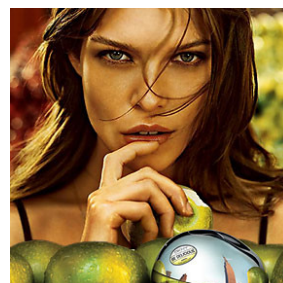


Forelesning Diskursanalyse

Steffen Krüger, IMK, UiO,
26-03-15

MEVIT 2700, medietekster –
teori og analyse

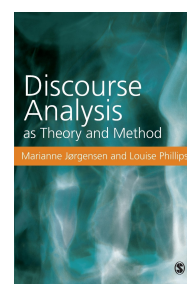
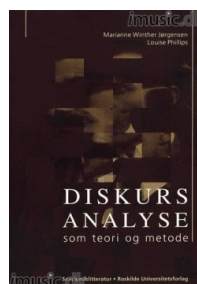
Forelesning Diskursanalyse:
Fra tegn til diskurs –
fra semiotisk analyse til diskursanalyse



Eva-representasjoner: kommunikative
begivenheter i diskursen om kvinnens
arketypiske rolle



Forelesning Diskursanalyse:
anbefalt tilleggslitteratur:



**Definition:
“discourse”,
Fairclough & Wodak,
1997, p. 258**

Definition: “discourse”, Fairclough & Wodak, 1997,
p. 258

“Critical discourse analysis sees discourse – language use in speech and writing – as a form of ‘social practice’. Describing discourse as a social practice implies a dialectical relationship between a particular discursive event and the situation(s), institution(s) and social structure(s), which frame it: The discursive event is shaped by them, but it also shapes them. That is, discourse is socially constitutive as well as socially conditioned – it constitutes situations, objects of knowledge, and the social identities of and relationships between people and groups of people. It is constitutive both in the sense that it helps to sustain and reproduce the social status quo, and in the sense that it contributes to transforming it. Since discourse is so socially consequential, it gives rise to important issues of power. Discursive practices may have major ideological effects – that is, they can help produce and reproduce unequal power relations between (for instance) social classes, women and men, and ethnic/cultural majorities and minorities through the ways in which they represent things and position people.”

Definition: "discourse", Fairclough & Wodak, 1997, p. 258

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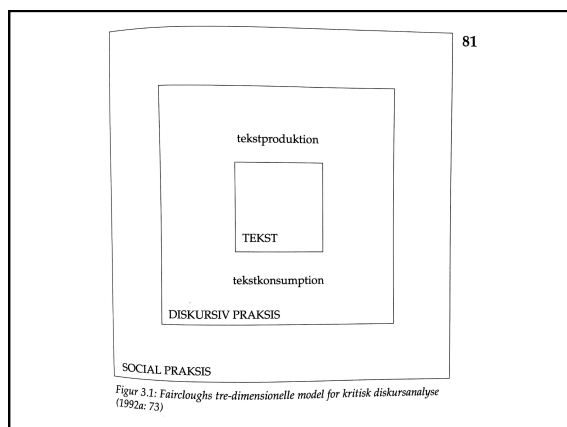
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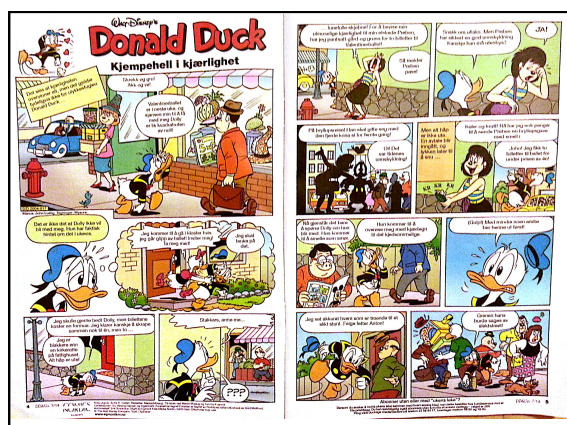
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Forelesning Diskursanalyse:
noen hoveddiskurser:



Forelesning Diskursanalyse:
Forskningsdesign
– Hvordan lager man en kritisk diskursanalyse?

Forelesning Diskursanalyse:
Forskningsdesign
– Hvordan lager man en kritisk diskursanalyse?

1. Utforming av problemstillingen

Forelesning Diskursanalyse:
Forskningsdesign
– Hvordan lager man en kritisk diskursanalyse?

1. Utforming av problemstillingen:

To parallele prosesser:

- Undersøke diskurs
- Sjekke faglitteratur om sosio-kulturelle prosesser

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Bournemouth University

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Forelesning Diskursanalyse:
Forskningsdesign
– Hvordan lager man en kritisk diskursanalyse?

