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BOOK OF ABSTRACTS

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PLENARY LECTURES

Discourses in organizations and workplaces in the globalized economy

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The conditions for professional discourse have been influenced by a series of changes taking place in recent decades. In organizations throughout the world, we find a widespread use of technology and increased reliance on the Internet for internal and external communication. Another striking feature is the globalization of the business world and the job market. Throughout the world, we find multinational companies which use English as their corporate language and employ multilingual people who can move between jobs, between branches and between countries. The workforce mobility and workplace diversity which characterize a globalized economy also bring issues of multilingualism and multiculturalism to the surface, both in relation to the organization as a whole and to workplace practices.

In my lecture, I will introduce a theoretical model for the analysis of the contextual construction of professional discourse (Gunnarsson 2009). Context is viewed at a macro level as dependent on various societal frameworks, at a meso level as situated within the studied organization, and at a micro level as related to the particular text/talk with its specific conditions.

Using this model as a background, I will discuss results of studies which explore the complexity and diversity of communication in modern life. Firstly, I will explore the images of the company and its culture, which are transmitted on multinationals' websites (Gunnarsson 2014). Secondly, I will view discourse from a workfloor perspective, then discussing studies of English lingua franca workplaces and multilingual workplaces with a workforce diversity (Gunnarsson 2013).

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Sequential structure of discourse segments shaped
by the interplay of recipient design and salience

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This paper argues that speaker utterance is not just recipient design. While fitting words into actual situational contexts speakers are driven not only by the intent that the hearer recognize what is meant as intended by the speaker (cooperation), but also by individual salience that affects production subconsciously (egocentrism). The interplay of these social and individual factors shapes speaker utterance and the discourse sequence. The effect of individual salience (which is usually subconscious and uncontrolled) may result in uttering semantic units that make their own context, and occasionally may cause misunderstandings.

It will be claimed and demonstrated through examples that recipient design usually requires an inductive process that is carefully planned while salience effect generally appears in the form of a deductive process that may contain repairs and adjustments. The speaker has something on his/her mind, and this intention is formulated abruptly, rather carelessly, usually without specific planning.

At the same time the two aspects of speaker meaning (individual and conversational) give the chance to the speaker to manipulate speaker meaning according to his/her needs: leave meaning conversationally open for interpretation or signal his/her intention with cues and markers. It will be argued and demonstrated that speaker meaning can usually be underdetermined from the speaker's perspective only if the speaker leaves it underdetermined deliberately, or is the result of salience effect.

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Multimodal Linguistics and Discourse Analysis

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Linguists' interests traditionally focus on verbal form. To be sure, this object of study is complex enough to keep us busy. Yet it is impossible to deny that natural spoken discourse as it unfolds in real time is a multmodal phenomenon (Scollon 2006). Apart from the verbal channel, prosody participates crucially in conveying messages from a speaker to an addressee. Furthermore, speakers not only talk but also act out kinetically, using gestures, eye gaze, and other aspects of "body language", perceived by an addressee's vision rather than hearing (Müller et al. eds. 2014). Linguists often cede non-verbal channels of discourse to other disciplines, especially psychology. However, there is a growing understanding that all channels of multimodal discourse operate in conjunction and must be treated in an integrated linguistic research program. In actual discourse, speakers do not care by what means they get their message across to addressees. In a series of experimental studies, relative contributions of communication channels to the overall content of discourse have been assessed in a quantitative way. In the research paradigm I belong to a prosody-based approach to spoken discourse has been developed, centering around the theoretical notion of elementary discourse unit (Kibrik and Podlesskaya eds. 2009). I report an ongoing project, titled "Language as is" (RNF, grant #14-18-03819), that involves an account of co-speech depictive gesticulation that demonstrates remarkalble coordination with verbal and prosodic units of spoken discourse. We develop a system of multilayer discourse transcription, representing a wide variety of communication channels. Attention to non-verbal communication channels changes our understanding of the verbal phenomena. Conventional linguistic notions, such as sentence, are reassessed in the framework of this approach. The multimodal perspective helps us understand non-discreteness effects that permeate all aspects of language. In the future, theory of language must necessarily become multimodal, recognizing the prosodic and visual channels as legitimate linguistic phenomena, on a par with the verbal form. One can envisage crossmodal linguistics that not just acknowledges the multiplicity of communication channels but also explores their interaction and cooperation.

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Semiotic technology

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Based on Kress and Van Leeuwen's social semiotic account of stratification (Kress and Van Leeuwen 2001), this lecture outlines an agenda for the study of ubiquitous digital semiotic technologies such as Word, PowerPoint and Photoshop with linguistic and discourse-analytical metods.

Like language, such semiotic technologies are resources for making meaning. They can therefore be studied like languages, in terms of their paradigmatic systems and syntagmatic rules. They also have this in common with language that they are 'what they are because of what they have to do' (Halliday 1978: 19), that their design is given in by specific socio-cultural interests and needs, in this case the needs and interests of the powerful global corporations which created them, as will be demonstrated by specific examples.

The lecture will begin by looking at the 'discourse' stratum, that is, by looking at digital semiotic technologies as semantic resources. This will be demonstrated by an analysis of Getty Creative Images, an online resource which, according to Getty, is 'building the world's visual language' (Machin and Van Leeuwen 2007: 151)

It will then look at what Kress and Van Leeuwen have called the 'design' stratum, that is, at the genres and modes of interaction specific digital semiotic technologies facilitate. This will be demonstrated by an analysis of PowerPoint, and, more particularly, by a short history of the bullet-pointed list.

Finally it will look at the way digital semiotic technologies combine functional designs (such as the bullet-pointed list) with a wide choice of styles, the analysis of which can reveal the functions of style in contemporary communication.

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The Causal Genetic Approach (CGA) in its Application to Theoretical Modeling of Different Types of Discourses

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The field of discourse research, once started with a negation of the so called *great narrative theories*, is open nowadays to highly synthetic approaches ready to solve issues of theoretical, practical and applied nature proving the claim (once accepted as a paradox) that *there is nothing more practical than a good theory*. Among such synthetic theories there is CGA, which treats discourse as a holistic, complex, many-faced macro sign of human communication. Its complexity is presented through the discourse structural and functional dimensions (its *semiosis* and *genesis).* As a result of their interaction discourse reveals a number of in-built functional content dichotomies (interconnected macro structures represented in sets of working categories), as, for example:

- practices & activities (*ideational or space-bias dimension set vs. phenomenological or time-bias*);
- sign-representation & self-identification (*society-bias dimension set vs. individual-bias*);
- information & interaction (*subject-object relationship dimension set vs. subject-subject*).

Their reconstruction reveals key macro dichotomies for each discourse type, its representation patterns, prototypic and functional models. The latest ones assist in carrying out discourse expertize of these types. The presentation of the CGA matrix is planned to be in correspondence with other currently actual discourse research approaches (as for example the activity based mediated discourse analysis – MDA) and in application to a number of particular types of discourses.

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From Discourse to Dispositif: Dispositif Analysis as Research Perspective

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Although the Foucaultian concept of dispositif is more and more emerging in the interdisciplinary field of discourse analysis, dispositif analysis as a perspective for empirical research in Social Sciences is still underdeveloped. While Foucaultian discourse analysis are focused mainly on discursive practices producing, processing and implementing various orders of power/knowledge, according to different institutional arrangements in specific socio-historic contexts, dispositif analysis open up a systematic extension, which mediates the macro-micro-gap within ongoing debates about discourse concepts: Dispositif analysis ask for the relations between normative orders of knowledge, their material objectivations, corresponding behaviour patterns in the social exchange of the individuals and their practices of everyday life up to accompanying modes of subjectivation/subjectification. Analysing dispositifs facilitates – compared to prevailing concepts of discourse within Social Sciences – the use of various approaches and methods producing different formats of data (so called 'natural texts', produced by the investigated field itself, in combination with interview data as well as observation protocols, videos, pictures etc.). Finally doing dispositif analyses implies a revival of ethnographic field work in general, sensitive to local cultures and practices emerging from different forms of 'doing discourse' in specific institutional settings. The lecture gives an introduction into the concept of dispositif, conceptual and methodological assumptions and instruments of dispositif analysis along some practical examples.

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Performing New "Post-Class" Ideologies
OR
Queering Critical Discourse Studies

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At the heart of this presentation is a desire to queer critical discourse studies a little: jabbing at its norms and wisdoms, poking around its spiritless (or dispirited) spaces, and perhaps nudging us towards some new possibilities. This impulse is prompted by my research on elitist discourses in the context of so called high-end or luxury travel, research that also serves as the thematic focus of my presentation. In this work, I've found myself struggling to "manage" the patently affective, spatial and embodied nature of status and privilege. For all its fervour, critical discourse studies has become a rather cerebral exercise: all very textual and rational. And none of this lends itself to the slippery, sensuous "new worlds of luxury" where semiosis and representation are everywhere, but by no means everything. If we are to get both our methods and our politics right, we need to recognize how status anxieties get under our skin as well as into our heads. We must also start acknowledging how all of us are positioned by (and seduced into?) the *euphoric* "post-class" ideologies of contemporary wealth formations/inequalities. These are certainly not so neatly or conveniently contained by "the 1%".

Migratory metaphors – resident terms

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Among many terms/non-terms coined by Bakhtin and then adopted in 20th-century literary and cultural studies worldwide the most interesting are not the best known ones like *dialogue*, *polyphony* or *discourse*, which all remain key tools of "Bakhtinological industry", but rather ones which have come into global use recently, like *chronotope*, or those with a turbulent history, like *heteroglossia* or *exotopy*. The former can hardly be deemed coinages of Bakhtin himself, inasmuch as they are internationalisms, or they are associated with his theory only via translations. By contrast, the latter are certainly his own terms (e.g. *chronotope*) and concepts (e.g. *heteroglossia* or *exotopy*). Leaving aside the debate whether in cultural studies there can exist absolutely original terms and concepts, it is more relevant to reconstruct their history. Not only because it has not been much investigated so far, but first and foremost because it provides sound proof of unpredictability and non-systemic character of transfer between different disciplines and between (ethnically and otherwise) diverse scientific cultures. This transfer is largely independent of the authoritative status of dominant discourses; rather, it is motivated by sheer coincidence, with no evident link with scholars' mobility (even if mobility is understood merely as scholars' participation in global intellectual exchange). A further proof of non-systemic character of the transfer is provided by metaphors – as understood by Bakhtin – and their transition from everyday and poetic expressions to globally defined and disseminated terms. This change of status also confirms the dynamic nature of the 'local – global' dialectic, and the widely supported claim of deterritorialization of science.

