

Guy Cook Discourse Analysis

Discourse

Discourse analysis is the study of spoken and written language in its social and psychological context. This book explains the relevant theory, and applies it to classroom activities designed to improve students' discourse skills. The teacher is then shown how these activities may be further developed in specific teaching situations.

The Discourse of Advertising

This second edition considers advertising in the context of current changes in communication. All chapters have been fully revised and updated, and substantial new material has been added. The social functions and aesthetic effects of advertisements are comprehensively analysed across a wide range of media, from billboards to email and the Internet. Controversially, advertisements are contrasted and compared with literary texts throughout. The book clearly explains relevant concepts from semiotics, poetics, and linguistics, and can serve as an introduction to all of these disciplines. Practical exercises to stimulate further discussion are included at the end of each chapter.

Applied Linguistics

This work investigates real-world problems involving language. As such it has the difficult task of mediating between academic expertise and lived experience, attempting to reconcile opposed interests and perspectives. It provides a comprehensive overview of pressing issues in the field.

Discourse and Literature

Acknowledgements Introduction PART ONE 1. A basis for analysis: schema theory, its general principles, history and terminology Introduction Schema theory: general principles Examples demonstrating schemata in discourse processing Evidence for schemata World schemata and text schemata The origins of schema theory Bartlett's Remembering The eclipse of schema theory The revival of schema theory The terminology of schema theory Notes 2. A first bearing: discourse analysis and its limitations Introduction 'Text', 'context', and 'discourse' Acceptability above the sentence Cohesion The omission fallacy Meaning as encoding/decoding versus meaning as construction Pragmatic approaches and their capacity to characterize 'literariness' Macro-functions Discourse structure Discourse as process (and literature as conversation) Discourse as dialogue The 'post-scientific' approach Conclusion Notes 3. A second bearing: AI text theory and its limitations Introduction The computational and brain paradigms of language The constructivist principle One system of conceptual construction: conceptual dependency theory (CD) Problems for conceptual constructions A complex AI schema theory Conclusion Notes 4. Testing the AI approach. Two analyses: a 'literary' and a 'non-literary' text Introduction Text One: the opening of 'Crime and Punishment' (translation) Text Two: 'Every cloud has a Silver Lining' (advertisement) Conclusions from analyses Notes 5. A third bearing: literary theories from formalism to stylistics Introduction The rise of 'modern literary theory' Theories of pattern and deviation The formalist theory of defamiliarization Patterns in discourse: structures and structuralism Roman Jakobson's poetics Conclusion Notes 6. Incorporating the reader: two analyses combining stylistics and schema theory Introduction Text Three: 'Elizabeth Taylor's Passion' (advertisement) Text Four: 'First World War Poets' (poem) Incorporating the reader Notes PART TWO 7. Theory of discourse deviation: schema refreshment and cognitive change Introduction: the argument so far The need for schema change Prelude to the theory: earlier accounts of schema change A theory of literary discourse: schema refreshment and cognitive change A theory of literary discourse: discourse deviation Defamiliarization revisited Notes 8. Application of the theory: discourse deviation in three literary texts Introduction Text Five: 'The Tyger' Text Six: 'The Turn of the Screw' Text Seven: 'The Windhover' Conclusion Notes 9. What the theory means for literature teaching Appendix A: Grammatical notation: symbols and abbreviations Appendix B: Conceptual dependency (CD) and

semantics Bibliography Index Acknowledgements Introduction PART ONE 1. A basis for analysis: schema theory, its general principles, history and terminology Introduction Schema theory: general principles Examples demonstrating schemata in discourse processing Evidence for schemata

The Discourse of Advertising

This book has two related purposes. The first is to demonstrate the extent and importance of language play in human life; the second is to draw out the implications for applied linguistics and language teaching. Language play should not be thought of as a trivial or peripheral activity, but as central to human thought and culture, to learning, creativity, and intellectual enquiry. It fulfils a major function of language, underpinning the human capacity to adapt: as individuals, as societies, and as a species.

