

School of Linguistics and Applied Language Studies Course Outline

LALS 518, Special topic: Situated Discourse Analysis: Written Communication, Trimester 2, 2008

1. Course Coordinator:

Dr. Meredith Marra

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<http://www.victoria.ac.nz/lals>

2. Staff:

Lecturers

Prof Malcolm Coulthard

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3. Class times and rooms:

Lectures:

26 June – 9 July 2008

Weekdays 4-6pm

16 KP Rm 101

NOTE: Students who are studying other MA courses at times which clash with this course should consult the course coordinators of those courses to see if distance study can be undertaken on days where classes clash.

4. Announcements:

Noticeboards are in the corridor of VZ Level 2.

5. LALS main office:

Receptionist:

Nicky Kane

Email: nicky.kane@vuw.ac.nz or lals@vuw.ac.nz

Room 210, 2nd floor, von Zedlitz (vZ) Building,
Kelburn Parade

6. Course Administrator:

Rachel Scholes, Postgraduate administration Tel: 463 5600, Fax: 463 5604

Rachel.Scholes@vuw.ac.nz

7. Content:

This course aims to lead students to consider the production and reception of written texts as they are conditioned by their interactional, social and political contexts and in doing so, enhance the students' awareness of what is involved in situated discourse. As to the development of analytical skills, the course is designed to train students to identify patterns of textual organisation and discourse strategies in authentic written texts. We will encourage students to collect and analyse their own data.

We will begin by building up an analytic toolkit and demonstrating the problems of communicating with an audience through written text. We will draw our exemplificatory texts from a wide variety of sources, including the media, the law, advertising and will spend some time examining why texts fail to communicate successfully. We will then move on to consider theories of critical discourse analysis and examine how texts reflect, mediate or - arguably - create our everyday reality.

A detailed schedule is provided at the end of this outline.

8. Objectives:

By the end of the course students should:

- (1) be familiar with different approaches to text analysis
- (2) be able to critique and evaluate published research in this area
- (3) be equipped to understand how texts work at a micro and macro level
- (4) be able to critically evaluate texts produced by others and propose improvements to increase their communicativity.

The two assessment tasks relate directly to the achievement of the four stated objectives. The first assignment addresses objectives 1-2, and the second assignment draws on all four objectives.

9. Expected workload:

This course is taught intensively over a two-week period.

You are expected to prepare for the course by doing background reading (see for example, the list of reading provided below). In order to make satisfactory progress in this course you should expect to devote a total of 150 hours to it. This includes attendance at classes, background reading, and work on written assignments. While the lectures are all scheduled within the two-week period, the assessment due dates fall across the second trimester.

10. Readings:

Students might find it useful to buy a copy of Coulthard (ed) 1994 and if funds run to it of Caldas-Coulthard and Coulthard (eds) (1996) as well.

The following sources have been put on closed reserve for LALS 517. At the end of the lectures, the items will be placed on 3 day loan.

- *Caldas-Coulthard, C.R. and Coulthard, R.M. (eds) (1996) *Texts and Practices: Readings in Critical Discourse Analysis* London: Routledge
- *Coulthard, R. M. (ed.) (1994) *Advances in Written Text Analysis*, London: Routledge.
- Coulthard M and Johnson A (2007) *An Introduction to Forensic Linguistics*, London: Routledge
- Cotterill J (ed), (2002) *Language in the Legal Process*, London, Palgrave
- Fairclough, N. (1995a) *Media Discourse*, Edward Arnold.
- Fairclough, N (1995) *Critical Discourse Analysis*, London: Longman
- Fowler, R (1991) *Language in the News*, London: Routledge
- Fowler, R, Hodge, B, Kress, G and Trew, T (eds.) (1979) *Language and Control*, London: Routledge and Kegan Paul
- Jaworski, A and Coupland, N (eds) (2006) *The Discourse Reader* (second edition). Routledge.
- Machin, D (2007) *Introduction to Multimodal Analysis*. London: Arnold.
- Toolan, M (1992) *Language, Text and Context*, London: Routledge
- Van Leeuwen, T. (2005) *Introducing Social Semiotics*. London: Routledge.

