

Paper Raffle abstracts

Veronika

Critical Discourse Analysis of Obama's Political Discourse

Juraj Horváth

This paper examines the persuasive strategies of President Obama's public speaking as well as the covert ideology of the same, enshrined in his inaugural address. Our analysis is grounded in Norman Fairclough's assumptions in critical discourse analysis, claiming that "ideologies reside in texts" that "it is not possible to 'read off' ideologies from texts" and that "texts are open to diverse interpretations" (Fairclough:1995). The selected corpus' ideological and persuasive components are assessed, thus revealing Obama's persuasive strategies.

http://www.pulib.sk/elpub2/FF/Ferencik2/pdf_doc/6.pdf

African Nebula, Issue 3, June 2011 25

Towards an Understanding of the Discourse of Advertising: Review of Research with Special Reference to the Egyptian Media

Hosney M. El-daly

United Arab Emirates University

This study examines the nature of the discourse of advertising. The focus is on consumer advertising, which is directed towards the promotion of some product or service to the general public. The study, however, is not meant to exhaust all the aspects of this particular discourse, or present an answer to all the problems it poses. Rather, it aims at uncovering the basic elements of the most pervasive, influential and inescapable discourse of the 21st century; the advertising text. It focuses on the interaction of language, image and layout, and examines advertising persuasive strategies. In doing so, it draws on various linguistic (particularly pragmatic, psycholinguistic and sociolinguistic) theories. In addition this study provides analyses of some ads, using different ways of interpretations; and ends with a discussion on the interrelationship between culture (schemes) and advertising discourse. In this connection, instances from the Egyptian media, and their analyses are provided, with a view to clarifying some rhetorical categories in Arabic Advertising, and showing that texts construct meaning through interaction with other types of discourse, and inseparable from the culture of the advertising text

http://www.nobleworld.biz/images/M. El_daly_AN3.pdf

Katarina

**THE POWER OF DISCOURSE AND THE DISCOURSE OF POWER:
PURSUING PEACE THROUGH DISCOURSE INTERVENTION**

Michael Karlberg

Western-liberal discourses of power and the social practices associated with them are proving inadequate to the task of creating a peaceful, just, and sustainable social order. Having recognized this, progressive scholars and social reformers have begun articulating alternative discourses of power, along with alternative models of social practice. Together, these efforts can be interpreted as a project of discourse intervention – an effort to change our social reality by altering the discourses that help constitute it. In order to advance this project, this paper deconstructs the dominant Western-liberal discourse of power, clarifies elements of an alternative discourse of power, and presents a case study of an alternative discourse community and the alternative models of social practice that it is constructing.

Rhetoric, Discourse and Argument in Organizational Sense Making: A Reflexive Tale

Tony J. Watson

It is argued that rhetoric is a key element in both the thinking and communicative processes of ordinary human actors and that this applies as much to the writer of this paper as to the two organizational actors whose words are closely analyzed. Following a rhetorical analysis of a dialogue between two managers encountered within a participant observation research project, two broad discourses are identified within the organization and these are said to provide sets of discursive resources which are variously drawn on by managers in making sense of their managerial work and in pursuing interests.

Miriama

Paul Drew, John Chatwin and Sarah Collins: Conversation analysis: a method for research into interactions between patients and health-care professionals

Background It is clear that much of the success of health-care provision depends on the quality of interactions between health professionals and patients. For instance, it is widely recognized that patients are more likely to take medication effectively if they have been involved in discussions about treatment options, and understand and support the decision about what is prescribed (patient concordance). Hence, patient participation is important for the success of medical outcomes. The key is to explore how communicative choices made by health professionals impact on the quality of interactions in general, and of patient participation in particular. However, to date there has not been an appropriate method for investigating this connection or impact.

Objective To outline the perspective and method of Conversation Analysis (CA). Developed within sociology and linguistics, CA offers a rigorous method (applicable to large data sets) to the study of interaction in health settings.