Language Play, Language Learning

The GM debate is as much a war of words as of facts. Food and farming are being changed forever - yet whether for good or bad is the subject of an increasingly bitter argument. Those promoting GM have mounted an intense campaign, characterising their opponents as terrorists and Luddites, governed by ignorance, irrationality and hysteria. Yet public opinion remains unconvinced and antagonistic. As the argument intensifies and the voices on all sides get louder, Genetically Modified Language cuts through the confusion and controversy to the issues and ideology at the heart of the disagreement. Guy Cook subjects the language of the case for GM to a careful and detailed examination. He looks in turn at the persuasive strategies used by politicians, scientists, the media, biotechnology corporations, and supermarkets, showing how their arguments mix together scientific, commercial, ethical and political criteria, and are seldom as factual and straightforward as they claim. Through analyses of recurrent words and phrases, and of the constant comparisons made with other international issues, he shows how the GM debate has become inseparable from the wider political conflicts of our time. In a final chapter he turns to public reactions to all of the arguments. Throughout this analysis, the campaign for GM is seen as exemplifying disturbing trends in the contemporary use of language for public information. Language which purports to seek clarity and neutrality, and to be a vehicle for informed democratic debate, is in fact achieving the opposite effects: obscuring the issues and manipulating opinion. Written in a clear, accessible style and drawing on illustrative examples, Genetically Modified Language is an insightful look at how language shapes our opinions.

Genetically Modified Language

Written in a clear, accessible style and drawing on illustrative examples, 'Genetically Modified Language' is an insightful look at the arguments for and against GM crops. The author analyses the language used and assesses its effect on public opinion.

Genetically Modified Language

Oxford Applied Linguistics features books providing thorough yet accessible coverage of controversial topics related to language use, including learning, teaching, research, and policy. All titles are based on extensive research and include comprehensive bibliographies. The authors are noted authorities in their fields.

Discourse

Is the British press prejudiced against Muslims? In what ways can prejudice be explicit or subtle? This book uses a detailed analysis of over 140 million words of newspaper articles on Muslims and Islam, combining corpus linguistics and discourse analysis methods to produce an objective picture of media attitudes. The authors analyse representations around frequently cited topics such as Muslim women who wear the veil and 'hate preachers'. The analysis is self-reflexive and multidisciplinary, incorporating research on journalistic practices, readership patterns and attitude surveys

to answer questions which include: what do journalists mean when they use phrases like 'devout Muslim' and how did the 9/11 and 7/7 attacks affect press reporting? This is a stimulating and unique book for those working in fields of discourse analysis and corpus linguistics, while clear explanations of linguistic terminology make it valuable to those in the fields of politics, media studies, journalism and Islamic studies.

Translation in Language Teaching

This volume provides a wide-ranging overview of the diverse issues in applied linguistics today. The contributors consider the relation of their own areas of enquiry both to professional practice and to the discipline as a whole.

Discourse Analysis and Media Attitudes

The Routledge Handbook of Applied Linguistics serves as an introduction and reference point to key areas in the field of applied linguistics. The five sections of the volume encompass a wide range of topics from a variety of perspectives: applied linguistics in action language learning, language education language, culture and identity perspectives on language in use descriptions of language for applied linguistics. The forty-seven chapters connect knowledge about language to decision-making in the real world. The volume as a whole highlights the role of applied linguistics, which is to make insights drawn from language study relevant to such decision-making. The chapters are written by specialists from around the world. Each one provides an overview of the history of the topic, the main current issues and possible future trajectory. Where appropriate, authors discuss the impact and use of new technology in the area. Suggestions for further reading are provided with every chapter. The Routledge Handbook of Applied Linguistics is an essential purchase for postgraduate students of applied linguistics. Editorial board: Ronald Carter, Guy Cook, Diane Larsen-Freeman and Amy Tsui.

Principle and Practice in Applied Linguistics

Examining the particular discourses of the key players in the arena, Guy Cook presents a critical analysis of the language of the GM debate, and how it influences policy and opinion.

