

Discourse as a **product** refers to the final, static, and tangible result of the communication process. It's the end result that can be analyzed and studied, such as a written text, a recorded conversation, a speech transcript, or a video.

Key Characteristics of Discourse as Product

- **Static:** It's a fixed entity that exists independently of the dynamic process that created it. You can't change it once it's been produced.
- **Analyzable:** Because it's a fixed object, it can be formally analyzed. Linguists can examine its structure, grammar, vocabulary, and rhetorical features.
- **Formal Links:** Analysis of discourse as a product focuses heavily on **formal links** (or cohesive devices) like pronouns, conjunctions, and repetition, which are explicitly present in the text itself.
- **Emphasis on Cohesion:** The primary focus is on how the parts of the text are linked together to create **cohesion**. For example, a linguist might analyze a newspaper article to see how sentences are connected using references and conjunctions.

In this view, the context of production is often a secondary concern; the primary focus is the text itself. It's the "what" of discourse—the output that is ready for study. This contrasts with the view of discourse as a **process**, which focuses on the dynamic, interactive, and real-time nature of communication.

