



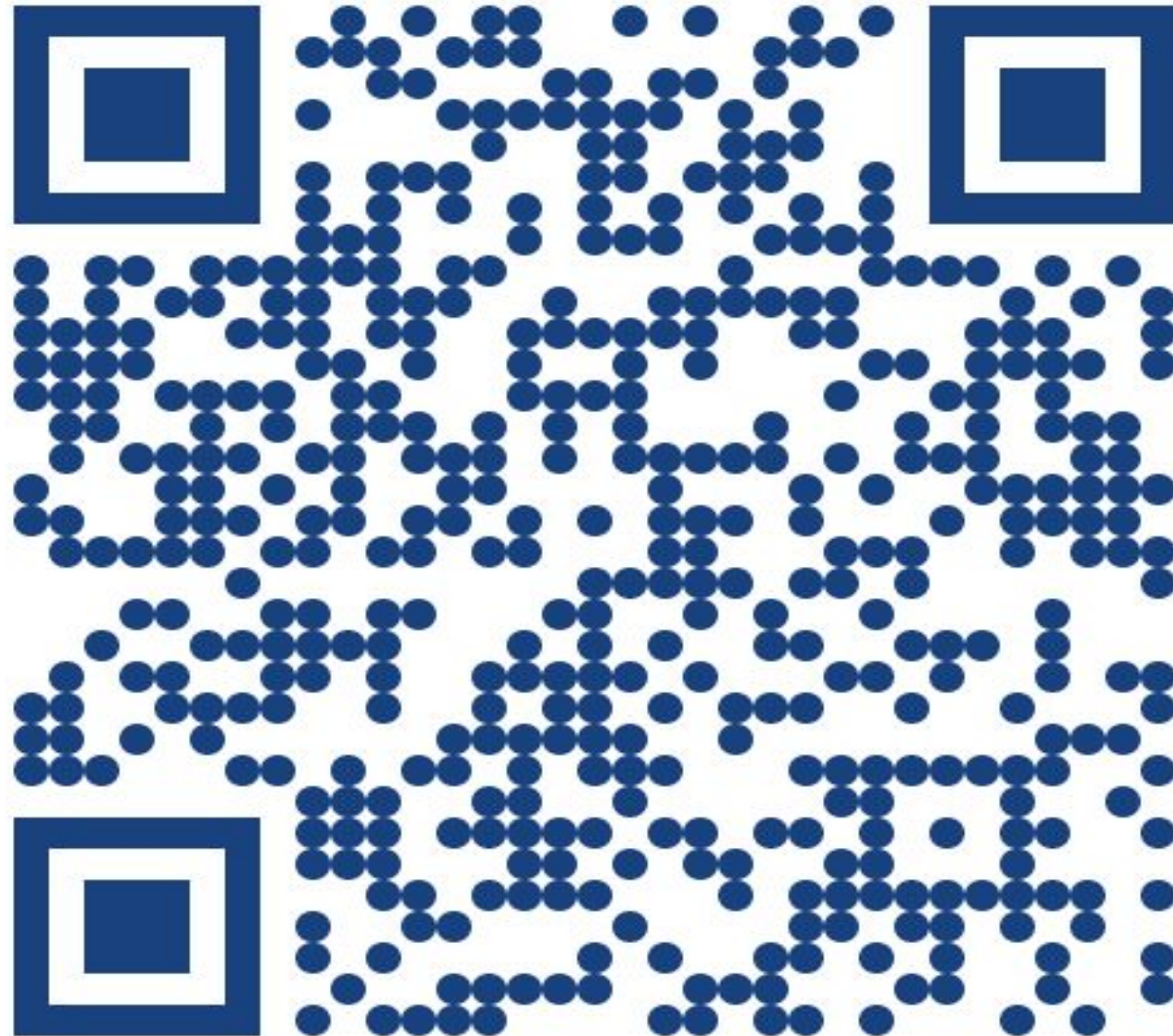
BMU
BML Munjal University

**WELCOME to our Open
Elective Class, July 2025**

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VIBE CHECK 1



IF CODING IS RIZZ, DECODING SLAYS

1. Language, Text and Discourse
2. Discourse Analysis
3. Tools for Discourse Analysis
4. Critical Discourse Analysis (CDA)
5. The 3- Dimensional Model
6. Terms related to CDA

You Are Awesome Folks!