The Routledge Handbook of Applied Linguistics

Presents students with an applied linguistics framework for the analysis of real-world problems in which language is a central issue. The reader allows students to develop both the theoretical and empirical skills crucial to the practicalities of language teaching and other language-related professional practices.

Genetically Modified Language

Discourse analysis considers how language, both spoken and written, enacts social and cultural perspectives and identities. Assuming no prior knowledge of linguistics, An Introduction to Discourse Analysis examines the field and presents James Paul Gee's unique integrated approach which incorporates both a theory of language-in-use and a method of research. An Introduction to Discourse Analysis can be used as a stand-alone textbook or ideally used in conjunction with the practical companion title How to do Discourse Analysis: A Toolkit. Together they provide the complete resource for students studying discourse analysis. Updated throughout, the fourth edition of this seminal textbook also includes two new chapters: 'What is Discourse?' to further understanding of the topic, as well as a new concluding section. A new companion website www.routledge.com/cw/gee features a frequently asked questions section, additional tasks to support understanding, a glossary and free access to journal articles by James Paul Gee. Clearly structured and written in a highly accessible style, An Introduction to Discourse Analysis includes perspectives from a variety of approaches and disciplines, including applied linguistics, education, psychology, anthropology and communication to help students and scholars from a range of

backgrounds to formulate their own views on discourse and engage in their own discourse analysis. This is an essential textbook for all advanced undergraduate and postgraduate students of discourse analysis.

Applied Linguistics in Action

Applied Linguistics in Action

An Introduction to Discourse Analysis

Both 'discourse' and 'knowledge' are fundamental concepts, but they are often treated separately. The first book to adopt a multidisciplinary approach to studying the relationship between these concepts, Discourse and Knowledge introduces the new field of epistemic discourse analysis and uses a wide range of examples to illustrate the theory.

Words and Minds

Words and Minds takes a lively and accessible look at the evolution of language and how we use language in joint activities.

Discourse and Knowledge

It is now time to break down the ideology of exceptionalism in the United States and other Anglo-American nations if we are to develop reforms that will truly inspire our teachers to improve learning for all our students especially those who struggle the most. In that essential quest, Pasi Sahlberg is undoubtedly one of the very best teachers of all. From the Foreword by Andy Hargreaves, Lynch School of Education, Boston College Finnish Lessons is a first-hand, comprehensive account of how Finland built a world-class education system during the past three decades. The author traces the evolution of education policies in Finland and highlights how they differ from the United States and other industrialized countries. He shows how rather than relying on competition, choice, and external testing of students, education reforms in Finland focus on professionalizing teachers work, developing instructional leadership in schools, and enhancing trust in teachers and schools. This book details the complexity of educational change and encourages educators and policymakers to develop effective solutions for their own districts and schools.

Words and Minds

Routledge English Language Introductions cover core areas of language study and are one-stop resources for students. Assuming no prior knowledge, books in the series offer an accessible overview of the subject, with activities, study questions, sample analyses, commentaries and key readings – all in the same volume. The innovative and flexible ‘two-dimensional’ structure is built around four sections – introduction, development, exploration and extension – which offer self-contained stages for study. Each topic can also be read across these sections, enabling the reader to build gradually on the knowledge gained. Introducing English Language: is the foundational book in the Routledge English Language Introductions series, providing an accessible introduction to the English language contains newly expanded coverage of morphology, updated and revised exercises, and an extended Further Reading section comprehensively covers key disciplines of linguistics such as historical linguistics, sociolinguistics and psycholinguistics, as well as core areas in language study including acquisition, standardisation and the globalisation of English uses a wide variety of real texts and images from around the world, including a Monty Python sketch, excerpts from novels such as Virginia Woolf’s To the Lighthouse, and news items from Metro and the BBC provides updated classic readings by the key names in the discipline, including Guy Cook, Andy Kirkpatrick and Zoltán Dörnyei is accompanied by a website with extra activities, project ideas for each unit, suggestions for further reading, links to essential English language resources, and course templates for lecturers. Written by two experienced teachers and authors, this accessible

textbook is an essential resource for all students of the English language and linguistics.

