Discourse Analysis Assignment – Research Methods in the Human Sciences

Spring 2024

From the four options given below pick any one option for this assignment.

Once you have picked a text, look at it carefully and choose which method of discourse analysis you will be using for your assignment, you can combine various methods if you want to. In the assignment briefly mention why you picked the method that you chose and submit a 2-3 page analysis based on your contextual reading of the literary or digital text. Remember the three layers in which any discourse analysis is framed and refer to other sources for context too when writing your assignment. Avoid plagiarism and AI chatbots.

Literary Options

1. The Color Purple – Alice Walker (pages 160-164, in [this pdf version](https://iiitaphyd-my.sharepoint.com/:b:/g/personal/siddiqua_fatima_research_iiit_ac_in/EWDK9wJPjuNPoi5qkiH11xUB_ueIMb5snj5jqEBvvCGNnQ?e=IT89wJ))
2. Sultana’s Dream – Rokeya Sakhawat Hossain [Sultana's Dream](https://digital.library.upenn.edu/women/sultana/dream/dream.html)

Digital Media Options

1. Comparative Discourse Analysis of [1. Filtercopy Video](https://www.youtube.com/watch?v=YRVP4x21RxQ&ab_channel=FilterCopy) & [2. P&G Advertisement](https://www.youtube.com/watch?v=BnBvlz8EaZ0&ab_channel=CauseMarketing) (these two texts/videos need to be studied together)
2. [HDFC Bounce Back Advertisement](https://www.youtube.com/watch?v=oi1ntQwBJ9Y&t=12s&ab_channel=HDFCLife)