

- **Discourse and Ideology – Beginning of Critical Discourse Analysis (CDA)*:**

1. Discourse and Ideology

Discourse refers to structured forms of language use, either in speech or writing, within a particular context. It is not just about words, but about *how language constructs social meaning*.

Ideology, in this context, means a set of beliefs, values, or ideas that shape and justify power relations in society.

Connection between discourse and ideology:

- Discourse is a vehicle for ideology.
- Language is never neutral; it carries values and reflects social structures.
- Through discourse, dominant ideologies are produced, reinforced, or challenged.

Example:

 Media discourse often shapes public opinion by presenting certain groups in particular ways (e.g., portraying immigrants as threats vs. contributors).

2. Beginning of Critical Discourse Analysis (CDA)

Critical Discourse Analysis (CDA) began as an interdisciplinary approach to the study of language, power, and society. It emerged in the late 20th century as a response to the need for a more socially engaged and critical form of discourse analysis. Traditional linguistics focused mainly on the structure and rules of language, but CDA shifted attention to how language functions in social contexts — especially in the reproduction of *power relations*, *ideologies*, and *inequality*.

Key Foundations of CDA:

1. *Interdisciplinary Roots:*

CDA is not limited to linguistics alone. It draws from:

- Linguistics
- Sociology
- Philosophy
- Political Science
- Cultural Studies
- Media Studies

2. *Purpose:*

CDA seeks not just to analyze language but to *critique* and *reveal hidden power structures* and *ideologies* within texts. It challenges the idea that language is neutral.

3. *Main Concern*:

- How discourse (spoken or written communication) reflects, constructs, and maintains social power.
- How dominant groups use language to *maintain hegemony* and *influence public opinion*.

Main Features of Early CDA:

1. *Language as a Social Practice*:

Language is not just for communication; it shapes and is shaped by society.

2. *Ideology and Power*:

Every discourse has an ideological aspect. Even neutral-seeming texts may support dominant ideologies.

3. *Critical Orientation*:

CDA is inherently political and aims to question and challenge injustices.

4. *Text and Context*:

CDA looks at language *within its context* — historical, cultural, social, and political.

--*Important Early Theorists*:

- *Norman Fairclough*:

- Introduced a 3-dimensional model: Text, Discursive Practice, and Social Practice.
- Emphasized the dialectical relationship between discourse and society.

- *Teun A. van Dijk*:

- Brought in cognitive psychology.
- Focused on how ideologies are stored in memory and reproduced through discourse.

- *Michel Foucault*:

Although not a CDA theorist per se, his ideas on *discourse, knowledge, and power* heavily influenced CDA.

- He saw discourse as a means of social control.

Why CDA Was Needed:

Before CDA, many linguistic approaches did not account for *power imbalances* or *ideological manipulation* in texts. CDA brought a critical lens to language studies, allowing researchers to investigate:

- Media bias
- Political propaganda
- Racial or gender stereotypes
- Educational inequality
- Legal or bureaucratic language that marginalizes certain groups

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Conclusion:

The beginning of Critical Discourse Analysis marked a *turning point in linguistic and social studies*. It shifted focus from mere language structure to language as a tool of power and control. CDA empowered scholars to *uncover hidden ideologies*, *critique dominant discourses*, and contribute to *social justice and equality*

3. Foucault & CDA

Michel Foucault (1926–1984) was a French philosopher whose work deeply influenced CDA.

Key Concepts:

- *Power/Knowledge*: Power is not only repressive but also productive. It operates through what is accepted as "knowledge".
- *Discursive Formations*: Systems of thought and language that define what can be said, who can speak, and what counts as truth.
- *Surveillance and Control*: Institutions (like schools, hospitals, prisons) use discourse to control behavior.

Impact on CDA:

- Foucault inspired the view that discourse is not just a mirror of reality but *constructs reality*.
- CDA uses his ideas to uncover *hidden power structures* in language.
- Encourages a critical stance towards texts and institutions.

Example:

 In a medical context, Foucault argued that doctors' language constructs the patient's identity, illness, and role.

Conclusion:

CDA is not just a linguistic method, but a *critical, socially-aware approach* to understanding how discourse shapes our world. By combining *language, power, and ideology*, CDA seeks to reveal hidden mechanisms of control and offer pathways for resistance and change.

- Language is a form of social practice.
- Discourse reflects and shapes power.
- CDA aims to expose inequality, bias, and manipulation in texts.
- Analysts must consider the **context**: who speaks, to whom, for what purpose, and under what conditions.