Bakhtin's approach is not the only one to show certain regularities which should be considered from the point of view of the trends dominant in the 'mobility turn'. Similar results are obtained from the analysis of Shklovsky's widely applied terms/non-terms: *ostranenie* 'defamiliarization' and *iskusstvo kak priom* 'art as device / art as technique'. Considering that both founders of the two key schools of modern cultural studies treated strict terminology negatively if not with scorn, then a map which reconstructs the evolution of their languages would help us to analyze translation as a relatively smooth path which links incongruent Eastern- and Western-European scientific cultures. Translated into different languages, used in new contexts, and deprived of the meanings which they activated in source domains (and presumably in line with their authors' intention), Bakhtin's and Shklovsky's conceptual constructs triggered off unexpected associations and motivated radical reinterpretations of target domains.

PRESENTATIONS IN ENGLISH

Investigating Discourse Markers in Doctoral Dissertations of Native and Non-Native Speakers of English

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A discourse marker is a word or phrase, for instance, a conjunction or adverbial comment clause, interjection that is uttered with the primary function of bringing to listener's attention a particular kind of upcoming utterance with the immediate discourse context (Redeker 1991). Swan (2005) defines it as "a word or expression which shows the connection between what is being said and the wider context". According to Brown and Levinson (1987), it is an important feature of both formal and informal native speaker language. Since late 1970s, these markers, especially those in spoken language, have been extensively investigated across various languages such as English, Finnish, French, German and Japanese. A decade later, they began to constitute a part of a considerable amount of research conducted on academic writing.

This particular study investigates the use of discourse markers in Academic English by native and non-native academic authors of English. Being corpus-based in design, it is intended to report the results of the Contrastive Interlanguage Analysis (Granger 1996) administered to a total number of 136 doctoral dissertations produced by Turkish-speaking, Spanish-speaking and native academic authors of English. Frequencies of discourse markers were separately calculated for each corpus and a log-likelihood test was applied to reveal whether native and non-native academic authors of English significantly differ with respect to the use of these devices.

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The fragmentation of the discourse community through the lens of metaphor analysis

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Metaphor-led discourse analysis is a popular research trend among linguists. It has been argued that 1) the choice of metaphors in discourse is reflective of an ideological and attitudinal bias; 2) metaphors in discourse reveal an interpretative repertoire in the discourse community; and 3) the distribution of metaphors outlines the structure of discourse flow. Metaphor researchers have also illuminated how discourse producers in specific situations change people's minds (Cameron and Maslen 2010; Ritchie 2013).

Linguists have frequently adhered to the belief that the use of the same metaphor flags identical framing of social issues. This perception has been disputed in the last decade (Cameron and Maslen 2010). The recent emphasis in linguistic investigations on ambiguity and multiple interpretations of the same metaphor has demonstrated new research dimensions. Analysis of diverse cognitive framings motivated by the use of an identical metaphor in the totality of texts on the same discourse topic (Koller 2005) shows the fragmentation of the discourse community and a struggle between ideological positions. Variations in the use of the same metaphor can reconstruct "a virtual dialogue within and between discourse communities" (Musolff 2004).

Metaphor-led discourse analysis should be complimented by the investigation of 1) sources (Martin and White 2005) of metaphoric propositions; 2) modes of recontextualisation (Ritchie 2013); and 3) communicative strategies pursued by discourse participants (Musolff 2004).

These theoretical considerations will be illustrated by the analysis of the contexts of the metaphor "brothers" in Russian discourse. The different contextual environments of the same metaphor illuminate diverse perspectives in relations between Russia and Post-Soviet countries.

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The language and the discursive constructing of Albanian self-identity

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Albanian language played a significant role in the discursive construction of Albanian self-identity in the 19th century during the period of Albanian national awakening which took place between 1878 and 1912. This process was influenced by Albanian political leaders, historians as well as intellectuals and writers.

In the nineteenth century Albanians were one of the most isolated people in comparison to their neighbours in the Balkans. The country also faced some other serious obstacles which effectively delayed the process of self-identity constructing. There was no single cultural, economic, administrative or religious centre which could play the role of a unifying national factor. Under these circumstances, Albanian language was the factor that became the main element of national unity.

After approximately five centuries under the Ottoman domination, Albanians discovered the chance to develop an independent country. Albanian nationalist leaders propagated the language as an instrument for achieving national independence. Albanian nationalist activists considered Albanian language to be the most important aspect in the construction of self-identity, which played an extremely great role in preserving cultural and political Albanian existence. Albanian language underwent an evolution, transforming from a legal entity used mainly to mark the existence of the Albanian nation and self-identity in the first stage of the Albanian national movement to a functional perception imagining the Albanian language as a factor which internally unites Albanian identity under construction.

Discourse Analysis and Cognitive Linguistics: A Natural Synergy

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It is becoming increasingly common for researchers in CDA to look to Cognitive Linguistics for linguistic theories connecting meaning and cognition (Hart, forthcoming). Although the benefits of such an approach have been established, application within CDA has been largely limited to the Cognitive Metaphor Theory (Hart, forthcoming). Nevertheless, as Hart emphasises in the same chapter, Cognitive Linguistics has much more to offer CDA. Specifically, because it views meaning as embodied, it provides scientific reason for seeking insight into the relationship between language and cognition by looking at parallels in human physical experience. Productive source domain for such analysis include image schema, optical vision, and force dynamics.

This paper is written as a contribution to this cooperation between CDA and Cognitive Linguistics. It begins with an approximation of terminology used by Jäger and Maier in their description of Foucauldian discourse analysis (2009) and Langacker's parallels between language, conceptualization and optical vision (2008), showing how the two systems complement and complete one another. It then illustrates, on the basis of an analysis of two short articles, how this blend can be used in cooperation with the Cognitive Metaphor Theory to provide an analysis that is not only successful at highlighting discourses that might otherwise remain hidden, but also has the support in the cognitive sciences.

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Intra-EU migration as a resource for identity negotiation.
Configuring country status through media counter-discourses

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This paper aims at analyzing the way the intra-EU migration issue has been strategically used in the Romanian political and media spheres as a resource for political legitimization and identity construction, triggering diverse forms of interpellation and public discourses on the state of the nation. One of the stakes of these debates is the European status of Romania not only within the European Union but also in terms of a non-stereotypical profile of the country.

The methodological framework draws on critical discourse analysis (Chouliaraki 2006; Fairclough 2003; Leeuwen 2008; Wodak 2010) in order to highlight how the media produce ideological meanings of migration, as actors playing at the crossroads of two fields of power: "the media logic" as "production of issues according to criteria of competitiveness" (Landerer 2013: 243) and the struggle between various actors: the media in the origin and destination countries, political-national discourse, European positioning. Particular attention is paid to the counter-discourse category (Amossy and Burger 2011) as a discursive practice producing new forms of engagement to public issues. The corpus consists of four Romanian quality newspapers and covers the period 2013-2015.

The main finding of this research shows that the media build a particular pattern of migration in the context of the economic crisis: journalists interpret migration as competitive relations between the sending and destination countries. Media counter-discourses, as identity and status repositioning dispositives, legitimize competitive structures between "us" (the national angle) and "them" (the media in the European destination countries). The European issue of labour migration is redefined as a symbolic resource in the negotiation of the origin country identity and political status.

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Polish vs. American courtroom discourse: inquisitorial and adversarial procedures of witness examination in criminal trials

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In the area of discourse analysis research dedicated to courtroom discourse predominantly revolves around the language used during courtroom trials within one legal system only, namely the Anglo-American Common Law, which might suggest a strictly mono-cultural nature of courtroom discourse. This, however is far from the truth, as in addition to Common Law, there are other legal systems around the world, such as Civil Law, which, as professionals in comparative law assert, vary from each other in: (1) origin and historical development; (2) the mode of logical thinking; (3) sources of law; (4) legal institutions; and (5) ideology.

The present study sheds new light on the image of courtroom discourse. Ensuing from the idea that the socio-cultural, historical and institutional contexts shape the language used in the courtroom setting, the current paper seeks to demonstrate and explain that the language used by the judges, attorneys for the prosecution and defense in criminal trials under Civil Law constitutes a distinctive example of linguistic genre, a phenomenon *sui generis*. Through a comparative analysis of Polish vs. American courtroom discourse by the concepts and methods of research developed in: (1) the ethnography of communication; (2) conversation analysis; and (3) pragmatics, the paper displays and explains the similarities and disparities between Polish and American courtroom discourse.

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Critical discourse modeling as a method of critical discourse analysis

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The present paper is focused on a previously unidentified submethod of critical discourse analysis (CDA) termed critical discourse modeling (CDM). Belonging to the CDA paradigm, CDM and CDA have a lot of affinity: (a) the general principles of discourse approach; (b) primary interest in power distribution and appropriation through discourse; (c) the critical stance. Yet, CDM has some notable peculiarities, which allow us to identify it as quite a distinct method within this trend.

Just as CDA in general, the method of CDM is aimed at exposing the manipulative techniques of political discourse; but not so much to the academic community of discourse researchers, as to a wide audience of the manipulators' potential victims. It is for this end that CDM finds a way to mass culture, taking the form of the literary genre of parody.

So the principal difference between CDM and other approaches to CDA consists in the introduction of the second phase: the analysis of the discourse being the object of critique is followed in CDM by the synthesis of the discourse's prominent features into its model, where questionable properties are brought into relief, unseemly motives behind them unmasked.

