “the.”

JEB BUSH'S

FAVORITE WORDS:

forces create of
strategy government
the state American
in should ISIS
president growth



CREDIT: GRAPHIC BY DYLAN PETROHILOS

- Now, **our** administration has had some political setbacks this year, and some of them were deserved.” (Obama)
- That **we** are in the midst of crisis is now well understood. (Obama)
- **They** embrace tyranny and death and as a cause and a creed. (Bush)

Macroanalysis?

Trump's favorite word, however, is “I.” His fourth-favorite word is “Trump.” Eight out of his 13 favorite words are one syllable, and the two syllable words are simple — “very,” “China,” and “money.” His only three-syllable favorite word is “Mexico.”



CREDIT: GRAPHIC BY DYLAN PETROHILOS

Clinton's 'me' versus Sanders' 'us' (CNN)

Two speeches, two candidates and a markedly different focus when it comes to pronouns. That's the conclusion reached when we analyzed the content of the speeches given by Vermont Independent Sen. Bernie Sanders and former Secretary of State Hillary Clinton after their finishes in New Hampshire Tuesday night.

Clinton may be one of the most experienced presidential candidates in recent history, and yet a pitch based on that might be a drawback on a campaign. *She used the pronouns "I" or "me" in that speech 44 times. She used the words "we" or "us" less than half that amount -- 21 times.*

For Sanders, it was the exact opposite. *Sanders used the words "I" or "me" 26 times. "We" or "us" was used more than twice as much -- 54 times.*

These moments were hardly comprehensive, but we looked at them in light of a criticism we'd been hearing about Clinton from Democrats.

Clinton's pitch to voters is all about her, they said. Her experience. Her readiness.

Sanders' experience is about them. What they all can do together....

Example 5

5. Use of metaphors:

Microanalysis:

- A new flood of asylum seekers (newspaper headline)

IMMIGRANTS ARE A NATURAL DISASTER

Macroanalysis?

- Zena je kao automobil: Kad mislis da si kupio **najbolji model**, na trzistu je vec bolji!
- Imao sam prilike da vozim svasta... od **brzih i zivahnih sportskih modela do tromih dizela**, pa cak probao par puta i koji **kombi pa i kamion** (iako nemam polozeno za C, jer mi se to nikada nije dopadalo)...
- Pa da sta je tu hrabrost..**zameniti krntiju novim autom** je odlicna odluka
- Pazi samo da ti ne uleti veća **krntija** ...
- Ja sam **oldtajmer, garažirana, očuvana** i imam svoju vrednost.

CONCEPTUAL METAPHOR:

Macroanalysis?

- **BELL**: ...It was the only route **to save the nation**. Everyone knows that...But, if I may use a phrase used by a Conservative Chancellor in another capacity, a "price well worth paying" **to save the nation** from what would have been a very, very serious depression...
- **MARRIS**: ...I think there is a lot to be said for **a Government protecting people**, as my Government - I am proud to say - have tried to do with some success during the recession...
- **TAYLOR**: ...I certainly do not share the view of the Prime Minister that **he saved the world** during the middle of the debt crisis...

CONCEPTUAL METAPHOR:

Macroanalysis?

Metaphorical framing

- George Lakoff (2003):
Metaphors can kill.

Fairy-tale scenario

- There is a Hero, a Crime, a Victim, and a Villain. The Villain is inherently evil and irrational: The Hero can't reason with the Villain; he has to fight him and defeat him or kill him. The victim must be innocent and beyond reproach. There is an initial crime by the Villain, and the Hero balances the moral books by defeating him.
- Hero: Bush
- Crime: Weapons of mass destruction
- Victim: the Iraqi people, the neighbouring countries
- Villain: Saddam

Bush's speech

- For more than a decade, *the United States and other nations have pursued patient and honorable efforts to disarm the Iraqi regime* without war.
- One reason the UN was founded after the second world war was to *confront aggressive dictators*, actively and early, *before they can attack the innocent and destroy the peace*.
- Yet, the only way to *reduce the harm* and duration of war is to apply the full force and might of our military, and we are prepared to do so. If Saddam Hussein attempts to cling to power, *he will remain a deadly foe* until the end...

Strict father scenario

- In President Obama's use of the **Punishment metaphor** → **America is the Strict Father**, and bad political actors like Assad are bad children, ready to do bad things at the least sign of weakness in America, the Father who knows right from wrong and is the only one strong enough to enforce the rules.

