



CDA: terrible or challenging things ?

Intro to Applied Linguistics.
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The background of CDA

- Problem-based
- Advocatory role
- Power domination (abuse)
- Groups, organizations and institutions
- Ideology

[Wodak & Meyer (eds), 2011; Jaworski & Coupland (eds), 1999]

Basic Concept:

- Discourse = “communicative event” (van Dijk, 2011)
- Critical = “is a recognition that our social practice in general and our use of language in particular are bound up with causes and effect which we may not at all be aware of under normal condition (Bourdieu, 1977 cited in Toolan, 1997). The normal opacity of these practices to those involved in them—the invisibility of their ideological assumptions, and of the power relations which underline the practices—helps to sustain these power relations (Fairclough, 1996 cited in Toolan, 1997).

Principles of CDA:

- Social and political issues are constructed and reflected in discourse
- Power relations are negotiated and performed through discourse
- Discourse both reflects and reproduces social relations
- Ideologies are produced and reflected in the use of discourse

[Fairclough & Wodak, 1997 cited in Paltridge, 2006]

Diverse thinkers, Variety of focuses

- Van Dijk: Socio-cognition and grammar
- Ruth Wodak: History (Focoult's tradition)
- Norman Fairclough: Systemic Functional Linguistics (SFL), semiotic and inter-discursive analysis (Focoult's tradition)
- Jim Martin: SFL perspective
- van Lueewen: Social representation
- Gunther Kress: Multimodal-semiotic
- Sara Mills: Feminism etc

Doing CDA analysis ?

- Depending on your interest of a specific topic
 - Depending on the scholar you favor
 - Blending the existing approaches
 - Creating a relatively new approach
- === So it is a democratic choice===

Examples:

1. Systemic Functional Linguistic (SFL): Mood, transitivity and theme analysis. In these concepts several constituent of sentences are discussed. Those are: Subject (S), Finite (Fn), Modalized Finite (Fms), Modulated Finite (Fml), Predicator (P), Modulated Predicator (Pml), Adjunct (A), Complement (C), Mood Adjunct [AM, usuality (-u), minimization (-m), intensification (-i), probability (-p), obviousness (-o)], Circumstantial Adjunct (Ac) etc. For example, Japan's Antarctic research program Research Program (S) *has (F) been <continually (Am-u)> subject (P) to harassment and obstruction (C) by Greenpeace (Ac). Taken from "Japanese Whaling and Greenpeace International campaign" [Haig, 2011 in (www.lang.nagoya-u.ac.jp/proj/.../22.../haig.pdf)

Cont...

2. "Multidisciplinary CDA: a plea for diversity" (van-Dijk, 2001): the discussion on discourse-cognition-society triangle " A PETITION AGAINST THE PERSECUTION OF MICROSOFT" (See. Appendix)

Topics: semantic macro-structures

- M1 Antitrust laws threaten the freedom of enterprise.
- M2 Successful businessmen are being represented as tyrants
- M3 The suit against Microsoft is an example of this trend
- M4 The government should not limit the freedom of the market
- M5 Microsoft has the right to do with its product what it wants
- M6 Innovators should not be punished
- M7 We call that the case against Microsoft be dismissed

=> Overall macroposition (topic): The US government is requested to stop its judicial persecution of Innovator of Microsoft

Cont...

- **Local meanings:** word choice “persecution” (1st paragraph) to express the ideological perspective (the Centre for the Moral Defence of Capitalism)
 - The action of government is defined in negative terms e.g. legally reprehensible harassment or force or abuse of power
 - Microsoft is the victim of aggression
- > the lexical selection shows ‘negative other representation, and positive self-representation’

Cont...

- the choice of the word “persecution” may influence the macro nodes of the mental model of readers.
- the repeated use of the word “right” is associated with ‘individual’ or ‘freedom’, which relates with US constitution and ideological concept
- To show that individual rights are violated and thus creates a negative evaluation on US government-> the important premise of the overall argumentation

Cont...

- Ideological presuppositions (2nd paragraph)
 - a. competitors are envious of successful businessman
 - b. officials are power hungry
 - c. the business world has creative geniusses
 - d. business empires are hard-won
- > the 1st and 2nd paragraphs: general terms and their application to rights and violation, as well as the anti-thrust law.

Cont...

- 3rd paragraph: Functional move of specification or example: the current case Microsoft
- The words "crime", "tyrants", and "geniuses" -> to outright lies that Bill Gate is deprived of his right to control his own company
- the use of 'his', 'businessmen', and 'the men who have made this country great' → Conservative Neo-Liberal Ideology, Sexist Ideology → conservative meta-ideology which also controls national ideology as expressed in the US self-glorification ('greatness of the country').
- What are being left out in the text?
 - a. the illegal practices of Microsoft
 - b. shared knowledge which may be used to understand the text

Cont...

- For a complete analysis: See (van Dijk, 2001)

References:

- [1] Haig. 2011. *Japanese Whaling and Greenpeace International campaign* In www.lang.nagoya-u.ac.jp/proj/.../22.../haig.pdf. Accessed on May 20, 2012.
- [2] Jaworski, A & Coupland, N. 1999. *The discourse reader*. London: Routledge.
- [3] Paltridge, B. 2006. *Discourse analysis*. London: Continuum
- [4] Toolan, M. 1997. What is CDA and why are people saying such terrible things about it? 1. *Language and Literature*, 6, 83-103.
- [5] Van Dijk, T. 2001. *Multidisciplinary CDA: a plea for diversity*. In Wodak, R & Meyer, M (2001). *Methods of CDA*. London: Sage Publication Ltd (p.95-120)

==THANK YOU==