Analysis of the literary realizations of the method of CDM reveals it to be a complex one, based on a combination of at least three strategies: (1) hyperbolization, deriving from a dense concentration of the criticized discourse' features; (2) intimization, consisting in the unveiling of the discoursant's manipulative motives; (3) interdiscursivity, i.e. an incompatibility of the discourse being modeled with the background narrative discourse, their clash resulting in the effect of absurd.

Personal Names in Advertising Discourse: Comparison of Two Periods

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The omnipresence of advertisements, constant differentiation of advertising strategies and their powerful impact on everyday life, system of values and fashions of human thinking have given a strong impetus to research on them in the fields of linguistics and discourse studies, semiotics and social semiotics, as well as multimodal analysis and visual studies. Nonetheless, personal names are relatively rarely subjected to comprehensive analysis and interpretations. For this very reason, the focus of this research is on the link between different advertisement elements (headline, bodycopy, visual, baseline, packshot) and personal names. Compared are similarities and differences in the roles and functions of personal names in advertising texts in two selected periods: at the beginning of the appearance of printed advertisements in newspapers (second half of the 19th century) and at the present time. Explored are advertisement elements (Volli 2003) as well as product- and sender-oriented advertising strategies (Marrone 2007) in which personal names may occur. Examined are the nature of the relation between personal names and visual components of advertising texts (Pezzini 2008), as well as the embodiment of personal names in multimodal advertising texts (Kress and van Leeuwen 2001, Kress 2010). The aim of the contrastive analysis is to extract similarities and differences in the roles and functions of personal names in the two periods in question. They are then interpreted according to the historical and social context of the periods being compared. It will be shown that, at the beginning of the period, the fundamental function of personal names was to inform and to assure the efficiency of the promoted product. Today, these functions are secondary, while the most important functions are associative connections and connotations which evoke cultural knowledge, stereotypes and frames in which the promoted product is embedded.

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Discourse connectives and epistemic vigilance

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In the earlier version of Relevance Theory (Blakemore 1987, 2002; Wilson and Sperber 1993) the main function of discourse connectives (e.g. 'but', 'so', 'because') was to guide the hearer in inferential comprehension of speaker's utterance. A recent growing body of evidence on the importance of epistemic vigilance (Sperber et al. 2010, Mercier and Sperber 2011) has allowed to shed new light on this view.

According to the epistemic vigilance thesis, beyond the obvious goal of making speaker's utterances understandable to the hearer, the aim of the speaker is to make the hearers believe that the information communicated by them is true.

Two main mechanisms are dedicated for this purpose: the first checks the reliability of the **source** of information and the second – of its **content**. New evidence shows that the main function of discourse connectives is not so much to guide the hearer's understanding but rather it consists in gauging the reliability of the **content** of communicated information (Wilson 2011). More precisely, the role of discourse connectives is to trigger the argumentative procedures in order to exhibit logical and evidential relations (Sperber 2001).

In this contribution, I will demonstrate how discourse connectives are used in the inferential patterns of language with the focus on three major categories of 'because' (as identified by Sweetser 1991). The main thesis of the paper is that all the uses of 'because' correspond to pragmatically tuned reasonings whose key role is to get past the hearer's epistemic vigilance mechanisms (cf. Wilson 2011), i.e. to convince him about speaker's truthfulness.

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Power and control in prison discourse: the case of Polish prisons of the 1980s

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The study argues for focusing on a neglected area of discourse analysis, namely the lect(s) of prisoners. The presentation consists of two parts: interest in prison discourse, its past and present, is first explained, followed by an analysis of samples of prison discourse in its broad context of power and control.

On the basis of data published after the Fall of Communism, we argue that due to censorship and general political situation analyzing prison discourse was virtually impossible before 1989, but has become more feasible nowadays. The change of the political system has allowed greater access to the everyday life of prisons as institutions and the lives of inmates. The sources taken into account reveal the harsh conditions inside prisons, the complex hierarchy of officers and prisoners, as well as the many deviations from universal norms.

The data collected in the 1980s reveal that prison lingo is reserved for closed communities. It is the means to hide true information or intentions, it is a sign of belonging and it provokes characteristic behaviours. The mixture of emotions and *pathos* evoked by the institution, its laws and regulations, generates particular behaviours and language use in prisoners. The role of jailors, and the position of prisoners against the jailors and fellow prisoners is the scene of constant struggle for power and control over the institution as such or an individual convict. Power and control are shown to be not only effected linguistically but also analyzed against the overall context of the institution.

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Changing the ideologies or strengthening the power:
Media, Public and the State in Europeanising Turkey

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Turkish politics and society are in a transmission process. Although the external surroundings, such as European Union Accession plans, and internal powers such as the changing democratic perception push the 'establisher state ideology' based on a closed nation-state idea world to transform, it resists change. Furthermore, this resistance makes it more difficult for the 'developing democratic ideas, institutions' to keep improving despite the stable state ideology. The chronic, decade-long social conflicts and other problems related to governmental operation are therefore going slowly towards the finish point and put democratic politics in a deadlock.

In this regard, Turkey needs a new democratic philosophy that has been isolated from the old 'traditional nation-state' ideology which was not getting in touch with the differences and the minorities. This change in the global democratic perception will carry Turkey into a better political arena. After the recent democratic changes in the time of last government, AKP (Justice and Development), which has been ruling Turkey since 2002, there is an increase in the society's expectations concerning a new democratic constitution that will respect all peoples in the society and the differences between them.

In this changing context, my paper aims to examine the current media problems in Turkey by taking a local and sensitive problem as a focus point of the media coverage. The paper will explore the barriers to be confronted by the Turkish media and freedom of expression by analysing the relationship between the media and democracy. To be able to question the ability of the Turkish media to cover "sensitive" issues, the study investigates how the Kurdish Issue has been represented in mainstream Turkish daily newspapers. The research will also ask broader questions about the media, public opinion and audience in Turkey, as well as assess the democratic performance of the country more generally.

The study will also talk about the democratisation process in Turkey after the 1980s, combining theories of democracy and communication through analysing special events regarding the Kurdish Question. Whilst the study will look for how the media are successful in representing "the other", it will also ask more general questions about: the connection between journalism, society and politics during democratic change in Turkey; cultural diversity and nationalism in the media, and the efficiency of media as a tool for democratic transformation under alleged political and military pressure.

While the study will try to find out how the media have handled a sensitive subject, it will also examine the link between public perception and media coverage, and the political approaches that shape this reporting. Concordantly, the analysis of the political and professional factors that have been combined to structure this coverage will be based on semi-structured informant interviews with politicians, academics, NGOs and media professionals.

These interviews will allow us to examine the change in the Turkish audiences' mind; the issues related to the sociology of news such as agenda building factors of the mainstream Turkish media; media and government dealings; the relation between the news sources and news producers within the process of news production; the nature of news coverage; legal

frameworks surrounding the press and freedoms of speech/expression; and journalism experiences while covering the controversial issues.

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Communication strategies in legal discourse on the basis of selected texts of EU Treaties

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The paper is meant as a presentation of communication strategies used in the context of legal discourse on the basis of selected texts of EU Treaties: The Amsterdam Treaty, The Treaty of Accession 2003, and The Treaty of Nice.

The purpose of this paper is to present various aspects of legal discourse in the context of legal texts, and to present the study of discourse as the background for further underlining the importance of legal discourse as a separate and specific type standing in opposition to political, medical, educational, or artistic discourse. Discourse with the scope of linguistics, logic, literature, art, and other domains of social as well as legal studies is a complex phenomenon in terms of defining or explanatory processes. The distinctive features of discourse in all domains reveal the aspects of its purposefulness, communication, and meaning, with the obligatory presence of participants in certain contexts. The analysis shall concern the function of legal discourse in selected EU legal texts on the basis of specific terminology, referred to as legal language, exposing, however, the professionally acknowledged vocabulary used in all legal texts. Furthermore, the analysis shall expose the communication strategies of the legislator, and the effect upon the addressees and preceded by the process of understanding and hence fulfilling the will of the Authority. The importance of examining the results of legal communication including the impossibility of communication between the legislator and the receivers, which, in turn, may stem from either inappropriate understanding of legal norms and rules or intentional disobedience.

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'Join the Professionals' – linguistic manipulation in recruitment campaigns of the British and American Armed Forces

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The aim of this article is to present and analyze some common methods of linguistic manipulation used in recruitment campaigns in the 20th century by the British and American Armed Forces, both during the war and in time of peace. The kind of language used for these purposes is very interesting from the point of view of sociolinguistics for the variety of devices used to achieve their goals. Moreover, apart from making use of such media as posters, the press, radio broadcasts and movies, also cartoons or even poetry were used to make the military propaganda more effective.

The language of war has been the focus of interest of many linguists, such as Thorne and Fairclough. The author relates to some of their works, especially to Fairclough's concepts of congruent and metaphorical orders of discourse in presentation of war events in press reports and to Thorne's interest in the axiological aspects of military parlor. The language used in recruitment campaigns, however, sometimes exhibits some interesting features which are different from typical wartime propaganda or mass-media narration on military conflicts.

The Pursuit of Efficiency in the Era of the Text "Born Digital"

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The following article is based on the proposition that certain elements of the theory of textuality as proposed by Beaugrande and Dressler in their seminal *Introduction to Text Linguistics* (Beaugrande and Dressler 1981) can be successfully employed in the analysis of the phenomenon of the "digitally born" text and the discourse it pertains to – i.e., the textual content populating the innumerable pages of the world wide web. More specifically, the paper recognizes the opportunities as well as the challenges stemming from the inherent convergence, non-linearity, hypertextuality and interactiveness of the internet as a medium, and in turn aims to pinpoint some of the potential benefits of approaching online discourse from the perspective of efficiency as a regulative principle. In this respect, the article can be regarded as an attempt at bridging the gap between tradition (in the face of text-oriented discourse analysis) and current trends (the abundant and varied literature exploring what is widely referred to as "writing for the web").

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Ways of building relationships in learner spoken discourse

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This paper presents the analysis of learner corpus focused on selected structures typical of spoken discourse. It is a part of a bigger project called "Aspects of English Language Acquisition of Czech Students on the Onset of Teacher Education", aimed at the process of acquiring communicative competence in speaking English as a foreign language by Czech university learners, supported by the Czech Science Foundation.