Further Reading

- Bell, A. (1991) *The Language of the News Media*, Oxford: Blackwell.
- Bell, A. and Garrett, P. (1998) *Approaches to Media Discourse*, Oxford: Oxford University Press.
- Blommaert, J. (2005). *Discourse*. Cambridge: Cambridge University Press.
- Butt, D., Fahey, R., Spinks, S. and Yallop, C. (1995) *Using Functional Grammar - An Explorer's Guide*, Sydney: National Centre for English Teaching and Research, Macquarie University, 1995.
- Caldas-Coulthard, C. R. (1992) *News as Social Practice*, Florianopolis: Universidade Federal de Santa Catarina, Brazil.
- Caldas-Coulthard, C.R. (1993) "From discourse analysis to critical discourse analysis: the differential re-presentation of women and men speaking in written news", in J. Sinclair, M. Hoey and G. Fox. *Techniques of Description - Spoken and Written Discourse*, London: Routledge.
- Caldas-Coulthard, C.R and Iedema, R. (Eds.) (2007) *Identity Trouble: Critical Discourse and Contested Identities*. London: Palgrave.
- Cameron, D. (1985) *Feminism & Linguistic Theory*, London: Macmillan.
- Fairclough, N. (1989) *Language and Power*. London: Longman.
- Fairclough, N. (1992) (ed.) *Critical Language Awareness*, London: Routledge.
- Hall, S. (ed.) (1997) *Representation: Cultural Representations and Signifying Practices*, London: Sage.
- Halliday, M A K. (1978) *Language as Social Semiotic*, London: Edward Arnold.
- Hodge, R. and Kress, G. (1988) *Social Semiotics*, Cambridge: Polity Press.
- Kress, G. (1985) *Linguistic Processes in Socio-Cultural Practice*, Victoria, Australia: Deakin University Press.
- Kress, G. and Hodge, R. I. V. (1979) *Language as Ideology*, London: Routledge.
- Kress, G. and Van Leeuwen, T. (1990) *Reading Images*, Victoria: Deakin University.
- Lemke, J. L. (1995). *Textual Politics. Discourse and Social Dynamics*. London: Taylor & Francis.
- Mills, S. (1995) *Feminist Stylistics*, London: Routledge.
- Sarangi, S. and Coulthard, R.M (eds) *Discourse and Social Life*, London: Longman
- Simpson, P. (1993) *Language, Ideology and Point of View*, London: Routledge, 1993.
- Sinclair, J. M., Hoey, M. and Fox, G. (eds.). 1993. *Techniques of Descriptions: Spoken and Written Discourse*. London: Routledge.
- Tiersma, P. (1999) *Legal Language*. Chicago: Chicago University Press,
- Toolan, M. (1992) *Language, Text and Context*, London: Routledge,

- Toolan, M. J. (Ed.). (2002) *Critical Discourse analysis. Critical Concepts in Linguistics*. New York: Routledge.
- Van Dijk, T. A. (1988) *News as Discourse*, Hillsdale, New Jersey: Lawrence Erlbaum Associates.
- Van Dijk, T. A. (Ed.). (1997) *Discourse Studies. A Multidisciplinary Introduction*. London: Sage. *Volume 2: Discourse as Social Interaction*.
- Weiss, G., & Wodak, R. (Eds.) (2003) *Critical discourse Analysis. Theory and Interdisciplinarity*. Houndmills, UK: Palgrave Macmillan.
- Wodak, R. (1989) *Language, Power and Ideology. Studies in Political Discourse*. Amsterdam: Benjamins.
- Wodak, R. (Ed.). (1997) *Gender and Discourse*. London: Sage.
- Wodak, R., & Meyer, M. (Eds.) (2001) *Methods of Critical Discourse Analysis*. London: Sage.

Vicbooks

There are two locations – Pipitea Campus and Kelburn campus. It is located in the Student Union Building on Kelburn Campus. Customers can order textbooks and student notes online at www.vicbooks.co.nz or can email an order or enquiry to enquiries@vicbooks.co.nz. Vicbooks can courier books to customers or they can be picked up from either shop the day after placing an order online.

Tel: Kelburn 463 5515

Opening hours: 8am - 6pm Mon - Fri (during term they close at 5pm, in the holidays); 10am - 1pm Saturday.

11. Assessment requirements:

Assessment for LALS 518 consists of two written assignments:

1. A critical review of an article or chapter from the recommended readings or another dealing with text analysis by agreement with the tutors (30%) (1,500 words maximum)
Due date: **Friday 8 August 2008** (midday).
Please submit your assignment in electronic format.
2. A practical task agreed with the lecturers centring on the analysis of one or more texts selected by the student (70%) (3,000 words maximum)
Due date: **Friday 12 September 2008** (midday).
Please submit your assignment in electronic format (where possible).

There is no final examination

Submitting assignments electronically

Send assignments as email attachments. Files should be sent to your course email address (i.e. lals-518@vuw.ac.nz)

Requirements for electronic documents:

- Save the file as one of the following: Microsoft Word (.doc), Rich Text Format (.rtf), WordPerfect (.wpd) or Adobe (.pdf)
- Send the assignment as a single file
- Set page size to A4
- Set margins to be at least 2cm
- Use 1.5 line spacing
- Use 12 point font size
- Include page numbers
- Include a title page which shows the course number and name, your name, the course lecturer, the title of the assignment, and the date the assignment is due
- Provide a word count at the end of the assignment (not including the Reference section).

12. Penalties:

In line with school policy, assignments handed in after the due date may receive a reduced grade unless accompanied by a medical certificate or other evidence of exceptional circumstances. Please do *not* exceed the stated word limit.

