## Contents

Lis	t of Tables	viii
Lis	t of Figures	ix
Lis	t of Contributors	x
1	Introduction: Discourse Studies - Important Concepts and Terms	1
	Ruth Wodak	
	Introduction	1
	Discourse and text	4
	Context	10
	Genre	14
	Outline of the volume	21
	Notes	23
	References	24
2	Analyzing Newspapers, Magazines and Other Print Media	30
	Gerlinde Mautner	
	Introduction	30
	Laying the foundations: what are print media?	30
	Why study print media?	32
	Production and consumption	32
	Getting started and engaging with your data	34
	Corpus-building	35
	Key resources for textual analysis	38
	Checks and balances: comparative evidence from reference corpora	44
	Summary	48
	Notes	49
	Key readings	51
	References	51
3	Analyzing Communication in the New Media	54
	Helmut Gruber	
	Introduction	54
	New media: an overview	54
	Why investigate communication in the new media as a social scientist?	58
	Compiling a corpus of CMC texts	59

vi con	<b>TENTS</b>
--------	--------------

	What is a genre?	63
	Key properties of scholarly email postings	64
	Summary	72
	Notes	73
	Key readings	74
	References	74
4	Analyzing TV Documentaries	77
	Alexander Pollak	
	Introduction	77
	Defining documentaries	77 <b>-</b> 0
	The powerfulness of documentaries	78
	Types of documentaries	79
	Preconditions for the analysis of documentaries	79
	Steps towards a meaningful analysis of television documentaries	80
	Analyzing verbal and multimodal aspects of documentaries	84 90
	Levels of analysis and selection of a transcription method	90
	Including necessary context information Notes	92 94
	Key readings	94
	References	94
5	Analyzing Political Rhetoric	96
	Martin Reisigl	
	Introduction	96
	What is political rhetoric?	96
	The politolinguistic approach	97
	A selection of analytical categories	99
	How to conduct a politolinguistic analysis of political rhetoric –	
	a theoretical outline of the research practice	100
	Doing politolinguistic analysis – an example	101
	Concluding remarks	117
	Notes	118
	Key readings	119
	References	119
6	Analyzing Interaction in Broadcast Debates	121
	Greg Myers	
	Introduction	121
	Steps in analysis	122
	Text and contexts	123
	Applying the framework to interaction in debates	127
	Debates and other genres	140
	Notes	142
	Key readings	142
	References	142

	CON	NTENTS	vii
7	Analyzing Research Interviews		145
	Jackie Abell and Greg Myers		
	Introduction		145
	Approaches to discourse analysis in different disciplines		146
	Contexts for discourse analysis of research interviews		150
	Co-text		152
	Intertextual links		153
	Context of situation		154
	Sociopolitical and historical contexts		157
	Issues in analysis and explanation		158
	Notes		159
	Key readings		159
	References		159
8	Analyzing Focus Group Discussions		162
	Michal Krzyżanowski		
	Focus groups and their foci		162
	Exploring key features of focus groups		164
	The (process of) framing focus groups		165
	Approaching and analyzing focus groups		167
	Thematic structures in focus group discourse: example of analyst	sis	169
	Conclusions		177
	Notes		178
	Key readings		179
	References		179
9	Discourse Analysis and Ethnography		182
	Florian Oberhuber and Michal Krzyżanowski		
	What is ethnography?		182
	Analyzing organizational discourse		183
	In the field: gathering and analyzing ethnographic data		186
	Interpreting ethnographic data in discourse-oriented research		190
	Assessing the quality of research and the principle of reflexivity		196
	Notes		198
	Key readings		199
	References		199
Gl	lossary		204
Index			209

## List of Tables

Specification of Holly's dimensions for characterizing	
communicative forms in the new media	56
Characterization of new media as 'communicative forms'	57
Six levels of telefilm analysis	90
Excerpt from a documentary transcript	91
Macro- and mesostructure of Strache's newspaper comment	107
Nominations and predications in Strache's comment	110
Oppositional right-wing populist nomination of main groups	
of social actors	115
Two basic populist argumentation schemes	117
Transcription convention for the 8 October 2004 US	
presidential campaign debate	124
Genres of campaign talk	141
Transcription convention in focus groups on 'voices of	
migrants'	165
Primary discourse topics in the focus groups on 'voices of	
migrants'	171
Secondary discourse topics in the focus groups on 'voices of	
migrants'	174
Links between secondary and primary discourse topics in the	
focus groups on 'voices of migrants'	177
	communicative forms in the new media Characterization of new media as 'communicative forms' Six levels of telefilm analysis Excerpt from a documentary transcript Macro- and mesostructure of Strache's newspaper comment Nominations and predications in Strache's comment Oppositional right-wing populist nomination of main groups of social actors Two basic populist argumentation schemes Transcription convention for the 8 October 2004 US presidential campaign debate Genres of campaign talk Transcription convention in focus groups on 'voices of migrants' Primary discourse topics in the focus groups on 'voices of migrants' Secondary discourse topics in the focus groups on 'voices of migrants' Links between secondary and primary discourse topics in the

## List of Figures

1.1	Levels of theories and linguistic analysis	12
1.2	Selected dimensions of discourse as social practice	16
1.3	Semantic network of the 'family focus group', discussing	
	'Neutrality and NATO' in Austria 1998	20
2.1	Cyclical corpus-building for qualitative research	35
2.2	An example of selecting media by progressive specification and	
	reduction	36
2.3	Why Reid Will Fail on Crime and Illegals	39
2.4	45,000 Crooks on Way Here	40
2.5	Random selection of 50 occurrences of rampant followed by a	
	noun from the British subcorpora of Wordbanks Online	46
2.6	Random selection of 50 occurrences of in thrall to from the	
	British subcorpora of Wordbanks Online	47
3.1	Text from the LINGUIST list	62
3.2	Posting to the ETHNO list	63
8.1	Interplays between key elements of focus groups	165
8.2	Thematic interconnections of the primary discourse topic I (T-I)	175
9.1	Nexus of practice of the European Convention	193