The discourse of conversation is naturally co-constructed by both sides that must permanently react to the ongoing communication and the interactive character of such communication influences the choice of particular structures helping to build up the relations. Thus the analysis is primarily focused on various types of adjacency pairs; strategies of the use of response elicitors, interaction initiators; forms of responses and means of expressing attention during the dialogues. Another area of interest includes the features of dysfluency, i.e. the distribution of various discourse markers and hesitators: repeats and filled pauses (Biber et al. 1999). The analysed corpus comprises almost 150,000 words, i.e. performances of more than 200 students from three Czech universities at the very beginning of their study of a TEFL Programme. The research has been motivated by the question if the patterns of distribution of individual structures observable in native speakers' discourse (Carter and McCarthy 1995) are also acquired by the students of B2 level of CEFR. The findings are discussed in the context of second language acquisition and may further lead to modifications of content and teaching methods in some courses of the study programme with the aim to improve the skills of future English language teachers.

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A Functional Approach to the English Translation of Chinese City Promotion Discourse

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The present research probes into the translation of city promotion discourse from a functional perspective. Based on the small-scale corpus the author has built, the paper first analyzes the cohesive problems and thematic problems in the overviews of the 30 Chinese cities, with the materials of their sister cities in the US as comparable texts. The most prominent problems are over-loadedness, over-complexity and lack of cohesiveness. The author tries to establish a framework of translation of city promotion discourse and puts forward the concept of Three Stages of Intercultural Promotion and The Proportion of Culture Loaded Information, as well as the concept of intercultural text restructuring.

Diachronic Discourse Dynamics of the Global Climate Change by British Petroleum

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The present conference talk involves a quantitative discourse analysis of British Petroleum's (further referred to as 'BP') official texts on the issue of the global climate change. The corpus comprises texts pertaining to the global climate change available to the public on the BP's official web page from the period of time from 2004 until 2014. The corpus analysis was based upon theoretical premises of the Scandinavian theory of linguistic polyphony (Dahl & Fløttum, 2014). The corpus was analysed in Wordsmith and in SPSS respectively to identify major discourse categories involved in BP's position on the global climate change and how those discourse categories changed diachronically from 2004 until 2014. Those discourse categories were correlated with the analogous data garnered from the corpus of texts by the Royal Dutch/Shell Group (further referred to as 'Shell'). Data analysis indicated that major categories in the Shell and BP corpus, respectively, exhibit similar discourse patterns.

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Semantic Structure of Media Discourse Genres in Different Cultures

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This contribution presents the results of a contrastive analysis of two genres of media discourse (a feature article and an interview) written in the English, Russian and Belarusian. The contrastive analysis is based on the communicative-cognitive theory of a discourse genre, describing it in terms of communicative parameters (communicative goal, the addressee and the addresser features, communicative strategies and tactics) and cognitive parameters (semantic structure of the discourse genre and dominant concepts). As the verbalization of communicative parameters demonstrates, on the whole, common features in the discourse genres written in the three languages, we focus on the cognitive parameters. The main cognitive parameter – the semantic structure of a discourse genre (cf. the term of the semantic superstructure of narratives in van Dijk and Kintsch 1983: 236) – is a content schema which is present in the authors' minds and by which they are guided in generating discourse of a certain genre. We single out a prototypical superstructure (the most frequently used structure) and a detailed structure containing all the possible semantic categories. Thus, for the portrait feature article and interview the prototypical superstructure is "the portrait of the protagonist – background". Most of the semantic categories in the discourse are represented by a number of subcategories; e.g. "the portrait of the protagonist" may be represented in the media discourse by the subcategories of career, views, moral qualities, plans, etc. The contrastive analysis of the media genres written in the three languages has revealed some differences, e.g., the presence of the semantic category "scandal" in British and American press which can also serve as the motive for creating the discourse genres under study. This semantic category results in the possibility of negative or ironic characteristics of the protagonist which are not present in these media genres in Belarusian press.

This contribution also presents the results of the contrastive analysis of the dominant concepts of media discourse genres, their language representation and the specificity of functioning in the discourse space.

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Linguistic imagology and the conflict between Slavonic 'sensuality' and Western 'rationality' in modern Russian and Polish language critique

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This paper examines the methods of linguistic imagology, an interdisciplinary field of research located at the intersection of linguistics and critical discourse analysis. The analysis is based on statements and observations relating to Russian and Polish made by writers from Lomonosov and Mickiewicz to Milosz and Brodsky. Linguistic imagology is understood here as being concerned not with checking the credibility of language myths and language-related speculations, but with revealing the ideologies behind them and building a typology of the models that create them. The following questions are discussed: between what stereotypes of 'national world-views' and 'national characters' are linguistic links drawn? Which features of a language and which linguistic categories are selected to demonstrate these links? What are the ideological or political roots of these links? What rhetorical and logical techniques are used in establishing them? How do typical formulas for portraying one's native and foreign languages change over time? How do living in emigration and an exile strategy affect one's linguistic observations? Attention is mainly focused on the dynamics of two recurrent oppositions in the subject discourse: Slavonic vs. Western and Russian vs. Polish, as the early formulas of 'strength' and 'power' are replaced in the 20th century with the notions of 'sensuality', 'sobriety', 'closeness to nature', 'compactness' , 'rationality' and the like. One particularly relevant aspect of the paper is an analysis of the impact of Humboldtianism and its later manifestation, Whorfianism, on a modern language critique and stereotypes about languages widespread in the Slavonic lands.

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Discursive construction of values of the 2004 EU 'Big Bang' enlargement in the British and Irish press discourse

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On 1st May 2004 we witnessed the biggest EU expansion in its history and the EU itself seemed to be heading in a rather desirable direction. Now, we know that the following years have revealed economic, social and political crises that have heavily struck the EU and released a huge dose of EU scepticism into the public sphere.

Yet, it seems interesting to look into the past and investigate whether the public sphere was always so sceptical. Hence, the aim of this paper is to analyse the discursive construction of values responsible for the organisation and shape of the ideology of the 2004 EU enlargement in the British and Irish press. To conduct the research, the corpus of the press release consisting of some 30.000 words has been gathered. It encompasses articles published between 15 April and 7 May 2004 which represent such journalistic genres as press note, report, commentary, report with elements of commentary and coverage. In the course of the study, assumptions of CDA, and DHA especially, will be utilised to point to the strategies and expressions used by journalists to discursively construct values of the 'Big Bang' enlargement.

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The discourse of healthcare communication: a cross-cultural study of a socially sensitive context

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As discourse studies have become methodologically well-established, the research contexts are increasingly specialised and, at the same time, extended. One reason of such specialisation and extension may be major demographic shifts in Europe. Poland's admission to the EU and the opening of the labour market has triggered a major wave of Polish immigrants into the UK, including a significant migration of Polish medical professionals.

The aim of this presentation is to explore healthcare communication cultures (Brink-Muinen et al. 2008). The data are drawn from (1) narrative interviews (Flick 2000) with patients and doctors, (2) ethnographic interviews with doctors who have cross-cultural professional experience. In general, we report on a cross-cultural study of health-care communication, yet we focus on the data collection process in a rather sensitive research context (Pawelczyk 2011).

A qualitative analysis of the data uncovers the ways participants discursively construct their identities in relation to health-care but *outside* the axiomatically asymmetrical doctor-patient interaction and apart from their institutional roles. The status of an observer-commentator allows them to reflect on their experience and evaluate it. Particular attention is also given to the way researchers challenge, as well as collaborate with, participants to address the socially and personally sensitive issues and to elicit unrestrained narratives of their experience and judgement.

We point to the need for professional medical training to be informed by linguistic research, which calls for an interdisciplinary outlook on both sides.

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A Social Semiotic Multimodal Deconstruction of University Websites in Poland and China

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The Internet has brought about changes to existing genres and resulted in new ones within the web-mediated contexts. While there has been extensive work on web-mediated genres, such as tourism websites and corporate websites, there has been little on the genre of university websites, which often serve the function of information circulation, on-line communication and promotion. This paper, adopting the socio-semiotic multimodal approach (Kress 2010), probes into the multimodal resources of university websites and mainly focuses on two homepages which were collected from Poznan University of Poland and Southern Medical University of China in January 2015.

This paper focuses on the modes, namely image, colour, layout, hyperlink and writing, occurring on the two university homepages. The features and functions of each mode are discussed in the light of similarities and differences of medical cultures and social contexts specific to the two universities. The images are examined by adopting visual grammar (Kress and Van Leeuwen 1996) to analyse the representational, interactive, and compositional meanings. The hyperlinks, as typical intertextual patterns, are examined in terms of generic and specific links (Askehave and Nielsen 2005). The image-text relations are explored based on the system of image-text links (Van Leeuwen 2005).

University websites tactically operate across a variety of generic resources, such as "texts, genres, social practices, and cultures" (Bhatia 2010: 37) to achieve communicative goals. This paper, where a socio-semiotic multimodal deconstruction is constituted, aims to uncover key multimodal features of university websites of Poland and China, and enrich the prevailing understanding of web-mediated genres by considering the interrelation of choices of multimodal resources, socio-cultural contexts and disciplinary knowledge.

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Types of transformation of cultural values in the fiction discourse

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The extrapolation of the cognitive paradigm on literary texts allows to identify concepts dominating in the individual conceptual sphere of an author and to describe the means of their language representation. The question of interaction of national-related and individual-specific components of concepts in the fiction discourse is open in cognitive science. One of the focal points of cognitive literary analysis is conceptual metaphor. Rather than interpreting metaphors as ornamental figures of speech, cognitive poetics examines how the conceptual bases of such metaphors interact with the text as a whole.