3. What is Critical Discourse Analysis?

Definition:

Critical Discourse Analysis is the study of the way discourse (language in use) enacts, reproduces, or resists social power and inequality.

Key Scholars:

- **Norman Fairclough**: Language and Power (1989)
- **Teun van Dijk**: Discourse and Racism
- **Ruth Wodak**: Discourse-Historical Approach (DHA)

Main Focus Areas:

- How language constructs social identities.
- How power and dominance are maintained through language.
- How ideologies are hidden in everyday communication.

Example: Political speeches that justify war by using words like “freedom,” “threat,” or “terror.”

4. A Brief History of CDA

Critical Discourse Analysis (CDA) emerged in the **late 20th century** as a response to the need for a more **socially aware** and **politically engaged** approach to language analysis. While traditional linguistics focused on grammar, syntax, and semantics in isolation, CDA introduced the idea that **language is deeply tied to ideology, power, and society**.

1. Origins and Influences:

CDA evolved through a convergence of several intellectual traditions:

- **Critical Theory (Frankfurt School):**
 - Scholars like Theodor Adorno, Max Horkheimer, and Jürgen Habermas stressed the role of **ideology** and **power** in shaping knowledge and discourse.
 - Their influence helped form the philosophical foundation for CDA.

- *Post-structuralism and Foucault:*

- Michel Foucault's work on *power/knowledge* and *discourse* deeply impacted CDA.
- He argued that *discourse produces knowledge*, and knowledge is tied to *power structures*.

- *Systemic Functional Linguistics (SFL):*

Developed by *Michael Halliday*, this model viewed language as a *social semiotic system*—language that functions in context and serves purposes beyond grammar.

- SFL became the primary linguistic model in early CDA.

2. Emergence of CDA (1980s–1990s):

During the 1980s and early 1990s, CDA began to formally develop as a school of thought through the works of *European linguists and scholars*. The term “Critical Discourse Analysis” was popularized and institutionalized during this time.

Key Events:

- *1989*: Norman Fairclough published “*Language and Power*” — a foundational work that introduced many of CDA's core ideas.
- *Early 1990s*: The field started gaining recognition across disciplines such as media studies, education, politics, and sociology.

3. Pioneers of CDA:

Norman Fairclough (UK):

- Developed a *three-dimensional framework* for analyzing discourse:
 1. Text (description)
 2. Discursive practice (interpretation)
 3. Social practice (explanation)
- Emphasized the *dialectical relationship* between discourse and society.

Teun A. van Dijk (Netherlands):

- Introduced a *cognitive dimension* to CDA.
- Focused on how *ideologies are encoded in discourse* and how they are *processed in the mind*.
- Analyzed racism in discourse and the media.

Ruth Wodak (Austria):

- Developed the *Discourse-Historical Approach (DHA)*.
- Combined historical context with discourse analysis to study political and national identity.

Gunther Kress and Bob Hodge:

- Their work on *Language as Ideology* and *Social Semiotics* contributed to the multimodal aspects of CDA (how images, layout, and text all construct meaning).

4. Development of Sub-Models within CDA:

- *Fairclough's Relational-Dialectical Approach*:

Studies discourse as a form of *social action*, emphasizing change and resistance.

- *Van Dijk's Socio-Cognitive Model*:

Bridges discourse, society, and cognition. Especially used in studies on *racism*, *media*, and *political speech*.

- *Wodak's Discourse-Historical Approach*:

Integrates *textual analysis* with *historical and political context*, often used in nationalism, anti-Semitism, and political discourse.

5. Applications and Expansion:

CDA has been widely used to analyze:

- Political speeches
- News media
- Institutional communication
- Gender and identity issues
- Educational policies
- Social media and digital discourse

6. Criticism and Refinement:

Although influential, CDA has faced critiques:

- Some argue it is too *normative* or *biased*.
- Others say it lacks *clear methodology*.

In response, scholars have worked to clarify CDA's research methods, refine theoretical frameworks, and emphasize *reflexivity* (acknowledging one's own bias as a researcher).

Conclusion:

The history of Critical Discourse Analysis is rooted in **interdisciplinary thought** and **social commitment**. From its origins in critical theory and linguistics to its modern application in media, politics, and education, CDA has grown into a powerful analytical tool for exposing **inequality**, **hegemony**, and **ideological manipulation** in discourse.

It continues to evolve, incorporating **digital communication**, **visual texts**, and **global perspectives**, making it a dynamic and essential field in today's world.