13. Mandatory Course Requirements:

Students should:

- Participate in all classes and complete all in-course written work by the specified dates
- let the lecturer know IN ADVANCE if they are unable to participate in a particular class

14. Communication of additional information:

Any additional information will be announced in lectures or sent via email.

15. Academic Integrity and Plagiarism

Academic integrity is about honesty – put simply it means *no cheating*. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times.

Plagiarism is a form of cheating which undermines academic integrity. The University defines plagiarism as follows:

The presentation of the work of another person or other persons as if it were one's own, whether intended or not. This includes published or unpublished work, material on the Internet and the work of other students or staff.

It is still plagiarism even if you re-structure the material or present it in your own style or words.

Note: It is however, perfectly acceptable to include the work of others as long as that is acknowledged by appropriate referencing.

Plagiarism is prohibited at Victoria and is not worth the risk. Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct and may be penalized severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- cancellation of your mark for an assessment or a fail grade for the course
- suspension from the course or the University.

Find out more about plagiarism, and how to avoid it, on the University's website:

<http://www.victoria.ac.nz/home/study/plagiarism.aspx>

General University policies and statutes

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the *Victoria University Calendar* available in hardcopy or under "about Victoria" on the Victoria homepage at:

http://www.victoria.ac.nz/home/about_victoria/calendar_intro.html

Information on the following topics is available electronically under "Course Outline General Information" at:

<http://www.victoria.ac.nz/home/about/newspubs/universitypubs.aspx#general>

- Student and Staff Conduct
- Academic Grievances
- Academic Integrity and Plagiarism
- Meeting the Needs of Students with Impairments
- Student Support

COURSE SCHEDULE

Thursday June 26th - Basic Text Structures: Problem/Solution and Matching Relations - MC

Reading:

Hoey M (1994) 'Signalling in Discourse' in Coulthard (ed) pp 26-45

Winter E (1994) 'Clause relations as information structure' in Coulthard (ed) pp 46-68

Friday June 27th - The Text and its message: lexical structuring - MC

Reading:

Johns T (1994) 'The text and its message' in Coulthard (ed) pp 102-116

Francis G (1994) 'Labelling discourse: an aspect of nominal group lexical cohesion', in Coulthard (ed), pp 83-101

Dudley Evans, T (1994) 'Genre analysis: an approach to text analysis for ESP', in Coulthard (ed) pp 219-228

Monday June 30th - Discourse of the Media - Telling Stories - CRCC

Reading:

Caldas-Coulthard, C.R (1992), *News as Social Practice*, Florianópolis: Universidade Federal de Santa Catarina, Brazil, Chapters. 2, 3. 'The special status of news as discourse', 'News as Narratives' pp. 33/54.

Fairclough, N. (1995) *Media Discourse*, Edward Arnold, Chap. 1, and Language - Setting the Agenda"; pp.1/19.

Tuesday July 1st - Discourse as Representation: Speech Representation - CRCC

Reading:

Caldas-Coulthard, C. R. (1994) 'On reporting reporting', in Coulthard, R M. (ed.) Ch. 19, pp. 295-308.

Leech G and Short M (1981) *Style in Fiction*, London: Longman, Ch. 10.

Wednesday July 2nd - Classification and naming: on the construction of identities – CRCC

Reading:

Van Leeuwen, T (1996) 'The representation of social actors', in Caldas-Coulthard and Coulthard (eds) pp 32-70.

Clark, K (1992) 'The linguistics of blame', in Toolan (ed) pp 208-26

Thursday, July, 3rd - Evaluative text Analysis: examining problematic texts MC

Reading:

Coulthard R M (1994) 'Evaluative Text Analysis' in Coulthard (ed) pp 1-11

Dumas B 2002 'Reasonable doubt about reasonable doubt: assessing jury instruction adequacy in a capital case', in J Cotterill (ed), pp246-259

Stratman J F and Dahl P (1996) 'Readers' comprehension of temporary restraining orders in domestic violence cases: a missing link in abuse prevention?' *Forensic Linguistics*, 3 ii, pp 211-231.

Friday, July, 4th - Persuasive discourse: on choice and viewpoint - MC

Reading:

Fairclough, N (1995) Chapter 6 'CDA and the marketisation of public discourse, the universities', pp 130-166.

Fairclough N (1996) 'Technologisation of discourse', in Caldas-Coulthard, and Coulthard (eds) 71-83

Trew T (1979) 'Theory and Ideology at work' and "What the papers say": linguistic variation and ideological difference', in Fowler et al, 94-157

Monday July 7th – The meaning of typography – CRCC

Reading:

Machin, David.2007. *Introduction to Multimodal Analysis*. London: Arnold Chap. 5

Tuesday July 8th - Whose Text is it? MC

Reading:

Coulthard M (2004) 'Author identification, idiolect and linguistic uniqueness', *Applied Linguistics*, 25,iv, 431-447 **OR**

Coulthard M and Johnson A (2007) Chapter 9 'On textual borrowing', pp 184-199

Wednesday July 9th - Text Analysis Workshop – examining student's texts - CRCC + MC