- We have been very clear to the Assad regime, but also to other players on the ground, that a **red line for us** is we start seeing a whole bunch of chemical weapons moving around...
- We cannot have a situation where chemical or biological weapons are falling **into the hands of the wrong people**. (Obama)

Example 6

6. Use of metonymy:

PERSON FOR NATION/STATE/COUNTRY

One of the most central metonymies in our foreign policy is that A Nation Is A Person. It is used hundreds of times a day, every time the nation of Iraq is conceptualized in terms of a single person, Saddam Hussein. The war, we are told, is not being waged against the Iraqi people, but only against this one person. Ordinary American citizens are using it when they say things like, "Saddam is a tyrant. He must be stopped." What the metonymy hides, of course, is that the 3000 bombs to be dropped in the first two days will not be dropped on that one person. They will kill many thousands of the people hidden by the metonymy, people that according to the metaphor we are not going to war against. (Lakoff, 2003)

Example 8

8. Use of discourse markers:

INTERVIEWER: But wasn't it your administration that created the instability in Iraq?

BUSH: *Well*, our administration took care of a source of instability in Iraq...

INTERVIEWER: It's much more unstable now, Mr. President.

BUSH: *Well*, no question decisions have made things unstable. But the question is can we succeed. And I believe we can...

INTERVIEWER: But there is a tension between the ambassador for instance saying that the longer our forces stay together in Iraq the better and very, very strong feeling at home in Britain that troops should be pulled out as soon as possible.

BECKETT: *Well um I think* there is a – people would like to feel that things had been handed over to a sufficient degree that it, we were able to begin to reduce the numbers of our armed forces.

Example 7

7. Use of organisational patterns (adjacency pairs):

INTERVIEWER: (preparatory-statement) I was in Tehran last week with Scott Pelley interviewing Ahmadi-Nejad. **(question 1)** How much of a time deadline do you face? **(question 2)** Do you have to resolve this diplomatically or with sanctions before President Bush's term is up? **(question 3)** And if you don't, then does that mean that the President would use force? **(question 4)** Is he determined to resolve this on his watch?

RICE: (answer 4) Well, we are determined to do everything that we can to prevent Iran from getting these technologies because -- let me be very clear. The issue is having the engineering know-how to be able to string together the running of centrifuges long enough to enrich to the -- material to the level at which it's nuclear weapons grade. That's really what we're talking about. We're not talking about a kind of mature program of the kind that the North Koreans have. **(answer 1)** That said, no one knows precisely how long it will take them to acquire that engineering expertise, which is why there is some urgency to acting in a way that gets them to change the course that they're on. If they suspend, then they're not making that knowledge breakthrough.

Example 9

9. Lexical cohesion:

- *My assessment of risk prior to September 11 was that Saddam was a menace, that he was a threat, he was a monster, but we would have to try and make best...Saddam was a profoundly wicked, almost psychopathic man.* (Tony Blair)

Example 10

10. Lexical choice:

- Ovu priliku želim iskoristiti da u svoje ime i u ime građana Crne Gore, posebno onih građana koji dijele moja moralna i šira politička uvjerenja, **uputim iskreno žaljenje** svim građanima Republike Hrvatske, posebno Dubrovnika i Dubrovačko-neretvanske županije, za svu bol, sva stradanja i sve materijalne gubitke koje im je nanio bilo koji predstavnik Crne Gore. (Đukanović)
- **Duboko žalim** što je i Republika Hrvatska svojom politikom u 90-im godinama prošlog vijeka doprinijela stradanjima ljudi i podjelama koje nas i danas muče. (Josipović)
- **BOTH REPORTED IN THE NEWSPAPERS AS APOLOGIES.**

- Presupposition can be put to manipulative purposes and, therefore, critically analysed:

- *Charlie Rose: **Would you give up chemical weapons** if it would prevent the president from authorizing a strike? If that is a deal you would accept?*
- *Bashar al-Assad: Again, **you always imply that we have chemical weapons.***
- *Charlie Rose: I have to, because **that's the assumption of the president.** That is his assumption and he's the one who will order the strike.*
- *Bashar al-Assad: **It's his problem if he has an assumption.***

Example 11

11. Presupposition:

- *Definition:* an implicit assumption about the world or background belief relating to an utterance whose truth is taken for granted in discourse
- *Jane no longer writes fiction.*
 - **Presupposition: Jane once wrote fiction.**
- *Have you stopped eating meat?*
 - **Presupposition: you had once eaten meat.**
- *Have you talked to Hans?*
 - **Presupposition: Hans exists.**