Finnish Lessons

Why have 1500 separate languages developed in the Pacific region? Why do Danes understand Norwegians better than Norwegians understand Danish? Is Ebonics a language or a dialect? Linguistics tends to ignore the relationship between languages and the societies in which they are spoken, while sociology generally overlooks the role of language in the constitution of society. In this book Suzanne Romaine provides a clear, lively, and accessible introduction to the field of sociolinguistics and emphasizes the constant interaction between society and language, discussing both traditional and recent issues including: language and social class, language and gender, language and education, and pidgins and creoles. The text shows how our linguistic choices are motivated by social factors, and how certain ways of speaking come to be vested with symbolic value and includes examples drawing on studies of cultures and languages all over the world. This new edition incorporates new material on current issues in the study of gender as well as other topics such as the linguistic dimension to the ethnic conflict in the Balkans, and the controversy over Ebonics in the United States.

Introducing English Language

From emails relating to adoption over the Internet to discussions in the airline cockpit, the spoken or written texts we produce can have significant social consequences. The area of Mediated Discourse Analysis considers texts in their social and cultural contexts to explore the actions individuals take with texts - and the consequences of those actions. Discourse in Action: brings together leading scholars from around the world in the area of Mediated Discourse Analysis reveals ways in which its theory and methodology can be used in research into contemporary social situations explores real situations and draws on real data in each chapter shows how analysis of texts in their social contexts broadens our understanding of the real world. Taken together, the chapters provide a comprehensive overview to the field and present a range of current studies that address some of the most important questions facing students and researchers in linguistics, education, communication studies and other fields.

Language in Society

Vague language ('bags of time', 'doing stuff', 'and all that') is an aspect of communicative competence of considerable social importance. This book examines its function. It spans genre analysis, critical discourse analysis, psycholinguistics and cross-cultural sociolinguistics, and suggests applications in TEFL and directions for future research.

Discourse in Action

The Routledge Handbook of Ecolinguistics is the first comprehensive exploration into the field of ecolinguistics, also known as language ecology. Organized into three sections that treat the different topic areas of ecolinguistics, the Handbook begins with chapters on language diversity, language minorities and language endangerment, with authors providing insight into the link between the loss of languages and the loss of species. It continues with an overview of the role of language and discourse in describing, concealing, and helping to solve environmental problems. With discussions on new orientations and topics for further exploration in the field, chapters in the last section show ecolinguistics as a pacesetter into a new scientific age. This Handbook is an excellent resource for students and researchers interested in language and the environment, language contact, and beyond.

Vague Language Explored

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The Routledge Handbook of Ecolinguistics

Discourse and Creativity examines the way different approaches to discourse analysis conceptualize the notion of creativity and address it analytically. It includes examples of studies of creativity from a variety of traditions and examines the following key areas, how people interpret and use discourse, the processes and practices of discourse production, discourse in modes other than written and spoken language, and the relationship between discourse and the technologies used to produce it. Discourse and Creativity combines a forward-thinking and interdisciplinary approach to the topic of creativity; this collection will be of great value to students and scholars in applied linguistics, stylistics, and communication studies.

Multimodality and Active Listenership

Recommends that language teachers incorporate discourse and pragmatics in their teaching if they wish to implement a communicative approach in their classrooms. The authors show how a discourse perspective can enhance the teaching of traditional areas of linguistic knowledge and language skills.

Discourse and Creativity

A new Major Work in the Routledge Major Themes in English Studies series, this is a five-volume collection of cutting-edge and canonical research about the language of advertising.

Discourse and Context in Language Teaching

How do we design sentences to fit their purposes and how do we combine them to communicate complex, contextualized meanings? This work takes discourse apart to show how it is organized and how it aids communication.