The paper reviews the approach to the analysis of the structure of cultural concepts, developing the most actual in modern cognitive linguistics conceptions. It illustrates the application of this approach in the analysis of transformations of cultural values in the conditions of the individual discourse of a writer. Basing on this approach we undertake a comparative structure analysis of the concept DEATH represented in the narrative «He. The Story of a Stranger» by the Russian writer of the «silver age» Leonid Andreev (published in 1913) and in the novella «The Dead», one of the most famous creations by James Joyce (published in 1914). Both authors used a great number of symbols extending the circle of traditional associations. Revealing the difference in the structure of the concept DEATH as a part of two individual conceptual spheres, we introduce the notion of a mediated associating process that reflects the nature of the most significant structural transformations that a cultural value may undergo under the influence of writer personality. The greatest transformations can be observed if a cultural concept changes its evaluation component to the opposite one. In the course of such an analysis the image of the author still remains the main category of the analysis of a literary text.

Extended cultures. Towards discoursive theory of hybridal space

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Contemporary time of intercultural encounters, global mobility of cultural values, and new networks of symbolic culture made a next, great step, extended its boundaries into a virtual and almost unlimited range of content, processes and interactions. Each culture extended its space entering real, virtual and hybrid kinds of realities with its own features, possibilities, rules of participation, and its own potentials of creativity. In order to understand these processes we cannot refer to the old, static theory of cultural and communicative space because very often it is a space without territory and place, many "objects" exist only as a symbolic meaning, as a kind of mental reality, but the latter could be transformed into quite real projects. That is why contemporary and interdisciplinary discourse analysis requires inspiration by considering such concepts as the extended self, the dialogical self, the intercultural encounter, but also the digital and virtual space, including virtualization of symbolic culture. The theory of hybrid space tries to find an integrated set of fundamental features that describes interconnections between real and virtual "parts" of space and principles of their interactions.

Polarization of European research in EU legislative discourse

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EU legislative discourse frequently alludes to polarization of EU Member States in different aspects of national and Community political agenda, especially economy, foreign policy and further EU enlargement (see e.g. Chari and Kritzinger 2006, Vignati 2011, Liebert 2013). It has also been observed that discourse representations of such polarization often rely on metaphor (e.g. Musolff 2004; see also Straehle et al. 1999). Yet no similar study has so far been devoted to these phenomena as they occur in EU legislation on Community research policy.

The aim of the paper is to show how EU legislative discourse (in particular Euratom, EEC and EC decisions and resolutions adopting the successive framework programmes for research, technological development and demonstration activities) represents polarization of European research. The analysis focuses on three dimensions of polarization. The first distinguishes Member States into core, peripheral and 'ultraperipheral' contributors to EU research development. The second draws a boundary line between traditional and burgeoning research institutions. This division roughly corresponds with the third dimension, a distinction into public and private research institutions, which are prototypically represented in the relevant EU legislation by state universities and R&D departments in small- and medium-sized enterprises.

The empirical analysis focuses on discourse strategies of representing these three dimensions of polarization. Of particular interest are cognitive metaphors (e.g. EUROPEAN RESEARCH is VEHICLE, EUROPEAN RESEARCH is HUMAN BODY, EUROPEAN RESEARCH is GAME) and the "carrot-and-stick" discourse, whereby EU legislators highlight global challenges to EU research, and then praise the leaders and stigmatize the laggards in strategic fields of research (see also Kowalski forthcoming, on discourse strategies used in EU legislation to represent relations between science and society).

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Catastrophe discourse as a part of news discourse:
structural features and pragmatic potential

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The paper discusses the distinctive features of catastrophe discourse from the vantage point of news discourse. Due to the global environmental concerns in the modern society, natural disasters are one of key issues today. The methods are based on the principles of text linguistics (Halliday 2003), discourse analysis (Fairclough 2004) and the conception of news as discourse (van Dijk 1988).

The analysis of catastrophe discourse can be conducted at different levels – from aggregate of articles covering the event to one particular article. If a disaster is large-scale and affected a lot of people, the number of news reports covering it may amount to several hundred. In this case the hyper structure, i.e. the sequence of news reports as a whole, provides the analyst with a dynamic presentation scheme. Initially the news reports are short and the informational focus is on the increasing numbers and the scale of destruction. Gradually the data become more precise and witness comments appear, the emotional impact becomes stronger. Finally, the overall picture becomes clear and the global problems can be addressed as the cause of the particular disaster.

The functional analysis of articles deals with the pragmatic component called 'the witness comment' aimed at achieving specific performative goals: first, imagining what the reader has never witnessed in his/her life; second, sympathizing with the residents who lost their homes and relatives; third, reconsidering who could be responsible for so many casualties. It is both the structure of the article and the language means that help to achieve these goals.

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Discourse Analysis of the EU Presidency Reports

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The research reflects the results of the cross-sectional empirical research exploring the written genre of the EU Presidency Reports. The topicality of the theme is determined by the fact that Latvia is presiding the Council of the EU now, which highlights the applicability of research results. The theoretical basis for this research has been grounded in English for Specific Purposes (Bhatia, 1993, 2002, 2004, with Gotti 2006; Swales 1990, 1998, 2004). The empirical research method is a case study, discourse and frequency analysis. First, the move and step analysis of the documents has been undertaken uncovering the communicative aims and genre rhetorical organization. Secondly, the analysis of tense aspect forms and non-finite forms typical of each move has been performed. The obtained results highlight the centrality of the communicative aim for conducting discourse analysis in the domain. The linguistic means do not show high variation of tense aspect forms, which is pertinent to the colony of reporting genres.

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How to analyze authorial identity in student writing in English across cultures and academic disciplines: socio-cultural and linguistic parameters

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The ways that academic authors present themselves and find themselves positioned when they meet the rhetorical conventions of the institution in which they write vary widely across cultures and disciplines. As Gruber's study showed (Gruber et al. 2006), the institutional and social positions occupied by Austrian student-writers pervade their writing and shape discipline-specific identities in terms of the objects of study, view of knowledge and special practices that foster knowledge formation and utility vetting.

This paper presents an approach to analyzing dual voicing in the academic outputs of Polish and Austrian students writing in English, in order to provide a theoretical and methodological framework for establishing the socio-cultural and linguistic factors that enable the legitimization of alternative voices. The proposed research project seeks to understand how the authorial identity of student writers coming from different cultural, linguistic and disciplinary backgrounds is affected by the knowledge of two languages and two cultures, and specifically how this knowledge is reflected in their writing in English. Given that all texts have social, cultural, cognitive and contextual aspects that must be considered, Van Leeuwen's framework (2008) for Social Actor Analysis and Bednarek's framework (2012) for analyzing evaluative language (understood as the expression of writer opinion or subjectivity), extended by my own parameters of Power Relations and Intertextuality will be suggested as the most suitable analytical procedure for this research.

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The impact of contemporary civilizational phenomena on the development of languages for special purposes

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Intensification of language contacts affects languages in the 21st century on an unprecedented scale. These contacts have global coverage nowadays owing to, among other things, the expansion of Internet access. Due to the easier flow of information the world is getting more accessible and simplification as well as improvement of communication is one of the basic principles of globalization, with the whole palette of its advantages and disadvantages. It concerns also the professional spheres of human activities as well as languages for special purposes which provide integral support for these spheres. Hence language as a social and cultural phenomenon actively participates in civilizational changes. The issue of effective communication, especially in the sphere of economy, which is, in fact, the essence of its nature, is extremely important for terminology in particular.

The purpose of this paper is to show the role of contemporary phenomena of civilization, including globalization, in the development of the discourse of Russian economic texts. The language of economic texts – as one of the specialized discourses – implementing its specific tasks (following the "hierarchy of importance and norms") gives us its own image of the world, which is a certain range of reality. Analyzing this language in dynamic terms we can form a certain opinion about the sphere of human activity that covers this language. English terminological borrowings analyzed in my research, considered through the prism of non-linguistic phenomena, are also a perfect material for studying the lingual image of the world (Anusiewicz et al. 2000: 29 considered lexis the best basis to study the lingual image of the world). Lexis, according the above mentioned researchers, is a very important element of the language that enables the interpretation of the world.

Economic terminology, being an essential part of the economy itself, is by all means involved in the process of communication. Economics (as a science) and economy (as its practical dimension) play a crucial role in the life of every country. Together with them, their whole terminological system is very sensitive to socio-political changes. It clearly reflects the relations between the development and the history of the nation, the influence of social classes and strata, language policy at a certain historical stage [Панько 1986, 64]. The conservatism, typical for terminological systems had to submit to global changes taking place not only in Russia but in the whole world. A multi-aspectual glance at the conditions in which modern languages exist, allows us to indicate the most important factors that affect the development of the economic terminology in Russian, and in particular the influx of English borrowings into it.

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Situated actors, local decisions, material artefacts: drawing on ethnographic principles in discourse research on citizenship

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The subject of citizenship has long been a rich and productive research focus for scholars across a range of disciplines. However, the last decade has seen a marked increase in interest in the topic following the cross-national assault on naturalisation legislation evident in the widespread adoption of citizenship tests, language proficiency requirements, and ceremonial performances across much of the 'industrialised' world. Certainly, discourse researchers have provided much important insight into the discursive strategies employed in citizenship policy documentation and testing materials, and into the broader discursive contexts in which these citizenship regimes are situated (e.g. Wodak et al. 2009; Löwenheim and Gazit 2009). However, this paper argues that the citizenship regime cannot be understood as wholly constituted through the discursive articulations of élite policy and media actors, but must instead be conceptualised as a more complex social practice, as realised through the practices of diverse actors operating within particular local spaces. Focusing specifically on one urban context in the UK, it argues therefore for a research approach which looks not only to policy directives, but also to the ways in which newly-instituted processes for becoming British play out 'on the ground.' In doing so, this paper outlines a methodology informed by both ethnographic and discourse scholarship, exploring the ways in which an approach foregrounding the fundamentally situated and contextual nature of the citizenship regime can contribute to a fuller understanding of citizenship as a discursive practice in the contemporary state.