I cdnuolt blveiee taht I cluod aulacly uesdnatnrd waht I was rdanieg.. The phaonmneal pweor of the hmuan mnid Aoccdrnig to rscheearch at Cmabrigde Uinervtisy, it deosn't mttar in waht oredr the ltteers in a wrod are, the olny iprmoatnt tihng is taht the first and last ltteer be in the rghit pclae. The rset can be a taotl mses and you can still raed it wouthit a porbelm. This is bcuseae the huamn mnid deos not raed ervey lteter by istlef, but the wrod as a wlohe. Amzanig huh?

Language and Text

- Oxford Dictionary defines language as “the system of spoken or written communication used by a particular country, people, community, etc., typically consisting of words used within a regular grammatical and syntactic structure.”
- Oxford Dictionary defines **text** as, “A written or printed work seen in terms of its content rather than its form.”
- **Text** is a **coding** in auditory, visual or both using:
 - Language,
 - Pictures
 - Signs,
 - Symbols,
 - Colors, etc.
- **Multimodal text** (<https://www.youtube.com/watch?v=ErwS24cBZPc>)

Discourse

Originally the word 'discourse' comes from Latin, 'discursus' (moving to and fro) which denoted 'conversations', 'speech'.

Discourse is a text or collection of texts or conversations .

Discourse is also defined as “language in use, for communication” (Guy Cook).

For Widdowson discourse is the **pragmatic** process of meaning negotiation and text as its product.

Text and Discourse are generally used interchangeably.

Discourse

The term was first employed by Zellig Harris in 1952.

- 'A method for the analysis of the connected speech or writing for continuing descriptive linguistics beyond the limit of a single sentence at a time and for **correlating culture and language**' (Harris).

“... Discourse analysis involves much more than attending to whatever is 'in' those texts. ... The point ... is **not to get the text to lay bare its meanings (or its prejudices)**, but to trace some of the threads that connect that text to others.” (MacLure). Trying to understand how language is used, and 'intended' **MEANING** is created!

Discourse analysis is the study of how stretches of language used in communication assume meaning, purpose and unity for their users (Encyclopedic Dictionary of Applied Linguistics by Keith Johnson & Helen Johnson).

Unlike grammars, language users may use information from both text and context at the same time, or operate at several text levels (**phonology, syntax, semantics, pragmatics**) at the same time in order to interpret the text.

What is needed? Why is it Needed?

- **Cohesion** : The ties and connections
- **Coherence**: Logic/sensibility
- **Context** (Background Knowledge):
 - Schema : A general term for a conventional knowledge structure
 - Script: Kind of schema

Conversational Discourse Written/ Visual Discourse



Brutus is an honorable man.

- **Conversational Discourse** is generally **co-operative**, as it is interactive, dynamic, turn taking (body language, etc.)
- The **Co-operative principle**:
 - Quantity
 - Quality
 - Relation
 - Manner
- **Written/Visual**: Less interactive, lot of scope for interpretation

Why discourse Analysis is Important?

- Language is our tool for thinking
- Language is used for showcasing power relations
- Language can be deceptive
- Choice of words/images matters a lot
- Situation/Context is vital

Some Tools for Discourse Analysis

Qualitative Tools :

- Semantics: Meaning
- Pragmatics: Purpose/Intention
- Visual Semiotics : Signs and symbols
- Critical Discourse Analysis

Quantitative Tools :

- Content Analysis

Critical Discourse Analysis (CDA)

- **Ruth Wodak** defines the subject of CDA as follows:

“Critical Discourse Analysis centers on authentic everyday communication in institutional, media, political or other locations rather than on sample sentences or sample texts constructed in linguists` minds. CDA regards both written and spoken **‘discourse’ as a form of social practice**. In other words, **discourse constitutes social practice and is at the same time constituted by it.**”