The Language of Advertising

Challenges traditional Hollywood-derived models of star studiesIs classical Hollywood stardom the last word on film stars? How do film stars function in non-Hollywood contexts, such as Bollywood, East Asia and Latin America, and what new developments has screen stardom undergone in recent years, both in Hollywood and elsewhere? Gathering together the most important new research on star studies, with case studies of stars from many different cultures, this diverse and dynamic collection looks at film stardom from new angles, challenging the received wisdom on the subject and raising important questions about image, performance, bodies, voices and fans in cultures across the globe. From Hollywood to Bollywood, from China to Italy, and from Poland to Mexico, this collection revisits the definitions and origins of star studies, and points the way forward to new ways of approaching the field.Key featuresFeatures cutting-edge research on stardom and fandom from a range of different cultures, contributed by a diverse and international range of scholarsGenerates new critical models that address non-Hollywood forms of stardom, as well as under-researched areas of stardom in Hollywood itselfRevisits the definitions of stars and star studies that are previously defined by the study of Hollywood stardom, then points the way forward to new ways of approaching the fieldLooks at stars/stardom within a new local/translocal model, to overcome the Hollywood-centrism inherent to the existing national/transnational modelBrings into light various types of previously unacknowledged star textsEmploys a dynamic inter-disciplinary approachContributorsGuy Austin, Newcastle UniversityLinda Berkvens, University of Sussex Pam Cook, University of Southampton Elisabetta Girelli, University of St Andrews Sarah Harman, Brunel UniversityStella Hockenhull, University of WolverhamptonLeon Hunt, Brunel University Kiranmayi Indraganti, Srishti Institute of Art, Design and TechnologyJaap Kooijman, University of AmsterdamMichael Lawrence, University of SussexAnna Malinowska, University of SilesiaLisa Purse, University of ReadingClarissa Smith, University of SunderlandNiamh Thornton, University of Liverpool Yiman Wang, University of California-Santa CruzSabrina Qiong Yu,

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Beyond the Sentence

Perspectives on Discourse Analysis: Theory and Practice provides the student/reader with the basic theoretical knowledge and the empirical tools of some of the most relevant approaches to the analysis of discourse. It has been mainly conceived of as a general (university) course on Discourse Analysis, but it can also be useful for any person or group whose main concern is to acquire the basic necessary knowledge and skills for analyzing any type of discourse. The subject matter of the book could not only be of use for linguists or prospective linguists: given its interdisciplinary character, its findings can be (and in fact are) used and applied by practitioners and scholars from different fields, such as sociology, psychology, medical science, computer science, and so on. Thus the book can be used by any person who, having certain linguistic knowledge, is interested in exploring the fascinating world of discourse. All the chapters contain both a theoretical and an empirical section, the latter containing examples of analysis, as well as exercises (Practice) and self-evaluation questions, whose answers can be found at the end of the book (in the Practice key and Key to self-evaluation questions sections). The book is divided into 12 chapters. The first two introduce basic information about discourse analysis and text linguistics, as well as the necessary techniques for gathering data, including a very brief introduction to corpus linguistics. Chapters 3-11 present and discuss some of the most prominent and well-known approaches to discourse analysis, namely Pragmatics, Interactional Sociolinguistics, Conversation Analysis, The Ethnography of Communication, Variation Analysis and Narrative Analysis, Functional Sentence Perspective, Post-Structuralist Theory and Social Theory, Critical Discourse Analysis and Positive Discourse Analysis, and Mediated Discourse Analysis. Finally, Chapter 12 deals with crucial and further issues, such as the type of discourse chosen for the analysis, the strategies and functions of discourse, or the problem of choosing an appropriate unit of analysis which will suit the aims of research. Perspectives on Discourse Analysis: Theory and Practice may prove of value to all those who are professionally involved in the area of discourse and pragmatic studies, or simply to those who wish to acquire the necessary basic knowledge and techniques for analyzing any type of discourse, from medical, journalistic or political discourse to computer-mediated, humoristic, or hegemonic discourse (where the use and abuse of power is an important issue), just to name a few of the innumerable possibilities. A desirable and intended effect of this book is also the development of an open and tolerant mind, which will eventually lead to a better understanding of the different and varied manifestations of language, culture and communication in human society.

