

**University of Tikrit**

**College of Education for Humanities**

**English Department**

**M.A. Candidates**



## **Applied Linguistics**

**Discourse Analysis**

### **(Part Two)**

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## Conversation Analysis

Conversation Analysis (CA) emerged in the late 1960s as a powerful influence on Discourse Analysis (DA) from outside linguistics, specifically from ethnomethodology. **CA focuses studiously on communication as a dynamic 'process' from the participants' perspective.**

CA originated in sociology and believes that even the most casual chat is not random but **'fundamentally ordered'**.

The most important rule in CA is to analyse the conversation strictly from the **participants' perspective**. This is called an '**emic**' approach. The analyst tries to figure out the rules the speakers themselves are following, rather than imposing their own outside theories (which would be an '**etic**' approach).

Let's use the **"Good morning" example** to see how this works: You say, "Good morning" to someone, and you expect them to say "Good morning" back. This is a normal response that participants expect. Now, imagine you say "Good morning" and the other person just stares at you and says nothing. In CA, this silence isn't just 'nothing'; it's a **significant event**. The absence of the expected reply is *meaningful absence* because you, as a participant, would notice it and understand that something is wrong.

## Ethnography, language ecology, linguistic ethnography

**Ethnography** is a source of insight for DA committed to seeking meaning in the details and apparent disorder of everyday communication, and understanding participants' own perspectives on the meaning and dynamics of what is happening.

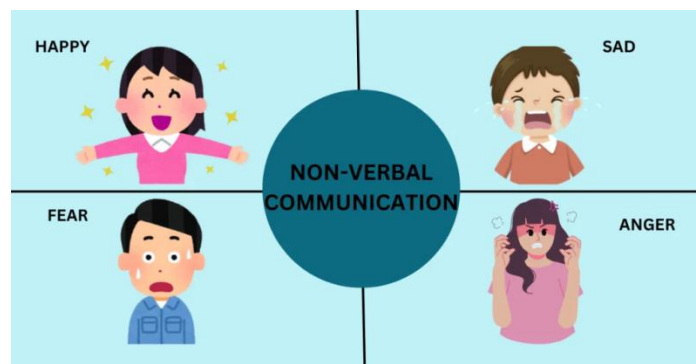
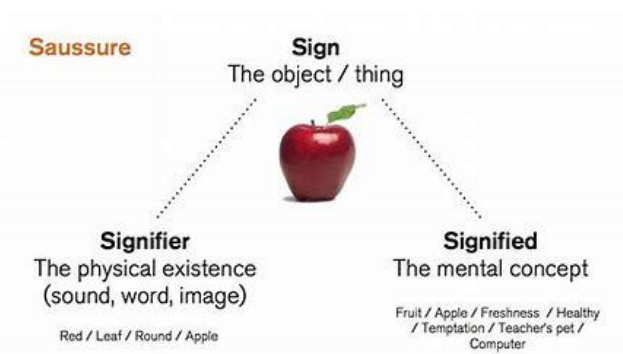
**Linguistic Ethnography** is based on the idea that close linguistic analysis helps us understand culture better, aiming to connect ethnography with language details and, at the same time, connect language with its cultural background. LE is so relevant to DA that it can be difficult to distinguish between the two.

**Language ecology** seeks to relate language use to its physical and social environment.

## Semiotics, paralinguage and multimodality

In spoken communication, **paralanguage** or *body language* (volume, speed, pitch, gesture, eye contact) is never absent and is crucial to interpretation, often contradicting linguistic form. The notion of language without paralanguage is one of the key idealizations of traditional linguistics that DA strongly rejects.

The problem is, it's hard to write down and study things like our tone of voice or a glance, but now with developed technology and video, we can study them much better. This idea is part of a bigger topic called **multimodality**—how we use many different methods (words, pictures, sounds, layout) together to create meaning.



## Body Language Types

What do they all mean?

70-93% of all communication is nonverbal.  
That means body language, posture, gestures and movements play a vital role in helping us understand how another person is feeling.



Angry



Ashamed



Embarrassed



Worried



Happy



Sad



Joyful



Satisfied



Guilty



Scared



Lonely



Proud



Skeptical



Furious



Depressed



Shocked



Enamored



Disappointed



Gloating



Surprised

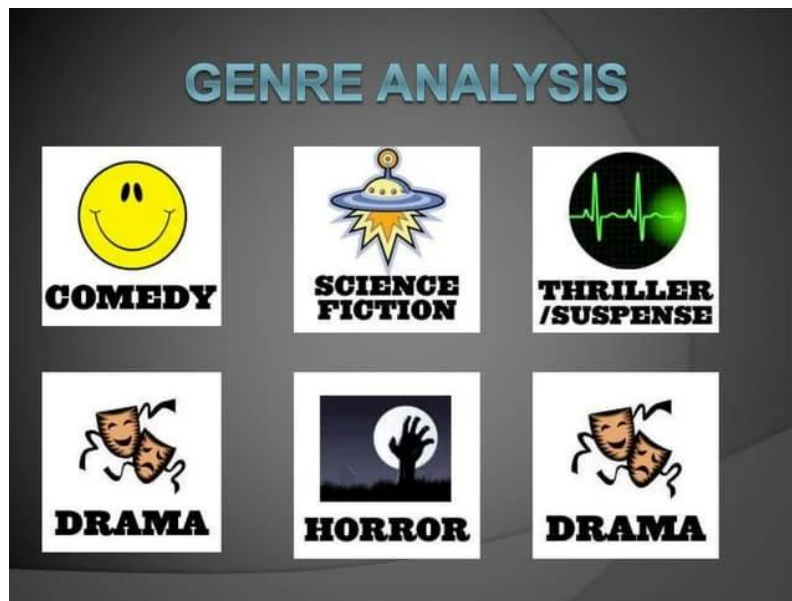
## Larger structures

In contrast to the previous 'bottom-up' approaches that start with fine-grained analysis of specific interactions, this section introduces 'top-down' approaches that begin with larger, pre-existing structures and work down to the details of language use.

Two main examples are discussed:

1. **Genre Analysis:** is an approach which seeks to understand any **communicative event** as an instance of a genre, defined as 'a class of communicative events which share some set of communicative purposes'. Examples of genres are such events as *academic articles*, *newspaper*, *advertisements*. So, Genre Analysis uses **fine-grained analysis** to identify the specific **conventions** and **patterns** that characterize each different genre.

*Genre analysis was developed by Swales and others in connection with the teaching of English for Specific Purposes and is thus closely linked to the language learning approach to DA.*



2. **Critical discourse analysis (CDA):** is explicitly concerned with **ideology, power relations, and social injustices**, and how they are represented and reproduced through language.

### **Back to detail and forward to generalization: corpus linguistics**

Corpus linguistics is the study of language by looking at **large collections of real texts**. Corpus linguistics helps solve a big problem in discourse analysis. While DA often looks closely at single texts, it's hard to know if what you find is unique or common. A corpus, a huge digital collection of texts, lets you check. By searching your text against the corpus, you can see if a word or phrase is typical or unusual. This moves your analysis from a small detail in one text to an evidence-based generalization about language use.