

Workshop: Discourse Analysis and Public Speech

Structure of the workshop

- 1. How to analyze media discourse and political discourse**
 - Question of power and power relations
 - Six steps towards a meaningful analysis of discourse
 - Main analytical tools
- 2. Discussion of indicators of discriminatory content**

Question of power and power relations

Fundamental questions:

- What has hate speech to do with power and lack of power?
- What has hate speech to do with the social and legal status and rights of vulnerable groups?
- Why are some groups more vulnerable than others to becoming victims of hate speech?
- Why do some groups have more opportunities than others to launch discriminatory speech acts?

Six steps towards a meaningful analysis of discourse

1. Asking relevant questions
2. Selecting a relevant sample
3. Developing relevant categories
4. Applying appropriate analytical tools
5. Including necessary context information
6. Using all gathered information for a transparent and reliable interpretation

Main analytical tools

- **Content analysis - Quantitative research**
- **Discourse analysis - Qualitative research**
 - Conversation analysis
 - Problem oriented discourse analysis
 - Critical discourse analysis (CDA)

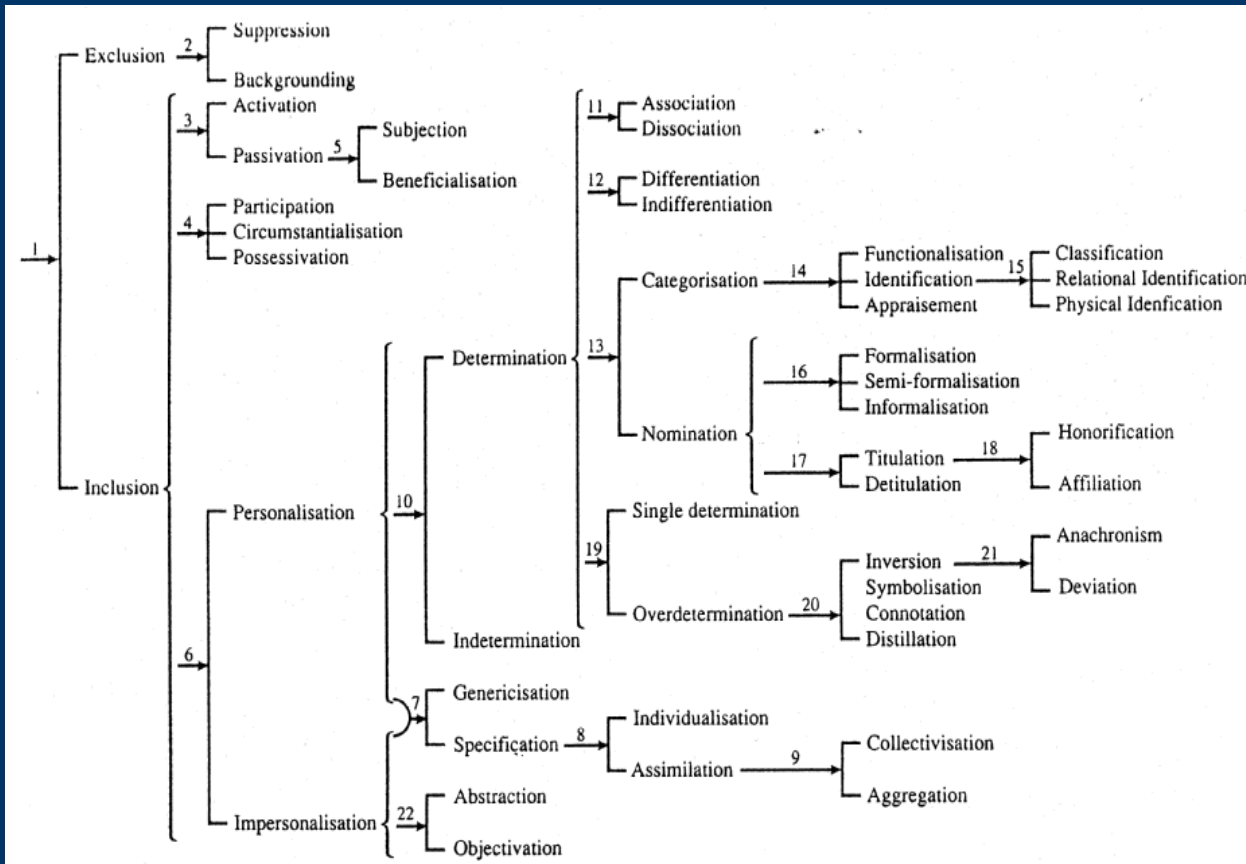
Qualitative approaches and tools

- Social Actors Analysis
- Intertextual analysis
- Structural analysis
- Framing analysis
- Thematic analysis
- Functional analysis
- Argumentation analysis
- Microlinguistic analysis

Context layers

- **Textual context** (or cotext) - Inner structure of texts, relationship of textual element
- **Intertextual context** – Intertextual and interdiscursive relationships between utterances, texts, genres and discourses
- **Institutional context** – institutional frame and situational context of text production
- **Socio-historical context** – past and present events and practices a text is embedded in or related to

Social Actors Analysis – network of representing social actors



Summary of core characteristics of media content research

- **The study of mass media has a long historical tradition starting in the early 1930s**
- **There are different strands of media research**
- **Content related media research is based on the selection, categorisation and analysis of verbal and/or visual material**
- **Due to the broad range of different media available in contemporary society, media research typically focuses on either one type of media or a selection of media types**
- **There are quantitative and qualitative research approaches**
- **Quantitative media studies survey typically the frequency of occurrence of certain terms, themes, genres, etc.**
- **Qualitative media studies survey typically the presence of concepts and phenomena and their expression forms and contextual relationships**
- **A combination of quantitative and qualitative approaches represents the most effective way to establish meaningful media analysis**

Indicators of discriminatory content

- **Explicit forms of discrimination**
- **Implicit forms of discrimination**

Indicators of explicit forms of discrimination

- Derogatory content and terminology with regard to certain groups or with regard to persons who are seen as representatives of these groups
- Creating “we” and “them”-groups - construction of closed/homogeneous groups
- False assumptions about groups
- Generalizations about groups
- Denial or belittlement of the existence of historical or present phenomena of discrimination
- Vilification of individuals or groups who challenge racist practices

Indicators of implicit forms of discrimination

- Differences in the representation of groups.
 - Different terminology
 - Different predications/attributions
 - Active or passive representation
 - Self-representation vs. foreign representation (direct speech through quotation vs. descriptive speech by somebody else)

- Comparison between what has been said and what could have been said
 - Omissions
 - Backgrounding
 - Highlighting of negative aspects vs. highlighting of positive aspects

Getting an idea of what has NOT been said, but could have been said

- compare reporting of different media (cross-media comparison)
- compare discourse in different countries (cross-country comparison)
- compare the discourse in different historical periods (diachronic analysis).