* ***Fairclough and CDA***

***• Relational-Dialectal Approach-Basic***

*➡️* ***Norman Fairclough and Critical Discourse Analysis (CDA)***

*Norman Fairclough is a prominent figure in Critical Discourse Analysis (CDA), a research methodology that examines the relationship between language, power, and society. Fairclough's work focuses on the critical analysis of discourse, highlighting how language shapes and reflects social relations, power dynamics, and ideologies.*

***Key Concepts****:*

***1️⃣ Discourse :***

*Language use in social contexts, encompassing spoken and written communication.*

***2️⃣******Power Relations:***

*Discourse can reinforce or challenge existing power structures, influencing social relationships and identities.*

***3️⃣*** ***Ideology:***

*Discourse can convey and shape ideological beliefs, values, and assumptions.*

***➡️Relational-Dialectal Approach:***

*Fairclough's relational-dialectical approach emphasizes the dynamic interplay between discourse, social relations, and power. This approach recognizes that:*

***1*** ***Discourse is relational:***

*Language use is shaped by social relationships and contexts.*

***2****.* ***Discourse is dialectical***

*Language use reflects and shapes power dynamics, ideologies, and social structures.*

***➡️ Applying CDA:***

*To apply CDA, researchers typically follow these steps:*

***1*** ***Identify the research question:***

*Clearly define the research question and objectives.*

***2****.* ***Select the data:***

*Choose relevant texts or discourse samples for analysis.*

***3*** ***Analyze the text:***

*Examine the linguistic features of the discourse.*

***4*** ***Analyze discourse practice:***

*Examine how the discourse is produced, consumed, and distributed.*

***5.*** ***Analyze sociocultural practice:***

*Consider the broader social, cultural, and ideological context.*

***6*** ***Draw conclusions:***

*Synthesize the findings to uncover underlying power dynamics, ideologies, and social structures.*

***➡️Basics of CDA****:*

***1****.* ***Textual Analysis:***

*Examining language use, structure, and content to uncover underlying power relations and ideologies.*

***2****.* ***Contextual Analysis****:*

*Considering the social, cultural, and historical context in which discourse occurs.*

***3 Critical Analysis:***

*Identifying and critiquing power imbalances, ideological assumptions, and social inequalities.*

***➡️ Fairclough's Three-Dimensional Model:***

***1️⃣ Text :***

*Analyzing language use, structure, and content*

*This dimension focuses on the linguistic features of discourse, including:*

*- Vocabulary*

*- Grammar*

*- Syntax*

*- Cohesion*

*- Text structure*

***2️⃣ Discourse Practice:***

*Examining how discourse is produced, consumed, and distributed.This dimension examines how discourse is produced, consumed, and distributed, including:*

*- Production: How discourse is created and disseminated*

*- Consumption: How discourse is received and interpreted*

*- Distribution: How discourse is circulated and shared*

***3️⃣ Sociocultural Practice:***

*Considering the broader social, cultural, and ideological context.This dimension considers the broader social, cultural, and ideological context in which discourse occurs, including:*

*- Social structures: Institutions, power relations, and social hierarchies*

*- Cultural norms: Shared values, beliefs, and practices*

*- Ideological assumptions: Underlying beliefs and values that shape discourse*

*⏺️ By applying Fairclough's relational-dialectical approach and CDA methodology, researchers can uncover hidden power dynamics, challenge dominant ideologies, and promote social change.*