Revisiting Star Studies

Accessible yet theoretically rich, this text introduces key concepts and issues in critical discourse analysis and situates these within the field of educational research. Beyond providing a useful overview, it contextualizes CDA theories and methods in accounts of discourse in classroom and other settings.

Perspectives on Discourse Analysis

"The book is an essential resource seeking to analyze real texts and discourse."--BOOK JACKET.

An Introduction to Critical Discourse Analysis in Education

Discursive Psychology is a theoretical and analytical approach used by academics and practitioners alike, widely applied, though often lost within the complicated web of discourse analysis. Sally Wiggins combines her expertise in discursive psychology with her clear and demystifying pedagogical approach to produce a book that is committed to student success. This textbook shows students how to put the methodology into practice in a way that is simple, engaging and practical.

Analysing Discourse

"Providing both the practical steps for doing discourse analysis and the theoretical justifications for these steps, this book is for students and researchers undertaking discourse analysis."--BOOK JACKET.

Discursive Psychology

This text looks at the relationship between the structure of the sentence and the organization of discourse. Experts in the field make use of data from a variety of languages to examine the nature of these relations, where they come from, and how they apply.

Doing Discourse Analysis

The Language and Literature Reader is an invaluable resource for students of English literature, language, and linguistics. Bringing together the most significant work in the field with integrated editorial material, this Reader is a structured and accessible tool for the student and scholar. Divided into three sections, Foundations, Developments and New Directions, the Reader provides an overview of the discipline from the early stages in the 1960s and 70s, through the new theories and practices of the 1980s and 90s, to the most recent and contemporary work in the field. Each article contains a brief introduction by the editors situating it in the context of developing work in the discipline and glossing it in terms of the section and of the book as a whole. The final section concludes with a 'history and manifesto', written by the editors, which places developments in the area of stylistics within a brief history of the field and offers a polemical perspective on the future of a growing and influential discipline.

Sentence and Discourse

For anyone approaching Discourse Analysis for the first time, theory means little when it is not related to actual knowledge and experience of language in use. Describing Discourse takes the unique approach of introducing discourse studies through the hands-on analysis of linguistic data. The book introduces students to specific discourses constructed for particular purposes, for example, from the domains of advertising, law, medicine and education. Each chapter provides examples, exercises and commentary designed to develop the analytical abilities needed in describing the characteristic forms and typical functions of different discourses. Describing Discourse provides the ideal entry into the study of discourse for students new to the subject.

The Language and Literature Reader

A USA TODAY and Wall Street Journal bestseller! Learn how to live a life of character and integrity—by following the simple advice of a third grade dropout. Be inspired by the book behind Dr. Rick Rigsby's viral graduation speech. After his wife died, Rick Rigsby was ready to give up. The bare minimum was good enough. Rigsby was content to go through the motions, living out his life as a shell of himself. But then he remembered the lessons his father taught him years before— incredibly simple, yet incredibly profound. These lessons weren't about advanced mathematics or the secrets of the stock market. They were quite straightforward, in fact, as Rigsby's father never made it through third grade. But if this man's instructions were powerful enough to inspire one of his children to earn a Ph.D. and another to become a judge—imagine what they can do for you. While Rick Rigsby's father was a third-grade dropout, he was a man who never hid behind any excuse. A man who never allowed his problems or lack of a formal education to determine his present or affect his future. A man who realized that destiny was a choice and not a chance. In Lessons from a Third Grade Dropout, Rigsby shares the simple lessons from his father that will transform your mindset, including: Remain true to yourself Think the best at all times Give your best regardless of the circumstances Keep standing no matter what Join Rigsby as he dusts off time-tested beliefs and shares his father's impactful, far-reaching story—of how a life can be enhanced, of how a corporate culture can be changed, of how a family can be united—by living the simple lessons of a third-grade dropout.

Describing Discourse

Lessons from a Third Grade Dropout

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