Paradigm Shift in Discourse Analysis: A Review of Literature

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Abstract
For past whole decade in particular, educational researches have with great interest turned to study discourse analysis with a definitive approach to bridge the practices that in particular define the relational grounds between language and society. This concurrent article concisely assesses the surge of Discourse Analysis and identifies the conclusive analytics of the various critiques that have had concluded upon their studies in regard to CDA and its specialists over last many years, both done by intellectuals working within the “critical” shift perceived and by othermentionable critics. A comprehensive range of criticisms are conferred which target the fundamental grounds, the methodological approach and the disputed areas of viewers response and the respective integration of contextual factors. Conclusive to all Discourse Analysis is evolving as in contemporaneous progressiveness towards its revisions as more and more aspects of societal terms are being brought into the discussion of CDA, itself.

Keywords: Discourse Analysis; Critical Paradigm; Contextualization

I. Introduction

Critical Discourse Analysis is termed as a particular field to study the written and spoken transcripts in order to explore the rambling sources of power, dominance inequity and bias. It critically estimates about the rambling sources are conserved and replicated within particular political, social and historical backgrounds (Van Dijk, 2013). CDA is a “ discourse analysis which aims to systematically explore often opaque relationships of causality and determination between (a) discursive practices, events, and texts, and (b) wider social and cultural structures, relations and process; to investigate how such practices, events, and texts arise out of and are ideologically shape the relations of power and struggles over power; and to explore how the opacity of these relationships between discourse and society itself a factor securing power and hegemony” (Fairclough, 1992b). Critical Discourse Analysis basically intents to disclose the relationships of discourse practices that common people could easily understand.

Though, Critical Discourse Analysis is occasionally misguided to signify a ‘method’ of discourse analysis, so it’s largely acceptable phenomenon that whichever explicit method in discourse analysis, mostly social sciences and humanities might be employed in CDA research, providing it is able to effectively and suitably yield visions in to the way discourse duplicates political and social disparities, domination and power abuse .(Rogers, 2003a, 2003b).Consequently, CDA refrain to limit its study to particular structures of conversation or talk, rather scientifically transmits these to structures of sociopolitical context. Examination of discourse practices.

Norman Fairclough’s three dimensional frame work of discourse analysis has great importance in understanding three separate and distinct forms of analysis against one another: study of written or spoken language texts, study of rambling events as an example of
sociocultural practices (Caldas-Coulthard & Coulthard, 1996; Talbot, Atkinson, & Atkinson, 2003). Mainly, he conglomerates micro, meso and macro-level explanations. The analyst tends to reckons numerous aspects of linguistic or textual analysis at macro level for instance use of metaphor, syntactic analysis and rhetorical devices. While the "level of discursive practice” or meso-level comprises of learning matters of production and consumption like who is the target audience or which institution formed a text. At the macro-level, the analyst is interested in inter-discursiveness and intertextuality of concerning features and attempts to take into account the broad, social currents which are affecting the studied text.(Toolan. 2002).

Since the conception of the formalized edification, research has been played a vital role in determining to improve education in variety of situations. Teachers, through innumerable research methods, anticipate to acquire precise and reliable information relating distinct issues encounter by the educational community. Research knowledge is considered one of indispensable and integral component of professional efficacy in order to obtain skills and proficiency for all teachers. Teachers must have adopted multifarious and knowledgeable approaches of research in order to indorse innovation and creativity and comprehensive solutions relating learning and teaching issues (Bukhari & Xiaoyang, 2013). As critical discourse analysis is considered multifaceted concept describing both theory and method so investigators explain, describe and interpret such relationship. Consequently, in the nut shell critical discourse analysis is attracting the attention of the societal linguistics as well as scientists to employ as a research methodology.

II. Literature Review

The word „critical’ in CDA is mostly related with studying power relations. The etymology and origin of the term ‘critical’ is rooted far back in the Frankfurt School of Critical theory (Featherstone, 2003; Horkheimer & Adorno, 1972a, 1972b). Consequently, CDA developed from critical linguistics which ultimately flourished in 1970s at the University of East Anglia and from that time terms are interchangeably used (Chouliaraki & Fairclough, 1999; Fairclough, 1995). Sociolinguistics was giving diminutive consideration to social power and hierarchy. (Fairclough, 2003) Critical discourse analysis was initially established by the Lancaster school of linguists and Norman Fairclough was considered the most protruding figure. Ruth Wodak’s contribution is also admirably acknowledged in this field of study. Language associates with social approach thru being the main primary dominion of ideology and being both a stake in and a site which endeavors for power. Apart from linguistic theory, the viewpoint was taken from social theory, many other researchers like Antonio Gramsci, Karl Marx, Jürgen Habermas, Louis Althusser, Pierre Bourdieu and Michel Foucault have contribution to study beliefs and power relations related to discourse. Language associates with social approach thru being the main primary dominion of ideology and being both a stake in and a site which endeavors for power (Caldas-Coulthard & Coulthard, 1996). Therefore, ideology has been entitled as the source of societal representations of ideology has been called the basis of the social representations of groups, while, in psychological terminology of CDA established by Ruth Wodak and Teun A. van Dijk, there is supposed to be a socio-cognitive boundary between discourse structures and social structures.(Jaworski & Coupland, 1999) The foundations or history of CDA plays a pivot role in discourse studies. (Lazar, 2005)
As a matter of fact, Critical theory and research is reckoned as the denunciation of naturalism, (which elaborates that social rehearses, tags, programs characterizes reality), rationality (the expectations that realism is an outcome of logic and science), neutrality (the supposition that truth has nothing to do with any specific interest), and individualism. (Rogers, 2011). She espouses that critical research discards the over deterministic stance of social theory advocated by the Marxists and in its place, contends for contention between individual activity and structural determinism. Consequently the CDA is a dialectical. She further added that ‘critical’ is also interpreted in a way that CDA particularly deals societal problems by analysis taking social and political actions along (Rogers, 2011).