Strategy The method of CA is illustrated through a review of CA studies of doctor±patient interactions. Two such studies, one from the US and the other from Finland, are reviewed, in order to show how CA can be applied to identifying both forms of patient participation, and the interactional conditions which provide opportunities for patient participation. These studies focus principally on the medical examination and diagnostic stages of the consultation. Further research will examine the forms and conditions of patient participation in decision-making.

Bolden: Implementing incipient actions: The discourse marker ‘so’ in English conversation

The discourse marker ‘so’ is most commonly described as indexing inferential or causal connections. However, recordings of everyday talk show that these are not its only functions. The article uses the methodology of conversation analysis and examines a large corpus of recorded conversations to explicate the role of ‘so’ in implementing incipient actions. The analysis focuses on the use of ‘so’ for prefacing sequence-initiating actions (such as questions) and demonstrates that speakers deploy this preface to indicate the status of the upcoming action as ‘emerging from incipiency’ rather than being contingent on the immediately preceding talk. ‘So’ prefacing is recurrently used in contexts where the activity being launched has been relevantly pending. Additionally, speakers can use ‘so’ to characterize and constitute a particular action as advancing their interactional agenda. The article shows that this marker is a resource for establishing discourse coherence and, more fundamentally, accomplishing understanding.

Zuzana

Martinez & Gonzales: Obama and Bush: their victory and non-victory speeches

This article aims to analyse the use of the first person plural, second person and third person references in Obama's and Bush's victory speeches. The contrasting circumstances surrounding the election of both presidents were imprinted on discourse through different patterns of personal references (Martin, 1992) and transitivity structures (Halliday, 2004 [1985]). By analysing them this paper will illustrate the social function of individuals in the speeches, as well as the way in which the systematic use of both linguistic devices contributed ultimately to define the role of the speakers as presidents of the United States. Whereas Obama's victory speech centred on the audience and allowed them to feel protagonists, Bush's anti-triumphant speech ignored them.

Pridalova: THE LANGUAGE OF THE LAW. Characteristics of the courtroom discourse

The text provides a general description of the discourse situation, showing the important relationship between institutional functions, purposes and goals and institutional roles in the Anglo-Saxon common law system.

The courtroom discourse is spoken and interactive. The adversarial nature of the trial process is the immediate determinant of its structural elements: the different stages which structure the proceedings. These ensure that for each witness there will be an examination-in-chief, by his own supportive counsel /this is called direct examination in USA/ a cross-examination, by the adversarial counsel, and then a re-examination from the supportive counsel, if he/she thinks it necessary. As well, each counsel in a trial of any weight will open his case, by a summary, an opening address, and will close the case, after all his witnesses have been examined, by a closing address. In a trial before a jury (all criminal trials and some civil proceedings) there will be as well a summation or discretion from the judge, directed to the jury.

The European, i.e. continental system, is differently structured, employing what is called 'inquisitorial' system. System of justice where the judge investigates the case and produces evidence.

Viola

Erman Boztepe: Issues in Code-switching: Competing theories and models

As one of the most engaging aspects of bilingual speech, code-switching (CS) is a highly stigmatized form of conversation. This paper provides a critical overview of the theoretical, analytical and practical questions most prevalent in the study of the structural and the sociolinguistic dimensions of code-switching.

Major empirical studies on the discourse functions of CS are discussed, focusing on differences and similarities between socially motivated CS and style-shifting. Sociological, anthropological and linguistic perspectives that could dominate the research on CS were taken into consideration.

The paper will also discuss possible directions for future research on CS, giving particular emphasis to the methodological issue of its capability to the analysis of bilingual classroom interaction.

Muhammad Asim Mahmood: A critical Discourse Analysis of The News Headlines of Budget of Pakistan FY 2011-2012

This study is a critical Discourse Analysis of news headlines of different papers about budget 2011-2012 of Pakistan. 37 different headlines from local English papers, local Urdu papers and international English papers were randomly selected and grouped in the surface structure classification. This study observed the representation of a single news item of budget 2011-2012 in different papers in their own ideological perspectives. The local papers aim to represent the news to evoke readers' emotions on a certain issue, but the news produced for foreign readers in the national papers highlight the news of certain foreign policy which may protect the country from enemies. The study concludes that headlines are representations of the editors' ideologies regarding their political inclinations though they claim to give purely neutral information.