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Critical Discourse Analysis approaches in interaction

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A young researcher interested in using discourse analysis to study phenomena that are not exclusively of a linguistic nature, faces the challenge of being lost between different definitions of the term discourse and different models and analytical categories developed for discourse analysis. Consequently, through a literature review of the research designs developed with CDA approaches, there is a sense that, from the broad range available, one must only select those concepts and categories that prove his/her hypothesis empirically. But this challenge can also be turned into an opportunity for the researcher. It gives him/her the freedom to be innovative and, based on the existing commonalities, build new models that are more comprehensive and use analytical tools that can describe communication in a systematic way and ensure comprehensible intersubjectivity and verifiability of research results. This paper presents a model that I developed for analyzing political transformation in Kosovo, using the approaches of Critical Discourse Analysis. The main research question addressed is whether the discourse of the international western community has colonized the political discourse in Kosovo, a country which, under the administration of the United Nations is undergoing a multifaceted transition. The model that I developed for the purpose of the study is a combination of different approaches within Critical Discourse Analysis. It aims to overcome the challenge of data gathering and to choose a sample that is representative enough to generalize the results of the study, and based on existing research designs of different CDA approaches, to develop a hierarchy of categories, primarily of linguistic nature, needed to describe the discourse.

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New Information Focus in L2 Italian

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The study presents experimental findings on new information focus in L1 Polish L2 Italian. The main answering strategies that emerge in the collected data are discussed in light of recent studies within the cartographic framework (Belletti 2001, 2004, 2006). The new information focus is analysed based on the example of the new information subject. In null subject languages subject inversion is typically adopted in contexts in which the subject is new information. Polish has two strategies of answering in the case of sentences which include new information subject: Subject Verb Inversion and Focus *in situ*, while Italian has only Subject Verb Inversion. The present study is based on the experiment elaborated by Belletti and Leonini (Belletti and Leonini 2004) and carried out on a group of speakers of different languages. The elicitation task used to collect the relevant data aimed at providing the correct discourse-pragmatic conditions for eliciting answers in which the subject is new information. In the present study the experiment was carried out on a group of L1 Polish speakers. The collected data demonstrate that the predominant strategy used by Polish speakers of L2 Italian is focus *in situ,* which is not the correct structure in Italian. L1 Polish speakers have difficulty to reset the parameter of the Italian subject inversion.

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Continuity and change in Polish academia reflected in university admission bulletins

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Universities are 'culturally loaded' organisations in which certain values, norms and beliefs guide academic behavior and various aspects of academic life (Clark 1983, Dill 2012). On the other hand, the emergence of market competition among academic institutions has resulted in the latter increasingly resembling managed corporations, and thus resorting more frequently than ever to methods and techniques traditionally associated with business activity. The tendencies towards the 'corporatisation' and 'marketisation' of higher education are widely discussed by critical discourse scholars and researchers specialising in academic discourse (e.g. Fairclough 1995, Bhatia 2005, Gea-Valor and Ros 2009, Hayes and Wynyard 2002).

Without aspiring to evaluate the above mentioned trends, the present study seeks to investigate how the shift towards the 'marketisation' of academia is reflected in university admission bulletins aimed at prospective students in Poland. Acknowledging the rather obvious evolution of communication/promotional techniques resulting from the development of Internet technologies, the study foregrounds the *textual* layer of information and persuasion identified in two sets of texts: the admission bulletins published by four Polish universities in the years 1978-1981, and the 'Admissions/Information for candidates' sections (and/or the online admission bulletins) found on the websites of those universities in June 2014. The analysis focuses on two dimensions. Firstly, it examines the evolution of the genre of university admission bulletins, with a particular emphasis on the rhetorical structure, as well as the informative and persuasive strategies employed in both sets of texts. Secondly, largely overlapping with the above, it investigates the signals of continuity and change in the (broadly understood) academic culture and values projected in the genre. The study clearly confirms the tendency of communication between universities and their prospective students to increasingly resemble corporate marketing discourse, contributing to the general trend towards the 'marketisation' of the academia.

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On some linguistic and rhetoric conceptualizers in discourse

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The paper aims to study linguistic and rhetoric conceptualizers in discourse by focusing on the following two aspects: social motivation of conceptualization across languages and cultures and the issue of how conceptualization gives the way to categorization through language. For this purpose, we wish to introduce a theoretical framework for our study, which is a socio-cognitive approach (van Dijk 2008) and then to investigate linguistic (deictics) and rhetoric (metaphors, metonyms and metaphorically used words) conceptualizers using contextual analysis and the method for identifying linguistic metaphors in discourse (Steen et al. 2010). In total, we analysed about 1000 pages of texts from Azerbaijani, English, Russian and French national corpora: literary and political media texts. The corpora were selected in order to include different languages and cultures to reflect their peculiarities and at the same time to demonstrate some universal features. Texts from various discourse types can add substantiality and allow us to give insights into the aim of the research.

Comparing rhetoric parameters of conceptualization with its other linguistic parameters, we can state that rhetoric parameters are more complex, especially from the perspective of different languages and genres, and mostly motivated by the subjective attitude of discourse participants. Therefore it appears that rhetoric representations of human cognition more often present an element of subjectivity within the discourse. This stands in contrast to other linguistic representations which present an objectivity. Thus, as the socio-cognitive approach suggests, the role of internal context of discourse participants based on subjectivity appears to be crucial in the process of conceptualization.

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Importing Wittgenstein, Exporting Discourse

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This paper considers recent debates and directions in discourse studies concerning underpinning philosophical commitments and interpretations of Wittgenstein's later philosophy. For those adopting a pragmatic orientation, Wittgenstein offers much in the way of thinking about the nature of saying as doing. This has played out in different ways through the importation of his work at the level of discourse analysis as well as in terms of the development of discourse theory. The application of discursive psychology requires an interpretation that people may both explicitly and implicitly communicate with one another on the proposed and oriented-to basis that their words are expressing inner psychological states or processes. However, despite adopting a philosophical commitment to Wittgenstein's notion of language games, this approach nonetheless also imports a conversation analytic concern with the action orientation of discourse as a methodological foundation. At the level of social theory Schatzki has taken Wittgenstein as a path towards developing a practice theory where agency is bound up with practices. However, in seeking to situate his work within the interrelationship between agency and structure he arguably lets slide Wittgenstein's more radical contextualism.

In either case Wittgenstein's philosophical conjectures are imported, transformed methodologically or theoretically, and exported as *discourse*. In contrast to this, another interpretation argues in favour of a form conceptual analysis that remains true to the anti-mentalist and anti-theoretical stance adopted in Wittgenstein's later philosophy. The argument made is that his notion of language games is not some sort of organisational unit that fits neatly with a methodological prescription to analyse discourse, nor can his philosophy be so readily adapted or used to shore up approaches to the 'problems' of social theory. The paper addresses these different philosophical commitments as to how best to 'make use' of Wittgenstein and their alternative directions of travel.

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Pragmalinguistic, multimodal and critical orientations to online news discourse

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Although discourse studies represent a diverse and constantly evolving field of research, it is possible to identify some dominant disciplinary influences (text linguistics, pragmatics, cognitive science), approaches (socio-cognitive, discourse-historical, socio-semiotic, argumentative) or areas (news, political discourse, business communication) that have preoccupied scholars of different backgrounds and persuasions. Admittedly, the many ways of "doing discourse analysis" enrich the exploratory and explanatory potential of discourse studies; however, they make it less accessible, more fragmented and even prone to criticism for the lack of systematicity or comparability. In particular, the penetration of discourse studies into media studies with respect to the analysis of news has not been unproblematic (Philo 2008). This presentation aims to set beside the pragmalinguistic, multimodal and critical orientations to news discourse in order to spotlight how they differ in their foci, but also how they could complement each other in a project devoted to an analysis of online newscasting. The methodological overview will be illustrated with examples of research procedures applied to the study of webpages of the popular international magazine *New Scientist.*

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Settling Accounts with the Troublesome Past:
Self-Criticism in Eastern European Public Discourse

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The phenomenon of public self-criticism in Eastern Europe – a genre cultivated and extorted by the communist parties – hasn't disappeared with the end of communism. In the young democracies of the region, self-criticism has become an attempt to diagnose society's 'backward' character and to develop 'self-improvement' scenarios. For the scholar of social communication, self-criticism means a discursive strategy serving a game between the political and social authorities and the subject of self-criticism, and a public act of self-criticism is a particular kind of speech.

For intellectuals, self-criticism becomes an attempt to participate in the Western modernizing discourse and to remonstrate against the parochial dimension of their domestic reality. On the one hand, conservative and right-wing elites suppose that public acts of self-criticism (performed by politicians, artists or scholars) can endow the vetting procedures of the *ancien régime* with a sense of social *catharsis* and retroactive justice, since dealing with the communist past is generally perceived as a 'purification' of social life. On the other hand, liberal and left-wing intellectuals subject themselves to collective self-reckoning with the memory of WWII in order to shape the civil society free of anti-semitism and intolerance.

The sociological and historical approach in discourse analysis, inspired by Reinhart Koselleck's historical semantics of concepts and Michel Foucault's notion of discourse, and carried out on the text corpus of selected acts of self-criticism aims to diagnose their role in shaping and regulating the public discourse in Eastern Europe settling accounts with its troublesome past.

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Visual resources at work: atmosphere and agency in platforms of values

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A new genre, the platform of values, has emerged within the discourse of Swedish public authorities since the year 2000. The platform of values is a short text, emphasising in a bullet list the core values of the administrative body in question. The text is often published on the website, where it is presented as a brochure in colour print. This publishing format indicates a double addressee – the text is aimed at the employees in order to regulate their behaviour, but also at the public in order to create a positive identity (Nyström Höög, in press).

The type of text that the platforms of values represent, a sort of fusion between policy documents and steering documents, stems from recent trends in public governance such as goal steering, marketization, narrativisation and visualisation (Rehnberg 2014). From a societal point of view, it is important that these texts are subjected to critical research, since they function as tools for a sort of soft steering of behaviour, and thus play an important role in the labour market.

In my presentation, I wish to focus on two striking features of the platforms of values: the question of agency (displayed verbally) and the visual resources used to create certain types of atmosphere. For my analysis, I draw on methods from CDA (Fairclough 2003) and multimodal analysis (Kress & van Leeuwen 2006).

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Iconicity as a means of maximizing the impact of public service advertisement texts: diachronic perspective

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Advertising is increasingly becoming an integral part of modern society. A detailed study of advertising allowed to research reasons, techniques and effects that advertisements have on the audience. However, print advertisements are still insufficiently studied from the linguistic point of view. Iconicity as a relation of similarity between graphic sign and icon that is formed in a person's mind remains an unexplored but important element of advertising discourse.