There is a distinct variance between traditional discourse analysis and critical discourse analysis in a way that later entails a critical perspective (Bukhari & Xiaoyang, 2013). Critical Discourse Analysis could probably be considered as a branch of critical bursary (Leitch & Palmer, 2010), and as an approach which permits us to inspect the part discourses gobble in establishing the realm we live in. In line for this productive kind discourses, actually, (re-)produce, culture, , subjectivities, identities, knowledge and power relationships in societal and social settings (Bukhari & Xiaoyang, 2013). Consequently, discourses can be viewed as an imperative component of public rehearses, that are aren’t , though, reducible to discourse, nevertheless pronunciations of discourse that encompasses likewise non-discursive fundamentals (Toolan, 2002).

Predominantly, researchers of Critical Discourse Analysis tend to study discourses through putting text in their context, instead of considering it as an isolated object. Here Context could be considered as an analytical paradigm that materializes from precise research questions and pursues to outline – in addition to being demarcated by – the enunciation of moments that is related to the structure of particular types of structural texts (Chouliaraki & Fairclough, 1999). Context itself is best intellectualized as an epistemic item dialectically ascending out of the mass of ways through which CDA problematizes discourse as a gadget of power (Chouliaraki & Fairclough, 1999).

(Vaara & Tienari, 2004) highlights that the such type of research which is considered context specific aims to have the capability to give credit to both the links between related discourses and specific textual characteristics simultaneously the links of this kind of context-related research and the corresponding socio-cultural practices. Consequently, CDA research inclines to favor in-depth analysis of and comprehensive learning from definite texts rather than quantifiable measures, such as content analysis (Vaara & Tienari, 2004). The concern of CDA research is with the relationship and tensions between pre-constructed social structures, practices, identities, orders of discourse and organizations on the one hand, and processes, actions, events on the other (24). Critical discourse analysis is, thus, united by its critical lens, which is focused on the ways in which knowledge, subjects, and power relations are produced, reproduced, and transformed within discourse, and is operationalized through a variety of methods to analyze texts in context (Leitch & Palmer, 2010).

Critical discourse analysis is not considered as a specific school of thought, direction or specialization, for the distinctive perspective, subsequent to the many other "approaches" in discourse studies. Instead, its objective is to present a distinct perspective of analysis, theorizing and application throughout the whole field.

Momentously, for critical discourse analysts, is the undeniable awareness of their part in society.

Critical Discourse Analysis has been considered the foundation of theory formation, insights of explanation, description and also embrace socio-political situation whether it has been acknowledged or not. Therefore, such socio political environ and the image of the part of
scholars in society has become an inherent part of the CDA enterprise. So it may be doomed as considering other aspects too, at which discourse analysts research demeanor project the harmony and collaboration with dominated groups. Nevertheless, critical research work on discourse necessities to mollify innumerable requirements in order to meritoriously comprehend its aims:

- Critical Discourse Analysis has to be accepted as enhanced research paradigm in case of more conventional research traditions.
- Social problems and political issues are core of CDA, relatively less focused on recent prototypes and fashions.
- Empirically penetrable critical analysis of social problems is generally multidisciplinary.
- CDA tends to explore the functions of social interactions, predominantly social structures other than merely describing it in context of discourse structures.
- Precisely, CDA emphases on the traditions discourse structures indorse, authorize, legitimate, replicate, or encounter relations of authority and command in society.

(Van Dijk, 2011) review the key principles of CDA as follows:

- CDA discourses social complications
- Authority and command related relations are discursive
- Discourse establishes culture and society
- Discourse ensures conceptual work
- Discourse is historic approach
- The association among society and text is mediated
- Discourse analysis is explanatory and descriptive
- Discourse is a custom of societal accomplishment.

The functional aspects of critical discourse analysis in terms of its practical approaches are driven from number of disciplinary fields. Work in pragmatics, narratology and theory of speech act are in view that texts are considered the practices of social action which come into existence in response of multifaceted social contexts. (Halliday & Matthiessen, 1985) Theory and research exhibits as how linguistic forms can be analytically associated to communal and sociopolitical functions. Critical discourse analysis customizes logical tools from these arenas to report insistent questions about grander, general relations of class, culture and gender. While in perspective of educational background, research aims to explore this work in terms of examination as how the knowledge and individuality are assembled through a series of texts in the official "site" of the school.