1. Utforming av problemstillingen
2. Valg av material

Forelesning Diskursanalyse:
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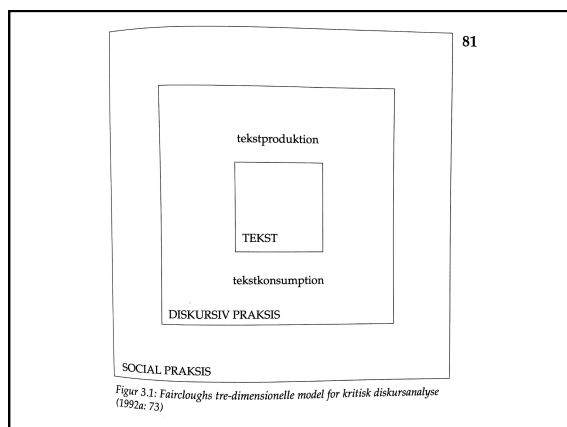
1. Utforming av problemstillingen
2. Valg av material
3. Transkripsjon

IMAGES	LANGUAGE
Pictures of hills and valleys, sound of choir.	As the coalmines of South Wales fall silent, the blackened hills and valleys grow green again. It's a picture of peace.
Groups of people converge on a house, shouting.	But in the village of Penwyn, in July, an ugly scene was played out following the violent death of an elderly spinster.
Crowd in front of houses, gestures and shouts.	When two teenage girls from the neighbourhood were charged with murder, a mob of several hundred local people converged on the houses where the parents of the accused lived.
Missiles picked up and thrown at windows, sounds of breaking glass, crowd shouting and cheering.	(<i>Long pause filled with shouting</i>) The dead woman's complaints of harassment had apparently gone unheeded. The crowd were enraged by reports she'd been so brutally killed that she could only be identified by her fingerprints. (<i>Long pause filled with shouting</i>) A shower of missiles drove the families from their homes. The police could do nothing but help them to safety.

Fairclough i Hesmondhalgh, p. 124

Forelesning Diskursanalyse:
Forskningsdesign
– Hvordan lager man en kritisk diskursanalyse?

1. Utforming av problemstillingen
2. Valg av material
3. Transkripsjon
4. Analyse



Forelesning Diskursanalyse:
Forskningsdesign
– Hvordan lager man en kritisk diskursanalyse?

1. Utforming av problemstillingen
2. Valg av material
3. Transkripsjon
4. Analyse
 - Tekstanalyse
 - Analyse av diskursiv praksis

Forelesning Diskursanalyse:
Forskningsdesign
– Hvordan lager man en kritisk diskursanalyse?

4. Analyse: viktige analyse-elementer:

på tekst-nivået:

- interaksjon (hvem som dominerer i en tekst?)
- etos (konstruksjon av identiteter)
- ordvalg
- metaforer
- grammatikk (to viktige elementer: transitivitet og modalitet)

på diskurs nivå:

- sjangere
- diskurstyper (interdiskursivitet)
- intertekstualitet

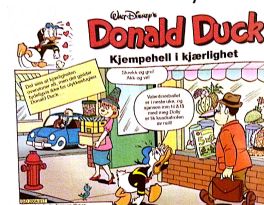
Forelesning Diskursanalyse:
Forskningsdesign
– Hvordan lager man en kritisk diskursanalyse?

på tekst-nivået:

- Interaksjon
- etos (identiteter)
- ordvalg
- Metaforer
- grammatikk (transitivitet og modalitet)

på det diskurs-praktiske nivå:

- Sjangere
- diskurstyper
- Intertekstualitet



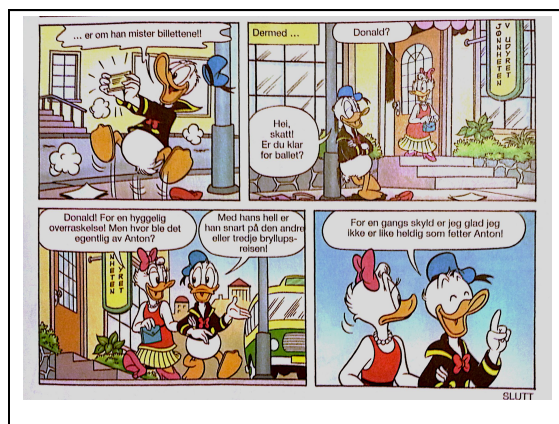
Forelesning Diskursanalyse:
Forskningsdesign
– Hvordan lager man en kritisk diskursanalyse?

4. Analyse:

Fra tekstanalyse og analyse av diskursiv praksis til en analyse av sosial praksis:

To spørsmål:

- Hva slags overordnede betydning produserer den diskursive praksisen?
- Hva har denne betydningen noe å si om de sosiale og kulturelle prosesser den henger sammen med?



Forelesning Diskursanalyse:
Forskningsdesign
– Hvordan lager man en kritisk diskursanalyse?

1. *Utforming av problemstillingen*
2. *Valg av material*
3. *Transkripsjon*
4. *Analyse*
5. *Resultater*