Contents

Acknowledgements Introduction Issues for discourse analysis								
					Part	I	Theory and method	11
						1	Ideology and political economy	13
		The falsity of 'race'	14					
		The history of the 'racial' account	18					
		The political and economic context	22					
		The social functions of ideology	24					
		The effectivity of ideology	26					
		Discursive representation, reality and individual experience	29					
		Ideology in perspective	31					
	2	Cognition, identity and personality	-34					
		Reading cognitions	36					
		Social categorization and social stereotypes	36					
		Representation and reality in social cognition research	40					
		Reading social identity	43					
		The ontology and epistemology of social identity theory	46					
		Reading motives	-49					
		Discourse analysis as diagnosis	55					
	3	Discourse, power and subjectivity	58					
		Discursive practice	60					
		Discourse and its objects	62					
		The status of scientific accounts of racism	65					
		Truth and anti-racist practice	67					

vi Contents

		From ideology to ideological practice	69
		Constructing social groups	72
		Constructing subjectivities	75
		Discursive power	79
		Genealogy and ideology	85
	4	Analyzing racist discourse	88
		Discourses and interpretative repertoires	89
		Rhetorical construction	93
		Interviews and documents	98
		Transcription, coding and analysis	100
		Understanding, ethnography and discursive consequences	102
		Putting discourse in context	104
Part	П	Discourse in action	113
		Preface	115
	5	Constructing community: 'race', 'culture' and 'nation'	117
		The premises of race	119
		Victorian racial interpretation	124
		Race in 1960s New Zealand	125
		The premises of culture	128
		Culture as heritage	129
		Culture as therapy	131
		Pākehā positions Culture as ideology	134
		The premises of nation and nationalism	137
		Mimicry and ambivalence	139 142
		Towards a South Pacific nation?	143
		The practice of categorization	146
	6	Accounting for the 'social': stories of social conflict	140
	Ü	and social influence	149
		Discrediting protest	150
		Variable scenarios of influence	154
		Conflict or consensus: the organic society	158
		'Proper' and 'improper' influence	161
		Susceptible masses and hysterical extremists	163
		Formulations of the individual versus the social	164
		Trickling down or trickling up, conspiracies or coincidences?	167
	7	Practical politics and ideological dilemmas	174
		Some commonplaces of political discourse	177
		The patchwork of resources	178
		The importance of being practical	179
		Equality, freedom and individual rights	181

		Contents	VII
I	mperial history		183
N	Nobilizing arguments		185
A	ambivalent individuals or ambivalent discourse?		194
T	owards a critique of the modern racism approach		196
8 T	he prejudice problematic		201
P	rejudice in social psychological and lay discourse		202
I	ndividual bigotry and collective guilt		204
I	rrationality and pre-judgement		206
Т	he manifest and the latent		208
Т	olerance and harmony		209
Γ	Oodging the identity of prejudice: how to deal with		
a	ccusations		211
. F	Reforming the prejudiced		215
Γ	Discourse analysis and anti-racism		216
Appendix 1	Sample and procedure		221
	Transcription conventions		225
References	•		227
Index			241