The conception of Critical discourse analysis views the supposition that organized asymmetries of control and properties among, readers and writers, speakers and listeners can be related to their inadequate access to social resources and linguistics. By adopting this procedure, the assumption of critical discourse analysis demonstrates that institutions like schools turn as concierges of mastery of conversational resources: texts, the discourses, lexical, genres, and grammatical structures of routine language use. Signifying that reframing of enquiries about educational parity in terms of how scientifically misleading and conceptual communication might set the conditions for differential formal entree to discursive resources, the very educational proficiencies needed for societal and economic dealings in information-based economies.
Language and Discourse in daily lifespan possibly will function ideologically. They both might employed to craft asymmetrical relations of authority and specific documented depictions of social and natural worlds act, commonsensical and 'natural'. Consequently, the mission of critical discourse analysis is equally constructive and deconstructive. The later part i.e. deconstructive moment aims to dislocate and concentrate challenging the themes and power relations of daily writing and conversations. Whereas, in its constructive comportment, it has been applied to the growth of critical literacy syllabus which targets to an development of students' dimensions to evaluation and gauge social and discourse relations, and towards a more reasonable circulation of discourse resources (Fairclough, 1992a).

All categories can be scrutinized in terms of their textual macrostructures and sequenced structures of propositions. The constructions of written and spoken narratives have distinguishable fragments, activities or 'chunks'. Most prominently in case of, children's reading or science textbooks, interpretations and prerogatives the sequencing and pastiche of basic actions follows a distinguishable order. The subsequent text structures be disposed to function as big scale 'grammars' of movements and events attached together, as terms of a "cultural logic" and taken for granted conventions about, social and natural causality, ancient and human agency. The research of descriptive structures has been employed to study the illustration of, cultures and cultural groups, gender relations, combats and other key historical events, and public and dogmatic constructions in textbooks (Luke, 1995).

VII. Conclusion and Implications

To conclude upon our concurrent approach towards the relational analysis of critical discourse analysis we resultantly are able to draw and justify the proportionate interactive existence of discourse and autonomy. In accumulation to which, we too have accomplished to being able to derive the hypothetical framework to perpetuate the most predominant existent factor of autonomy as mention prior, in relation to the discourse itself. Though there exists a relative shortfall when it comes to meeting ends between the methodological and hypothetical approaches in practice. Primarily to which the perceivable commonality extant between discourse entities and the perspective local and global scale is only often considered unequivocal. Resultant to which the situation justifies in specified standings in terms of explanatory aspects of knowledge and ideology (Van Dijk, 2013). In continuum to which, the significantly quantified studies in explanatory relational terms of discourse and autonomy have been considered for in depth analytical analysis and already can widely be observed. In addition to which the interdisciplinary approach of discourse in relative terms of societal perceptive does justify the reasoning in elucidated manner. Followed to which, the abridged considerations between multiple linguistically oriented studies of scripting and verbal, in relative terms to the various approaches in the communal terms must be taken into consideration. As it has widely been observed that often theorized approaches of discourse in relation to autonomy get neglected in demanding subjects like political sciences and sociology when scoping topics such as power abuse and disparity towards the subjected individuals. Quiet in contrast to which approaches of discourse often consider singularly specified study in terms of disclosure. So application of right approach in relative discourse analysis can get to be proved as a significantly more justified conclusion.

CDA is a wide ranged topic and a comprehensive reportage of all convoluted variables is relatively unmanageable for a singular study. Though given the concurrent aspects of discourse in relation to autonomy did make us realize of following numerous suggestive criterions for future studies that can utilized by forthcoming research in the relevant field.
CDA works eclectically in many aspects. Relative consideration in terms of multiple disciplines is a compulsive consideration to be understood the social standings. CDA being a dynamic and multi-faceted study are, has no singularly approvable tenet for data assortment, but in relative consideration to which multiple CDA approaches work with pre-existent information, can be utilized, that already is not under specified utilizations of any respective research oriented undertakings. Operationalization and analytical approach are biased upon designated problem orientation to suggestively imply philological proficiency.

For customary considerations, the aspects of CDA do get considered in terms of evaluating the discursiveness observed on grounds of societal discrepancies and inequities. CDA often is a thoughtful criterion to perceive the linguistic terms used by the advantaged ones in seek towards the stability or in adverse towards deepen the observed disproportions in society. Relevant studies are proportionately indicative towards the procedural approach. Lastly, relevant descriptions and subsequent interpretation must be assumed and observed as in separate, which allows the enabled limpidity and retro-duction. Obvious to which, we know with given nature of discourse being a multifaceted topic to study and conclude upon, and moreover given its dynamic nature in terms of its application, of all suggested pointers in relevance to the concurrent and the one that are out of scope of this study are not manageable to consider. Conclusive to the prior discussion CDA with it dynamic gets often restrained in terms of its respective applications on societal scope and at same time is an encouragement towards researchers upon excelling at future research.

References