Michaela

INTRODUCTION: CONVERSATION ANALYSIS IN APPLIED LINGUISTICS
Olcay SERT & Paul SEEDHOUSE

Abstract:

This short, introductory paper presents an up-to-date account of Works within the field of Applied Linguistics which have been influenced by a Conversation Analytic paradigm. The article reviews recent studies in classroom interaction, materials development, proficiency assessment and language teacher education. We believe that the publication of such a special journal issue is timely, since Conversation Analysis has been one of the most influential methodologies in recent Applied Linguistic research, as can be seen by the growing number of publications appearing in various journals.

Keywords:

Conversation Analysis, Applied Linguistics, language learning and teaching, classroom interaction, language teacher education, materials development, language proficiency assessment

http://www.novitasroyal.org/Vol_5_1/sert_seedhouse.pdf

AUTHENTICITY IN TASK-BASED INTERACTION: A CONVERSATION ANALYSIS
PERSPECTIVE
HANAN WAER

Abstract

In recent years, there has been an increasing interest in task-based learning. Authenticity has been characterized as a main aspect in defining a task (Long 1985; Skehan 1996; Ellis 2003). However, far too little attention has been paid to investigating authenticity in task-based interaction (TBI). To the best knowledge of the researcher, no research has been done using conversation analysis (CA) to investigate authenticity in TBI. Therefore, the present paper focuses on the issue of authenticity in task-based interaction and specifically how far doctor/patient role-play tasks attain „interactional authenticity“ and reveal „situational authenticity“ (Ellis 2003,p. 6). The results of this paper show how CA can inform language teaching and learning through revealing interactional features for achieving authentic role-play tasks. It also provides some implications for designing role-play tasks.

Keywords:

Task-Based Interaction, interactional authenticity, situational authenticity, doctor/patient role-play, CA.

http://research.ncl.ac.uk/ARECLS/vol6_documents/waer_vol6.pdf

Eva

A corpus-based description of metaphorical marking patterns in scientific and popular business discourse

Hanna Skorczynska Sznajder, Jordi Piqué-Angordans,

This article describes the variations in the use of metaphorical markers, as defined and classified by Goatly (1997), in two corpora: one consisting of business research articles and another of business periodical articles. Marker categories, the occurrences of individual markers, as well as cases of multiple marking are analysed using concordancing techniques to determine the patterns of metaphorical marking in the two corpora. It is shown that a wider range of marker types, a larger number of individual markers and of multiple marker clusters can be found in the corpus of business periodical articles. The frequency of a relatively small number of overlapping markers is also higher in this corpus. The differences described could indicate the varying attitudes towards the use of metaphor in the mentioned corpora.

<http://www.metaphorik.de/09/skorczynskapique.htm>

Categorizing Professional Discourse: Engineering, Administrative, and Technical/Professional Writing

Barbara Couture

Rhetorical categories can and should be developed by scholars of professional writing to identify how values held within professions constrain the ways discourse is interpreted in organizational settings. Empirical research (conducted by the author and others), discourse theory and pedagogical practice in professional writing strongly suggest that at least three categories of professional writing exist: engineering, administrative, and technical/professional writing. The author demonstrates this claim and distinguishes the characteristics of these three categories. Engineering writing is shown to respond to professional values of scientific objectivity and professional judgment as well as to corporate interests. Administrative writing reflects the locus of decision-making authority and promotes institutional identity. Technical/professional writing aims to accommodate audience needs through complying with professional readability standards. Future research should focus on de-fining the characteristics of these varieties more precisely. Articulated definitions of these three varieties of professional writing can help scholars and practitioners better understand how discourse is framed and interpreted in organizational settings.

<http://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=1070&context=englishfacpubs>