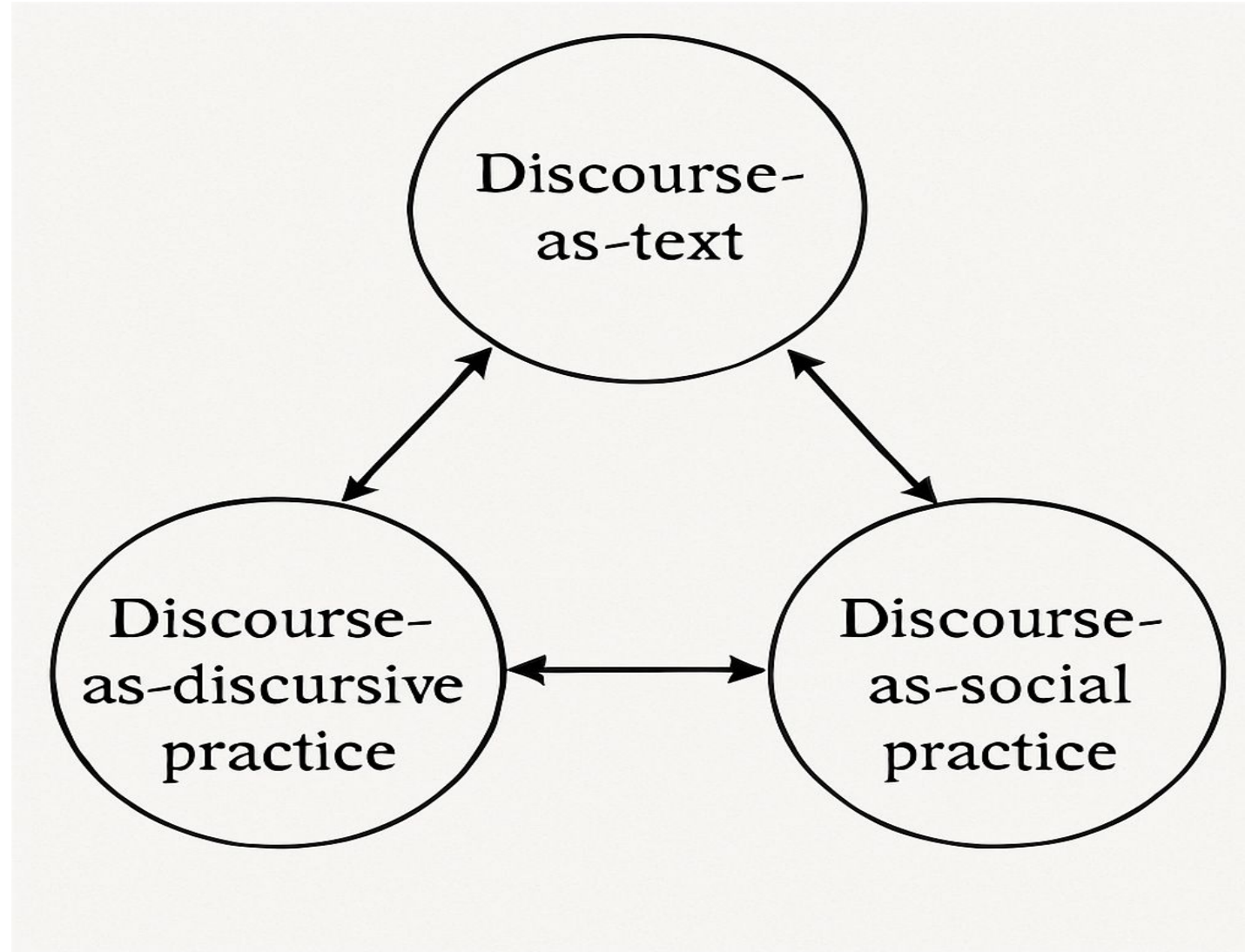
- Wodak says , “The aim of Critical Discourse Analysis is to unmask **ideologically** permeated and often **obscured structures of power, political control, and dominance**, as well as **strategies of discriminatory inclusion and exclusion in language** in use.”
- CDA is based on the concept of context that allows to go beyond mere analysis of written text and to also take in consideration different sets of data from discursive practices like posters and brochures, psychological factors and motives of speakers, their environment, etc.

What to notice when doing a Critical Discourse Analysis



1. What is left unspecified or unsaid i.e. hidden relations of power present in the articles
2. Who is exercising the power, that is, whose discourses are being presented ?
3. Who is the 'ideal subject' or audience for the article?