Verbal and non-verbal components of polycode print advertising constitute a single whole in visual and semantic aspects. Iconicity is analyzed as a means of enhancing the pragmatic effect of public service advertising on the audience. We examined the pecularities of iconicity in polycode public service advertisements from a diachronic perspective, basing on the iconicity classification put forward by T. Givon and N.Tsvetkova. We singled out the most effective iconicity types that help public service advertising raise awareness of topical social problems.

Thus, this project, focused on iconicity in public service advertising, is aimed at creating a formula of an ideal print advertisement that will contribute to improving the social environment in the modern world.

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Substantival nomination of refugees in the institutional political discourse of the Russian Federation, the Federal Republic of Germany and the United States in a comparative approach

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The article deals with the comparative research of the nomination of refugees in the institutional political discourse of the Russian Federation, the Federal Republic of Germany, and the United States. The institutional political discourse is considered a social institution regulating social problems of the society subject to its national specific character. Interviews with heads of states and *carriere* politicians are a kind of actualization of some sociocultural adjustments relative to refugees in the society and standard norms of social behaviour in receiving land. The processes of integration are reflected in the institutional political discourse. Each country has its differences connected with experience as host society, with financial position of the host population, its mentality. The institutional political discourse contains statements of politicians expressed in relation to refugees. How this happens linguistically, what kind of language is used and how linguistic features are determined in each country are all significant points in this paper, because the language acts of politicians mean activities of the society.

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CGA for the sake of discourse modeling. Case in point: Elite Media

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The CGA (causal-genetic approach) represents the Belarusian school of the linguistics of discourse. It develops a specific procedure for different discourse types modeling. In particular, it is focused on dichotomic sets of macro-categories and their balance that helps to identify how particular types of discourse (represented in discoursia – particular texts-in-use in social contexts) are functioning.

In our research we studied the dichotomic set within such macro-categories as discourse world-view and discourse cortege-view (at the very start of the research we used the term "discourse-picture" and not the term "discourse-view", but going ahead with research we left the latter). That is specific worlds' matrix (subject-object view) and interaction matrix (subject-subject view) in their holistic representation within their interdependence and opposition in particular discourses (case in point, discourses of 1) a lead article of the Italian "Il Sole 24 Ore", 2) a section of the US-American "Harvard Business Review", and 3) an issue of the Lions Club International magazine "LION") were described, analyzed, reconstructed, compared, and modeled.

As a result of this research we have identified what makes this type of a discourse representative (and relevant) for a particular group of communicants (a particular discourse group) within their worlds and (speech) behavioral values. That is how the discourses identify both the reality and the cortege reality (the communicants' role inscription and performance) within particular time and space. In fact, it is rational to reconstruct within such research both prototypical and functional and, thus, to construct a dynamic model of the type of discourse studied.

It is believed to be also rational that in the framework of such research the following matters should be discussed: 1) how to study a particular medium audience for the sake of its [medium's] effective communication, and 2) how to analyze and criticize in a constructive way editions of a particular [media] type for being not effective and/or efficient with their target audience.

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Construct of threat discourse in Russian politics

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Nowadays the basic ways of different knowledge form organization and classification are of considerable interest at all levels of subject's cognitive ability and communicative activity in the area of everyday scenarios of life. According to the basic ideas of some theoretical works a person uses a communicative construct to interpret, "evaluate" and predict human behavior and different kinds of events in the world (Romanov and Novoselova 2012, 2013).

A communicative construct is a cognitive structure whose level is higher than the level of concept, it is an interpretation of mental representation as specific language of thought. The communicative construct is a type of relationship between concept-antonyms (speaker-listener, addresser-addressee, subject-object) in socio-communicative interaction.

It should be noted that the most important elements that reflect the experience gained in the form of a certain construct are *I*-speaker's (or subject's) modality dispositions, e.g. various shades of human self-perception and perception of real world objects. Each *I*-modality (*comfort* and *discomfort*) has a definite position on the continuum of the construct.

Realized in dialogic interaction, a political threat is one of the possible *I*-politician and *I*-elector's dispositions while the communicative construct of the political threat is a set of their possible dispositions of emotional states. Thus, the political threat can be considered any constituent of the construct continuum between points "comfort – discomfort" and associated with the change of *I*-elector's emotional state at the mention of menacing events by politicians.

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The categories of knowledge and power in public discourse

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The aim of this article is to present how the categories of knowledge, power and order function in the public discourse on the basis of the judicial and media discourse. The source of their understanding are the works of the philosopher Michel Foucault. The immanent order manifests itself through the category of knowledge and power and these categories constitute and create a discourse which plays a significant role of the institutional tool to maintain internal order. It guarantees consistent relationships between subjects, situational, contextual, thematic as well as ideological, axiological, and social. The category of order is manifested in three areas: symbolic, non-verbal and verbal. Knowledge is understood as: looking for, searching for the truth and the interpretation of the truth, revealing the truth. In contrast, the category of power gains institutional meaning – real and/or linguistic – symbolic.

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National variations in media discourse
(on the material of British and Belarusian radio discussions)

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As a result of the analysis of 100 British and Belarusian radio discussions (about 30 hours of playing time) the semantic structure of radio discussions and the peculiar features of the language representation of its components (greeting, guest's portrait, statement of the problem, discussion of the problem, summarizing) have been established. The general and specific features of the communicative style of the participants were disclosed. The communicative style of Belarusian participants, in contrast to their British counterparts (having a high degree of emotive character, individualistic approach, intolerance to provide direct communicative impact on the interlocutor), can be described as straightforward, reserved, rejecting uncertainty, with a prevailing collective basis, preference of accurate and detailed information. These patterns of communicative behavior of Belarusian participants find linguistic expression in a frequent use of peremptory statements detailing the issues, speech patterns, contributing to clarify information. For the participants of the Belarusian radio discussions it is typical to have more interaction with the audience, as indicated by the questions addressed to the audience or on behalf of the studio's guest throughout the program, extensive use of tactics involving the audience in a dialogue through the use of direct and indirect references, generalizing pronouns and nouns (Shevtsova 2013). The study of time-fillers and interjections in this sort of talking discourse shows national peculiarities on the basis of typologically different languages.

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Forecasting the end of the winning election candidate's programme through the grammatical category of aspect

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Politicians' policy positions can be estimated using a broad variety of sources, from opinion polls to expert interviews. However, a political text set in writing is by far the most comprehensive and informative source of data. It especially concerns an election programme, if one has a task to estimate candidate's policy positions in an election. A programme document of this order offers an idea of the orientation of candidate's future policies, if not of the 'real' policy stances.

Applying linguistics to discern the promised policy actions in the election programme, the overall goal of the research is to identify congruence between the pragmatics of the winning candidate's written statements issued before the election and the yields of his five-year tenure. I focus on the Candidate's aspectual choices in imaging the desired actions and events in his election programme.

Relying on Tesnière's verbocentric theory (Tesnière 1959, Holodovich 1970), the applied Maslov-Vendler aspectual classification with the agentivity increment from Dowty and Paducheva (Maslov 1948, Vendler 1967, Dowty 1979, Paducheva 2009) resulted in grouping the programme's predicates into the states, activities, accomplishments, and achievements. Given the ultimate goal of the research, the agentive statements of the election programme as opposed to the deagentivized ones will constitute the core of the subsequent political analysis of the candidate's legacy.

I will present the results of the linguistic analysis of the election programme before proceeding to establish to what degree the Candidate's word has matched the action through a further analysis of his five-year tenure.

The presentation will explain the classification choices, agentivity, the temporal constituency and internal structure of the predicates. Special attention is paid to difficult cases of reflexive verbs (–SJA verbs), modal verbs and modality.

Nuclear power discourse in the New York Times, The Independent, and Dnevnik

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Nuclear power is a debatable issue. On the one hand we have the statistics showing low cost on fuel, on the other we have to bear in mind the big investments in the development of new plants as well as the risk factors around their operation: Chernobyl and Fukushima Daiichi are only two of the numerous examples of nuclear plant accidents that come to mind.

These images and data clash and inevitably lead to conflict between the price-conscious in terms of energy sources, on the one hand, and the health-minded and green-oriented individuals and organizations, on the other.

Media as a mirror and creator of reality reflect and at the same time provide the general public with information which does not always cover all points of view. Provoked, on the one hand, by the public debates and the referendum which followed on the development of a new atomic power station in Belene, Bulgaria, while on the other, by various international debates over similar projects in the UK and the US, the paper analyses the way an American, a British, and a Bulgarian newspaper present the conflicting issue of the development of nuclear power plants in the three respective countries. The aim of the paper is to compare and contrast the way different cultures view the issue as reflected in their national media. The focus is on the linguistic devices used, such as, but not limited to, metaphors, stereotypes, recurring models, etc.

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Identity, impoliteness, and migration

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The paper presents an analysis of face and identity-threatening (impolite) events reported during semi-structured interviews I carried out with ten Polish migrants who moved to Hungary between 1960 and 1986, in the period of Kádár's communist regime, before the change of political system in 1989. The interviews reveal that in the period of economic and political crisis in Poland in the 1980s, two negative 'identities', that of a Polish 'trader' and a Polish political 'troublemaker', challenged the traditional discourse of Polish-Hungarian friendship, and influenced the process of the participants' adaptation in Hungary. In the paper I take a look at the representations of the participants' own identities and identity-related face sensitivities that emerged in the narratives.

In my analysis I adopt the analytical framework of rapport management (Spencer-Oatey 2008) and its operationalization for the analysis of impolite events (Culpeper et al. 2010), where impoliteness is analyzed in relation to face (quality, professional, social identity face), sociality rights (equity and association rights) and identity. Also in order to establish the connection between identity and face, I rely on Bucholtz and Hall (2005), Spencer-Oatey (2007) and Fougère (2008).