The 3- Dimensional Model



Terms related to CDA

- Cultural Capital
- Power behind
- Power in
- Hidden Power
- Constraints on Discourse : On Contents
On Relations
On Subjects
- Engagement
- Estrangement
- Naturalization
- Inculcation
- Communication

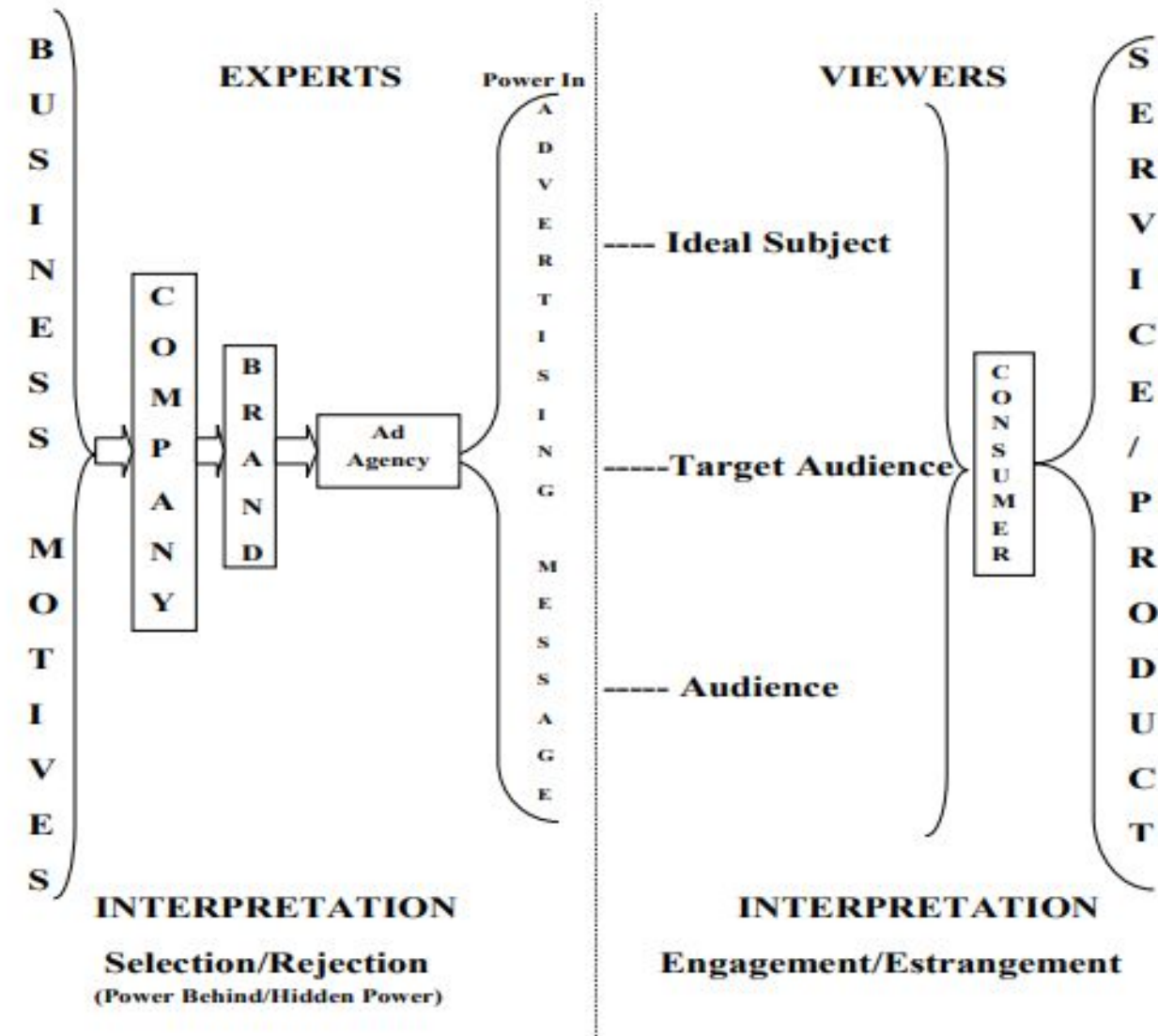


Fig. 12. Broader Socio-cultural Contexts of an Advertising Message

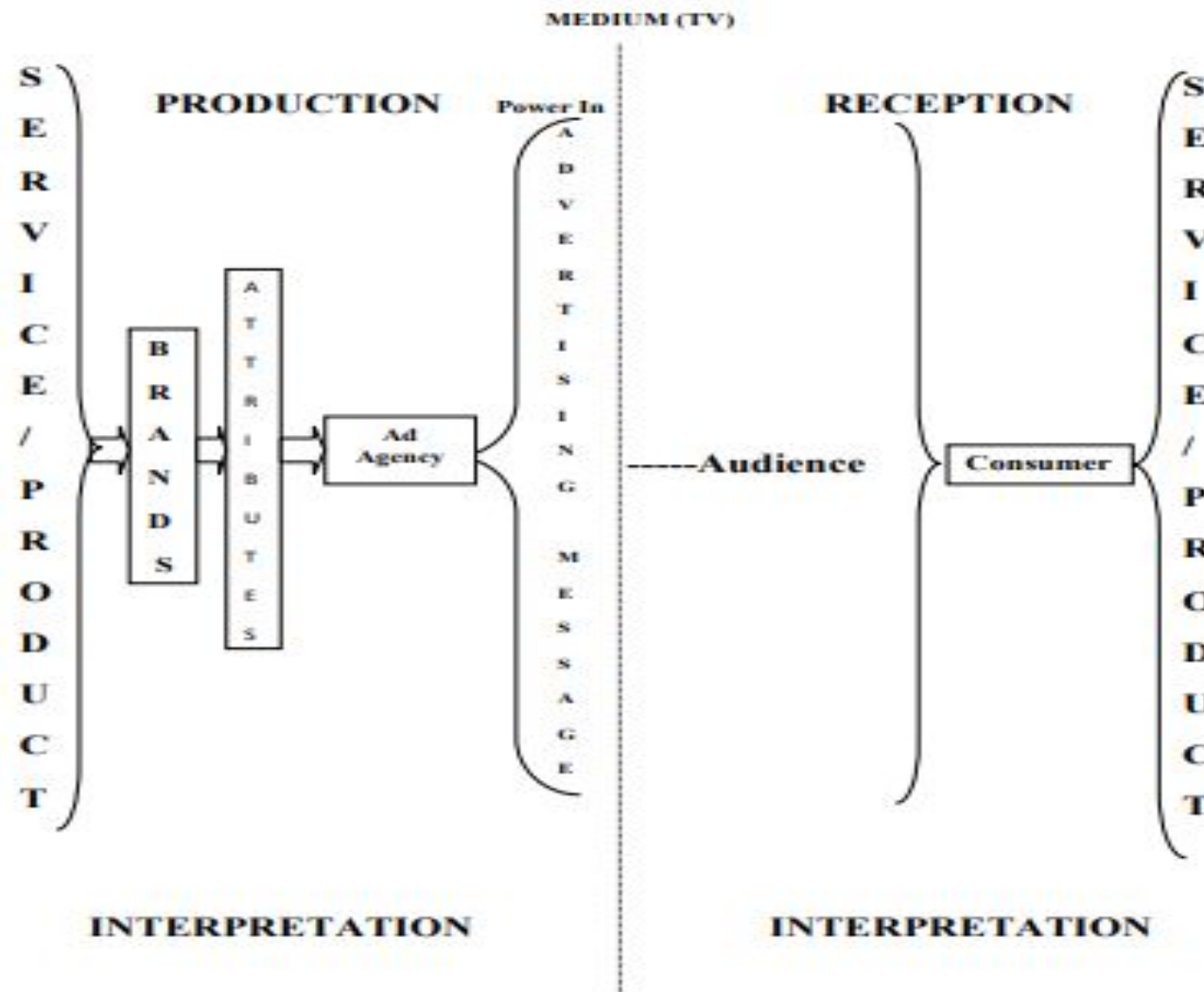


Fig. 11. Production-Reception Process of an Advertising Message

Brand/Ad Campaign	Year	Highlights	Why Memorable
Fevicol – Unbreakable Bond	2002	Overloaded bus visual	Humor + strong metaphor → instant recall
Surf Excel – Daag Achhe Hain	2005	Kids getting dirty for kindness	Emotional storytelling reframing product value
Happydent – Palace Lights	2007	Teeth lighting up a palace	Visual wit & originality
Tata Tea – Jaago Re	2008	Civic awakening campaign	From ad to social action movement
Tata Sky – Writing the Future	~2010s	Letter to daughter metaphor	Emotional bond; relatable narrative
Fevikwik – Jodo, Not Todo	2000s	Inter-country goodwill gesture	Cross-border symbolism + emotional impact
Nestlé/Fortune/Indian Oil	2021	Trust-building long-copy formats	Addressed controversies head-on
Truecaller – #ItsNotOk	2021	Protection against harassment	Bold, socially relevant print messaging

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