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Legitimating the annexation of Crimea in Russian political discourse

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The research is focused on legitimation strategies in Russian political discourse on the annexation of Crimea. Its main objective is to show how legitimation functions in the particular social and political context. The qualitative analysis based on the methods of critical discourse studies examines the notion of legitimation in relation to the concept of ideology and power in language. The corpus of data consists of speeches and interviews of Russian politicians produced in March 2014 (the time immediately preceding and following the annexation of Crimea). The analysis showed that Russian legitimation rhetoric is based mainly on the use of two argument schemes – the topos of history and the topos of 'democracy' (will of the people). The ideological background of the analysed discourse is the national unity of Russians and Russian-speaking population living in Crimea. The annexation of Crimea is presented in Russian political discourse as the "reunification" with homeland and history as the main premise used for justification is conceptualized as a source of mutual cultural and linguistic tradition.

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The Discourse Not Taken:
From Critical Discourse Analysis to Critical Discourse Action

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In January 2015, Macedonian Government passed a controversial law on high education which among many changes, introduces a state exam for students, sets nearly impossible the conditions for professors' academic promotion and grants the Ministry of Education's accrediting board absolute power to decide on almost all issues pertaining to high education. When initially announced in October 2014, it triggered some of the largest protests ever witnessed in Macedonia, and caused public discontent which quickly grew into a counter-hegemony discourse that is still trying to critically analyze and explain elements of abuse and domination present in the law.

These efforts are in line with one of the CDA's main tenets: that of being a problem-oriented research model (Wodak and Fairclough 1997) that employs linguistic analysis to describe, analyze, and interpret social forms of power and domination (van Dijk 2008). Thus, scholars have used CDA to study discrimination (Wodak and Reisgl 2001), prejudice, and racism (van Dijk 1987). And by either making their results available to experts, or through mediation and consultancy, CDA scholars tried to "influence and cooperate with the crucial change agents" and "contribute to specific social change" (van Dijk 2008: 7). Few studies have made concrete proposals how to struggle against such circumstances (Jager et al. 1998). This proves a useful precedent for the present study that seeks to answer the question whether a CDA framed re-examination of the ongoing discourse critical of the Macedonian Law on high education could lead to more efficient proposals in the political struggle, also answering the question whether western merged model of analysis such as CDA could respond adequately to eastern forms of state-induced injustice.

In this respect, the study will (re)examine the key texts within discourses produced both against and in support of the new law. Using insights and methods from CDA, the analysis will seek to answer whether texts critical of the law failed in their analysis, interpretation, counseling, or even in the creation of a context best suited for an efficient communication of the critique. Thus, by a meta-analysis of the critical discourse produced, and by suggesting a methodology of action, rather than analysis only, the study will try to contribute to the development of a more efficacious counterhegemonic discourse against abusive state power.

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Corpus Assisted Discourse Studies – the Case of Parliamentary Transcripts

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The presentation will explore analytical procedures adapted from Corpus Linguistics (CL) for the purposes of Critical Discourse Analysis (CDA). Joint efforts between CL and CDA have been numerous (Baker et al. 2008, Mautner 2009, Baker 2011). I shall demonstrate my work on corpora from the UK and the Bulgarian Parliaments. My motivation is the fact that the current Parliament in Bulgaria succeeds traditions from a perfunctory organ mimicking activity up until 1989. With little experience and a lack of traditions concerning how to work or speak in Parliament, Bulgarian MPs are now fumbling for ways to structure effective political activity. That is why the analysis of their production – recorded as parliamentary transcripts, or Hansards – in comparison with the speech of parliamentarians from other countries may elicit successful or destructive strategies. My own procedure for compatibility will be demonstrated and an analysis of the range of topics, the significance of pronoun usage, tactics in the speech of party leaders. My analytical tools include key words, concordances, collocates and a novelty – an experiment with semantic groupings based on the alphabetical lists from the corpora. My conclusions concern establishing salient indicators of various tendencies in parliamentary language behaviour.

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Connotation and denotation in the discourse of marginal sublanguages

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The main aim of this presentation is to watch how connotation becomes (or – in some cases – "pretends to be") denotation and how this process may bias the discourse of marginal sublanguages.

Speaking of pragmatic fuction and/ or connotation in its broader (non-Millean) sense, we refer to the contexts as the fatland for connotation. This paper considers the opposite effect – the phenomenon of secondary denotation that includes two processes: the forming of denotative meanings on the basis of the evaluative ones (evaluation → denotation) and the connotation annulment.

The connotative system, as it was described in Barthes (1972), uses its "embeddedness" in denotative statements and begins to mimic them. According to Barthes, we are dealing with an act of naturalization of the mystifying ideology, so here ideological naturalization works (especially in the marginal sublanguages) as a factor of forming a "solid ground" for the evaluative, ideologically marked units that have no solid discoursive bindings.

There are certain syntactic effects of this pragmasemantic process. In Toporkov (2014) the author argues that in complex sentences the evaluative semantics is often explicated with the argumentative subordinate clause. Thus, the evaluation is taken out of a discoursive set of evaluation arguments (cf. I was a *fool*, because... vs You are a *fool*!)

The phenomenon of secondary connotation lies encompasses the spheres of semantics/ pragmasemantics and syntax, and makes way for further analyses of the borders of denotation and connotation.

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Stancetaking on risk: semantic wars of late modernity

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Risk communication is now embedded in wide social and political contexts: it is no longer about 'risk per se', but about responsibility, accountability and manipulation. This research focuses on the ways stances on risks are constructed in terms of linguistic features, including some structural and formal qualities, and how these features are related to social interaction.

The theoretical framework for this analysis synthesizes key research done on *stance* and *risk* from a number of analytic traditions, among them being sociolinguistic, socio-cognitive and critical discourse analytical perspectives. Among the objectives of this study is the description of the ways stances on one and the same problem (namely, the risks of important political choices) are taken by discourse participants under different communicative conditions. A key concept of this work is an isomorphism between the human individual and social value.

The analyzed data is based on the public political rhetoric on the Ukrainian crisis. It includes transcripts of TV programmes, newspaper articles and Internet publications. In 2014, Ukraine became a prominent and emotional topic in the world news. Never before had it received such intensive attention from the international media. This comprehensive global interest in Ukraine may be explained by the assumption that "the risk portfolios of individual countries and places are becoming progressively more global" in recent years (Kasperson & Kasperson 2005:2). The political, cultural and economic crisis in Ukraine may indeed cause many risks and dangers for other different countries and nations.

The main assumption is that "risks" may include not just real, but hypothesized accidents and problems that depend upon the decisions of collective and individual subjects of risk. I claim that risks and risky events are portrayed through various risk signs – both verbal (language) and non-verbal (images and symbols) – in order to manipulate the desired social, political and cultural movements in society.

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After purism: Language as a competing product.
On the metalinguistic discourse in online discussions about the Lithuanian language

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Language planning in Lithuania is without a doubt unique in a European context in terms of the mechanisms used to enforce the standard. The State Commission for the Lithuanian Language has all the necessary legal power to decide upon what 'correct' Lithuanian is and uses a Language Inspection to enforce its rules, as well as to penalize incorrect language use (Tamasevičius 2012: 243). How do language users discuss language in such a standard language culture? Research has shown that debates about the national language invoke conceptualizations of language in terms of 'a bond', 'blood', 'spirit', 'territory' (e.g. Berthele 2008, Moschonas 2004). Such ideas about language have often been labelled 'Herderian' or 'Whorfian'. Evidence from nine online comment sections in Lithuanian news-portals show that the use of the metaphor LANGUAGE IS A PRODUCT OF THE PEOPLE and LANGUAGE IS A SYSTEM / RULES / A LAW follow the same logic of metalinguistic reasoning. Language is conceptualized as a conscious product of the society and/or the experts that are a part of that society. This provides further insights on the role of language in the discourse on the national, as well as how extreme enregistrement can have multiple outcomes amongst language users.

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Style and text as discursive phenomena

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Some elements of the discourse analysis are fruitfully used in the domain of historical stylistics. Text as an 'event', whose character is determined by its style surpasses the limits of its immanency proper and turns into a real object of "thinking human consciousness and a dialogical sphere of being" (Bakhtin 1979: 312). In other words, text as well as its style acquires a discursive character.

Considering the triade "style – text – discourse" in the synergetic paradigm allows to determine in the text a "microlevel" of a certain discursive formation, markers of which can be found in separate compositional-architectonic elements of the text and create its "modus of formulating", or style (Antos 1997: 46). Bilateral nature of a style and its meaning as a link for the text as well as for discourse consists in possessing some features of both inter and extralinguistic character, in other words, situational. Therefore, the interpretation of stylistic and textual parametres always makes a reader recognize some other realities surpassing textual reality borders and inter self value of its linguistic elements. One should also pay attention to the fact that style explicitly expressed in the text by separate linguistic elements and their entities "codes" implicit information on the text because of being a way of tentative use by a speaker for expressing his attitude to a certain theme in a certain situation. Style is always a "witness" in addition to subject-thematic content of a text.

The described procedure calls for the use of a complex of various methods of both linguistic proper and non-linguistic nature, i.e. comparative, literary analysis, elements of inter-dicursive analysis within the general historical approach applied to the phenomena of discourse poetics under study.

The suggested issue may be believed to be a kind of contribution to the general theory of style as well as its particular aspects.

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Application of Critical Discourse Analysis to Public Relations research.
The Nergal case

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The paper presents a concept of the application of Critical Discourse Analysis (CDA) into the Public Relations (PR) research (Warzecha 2012). Methologically, it refers to the view of PR as a cocreationial communication activity, as proposed by Carl M. Botan and Maureen Taylor, and Norman Fairclough's concept of discourse analysis (Botan & Taylor 2004). Thus, PR is defined as a social practice structured with genres, discourses and styles, and finally recognized as the specific order of discourse. This cross–disciplinary approach has been then used to analyze Public Relations activities of the Roman–Catholic Church in Poland (Warzecha 2013). The illustration is the critical case study of the storm invoked by Adam "Nergal" Darski's (the leader of the death metal band Behemoth) participation in TV talent show "The Voice of Poland" (Warzecha 2013).

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Control in a comparative perspective: A study of the Finnish conditional mood in spontaneous and institutional conversation

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The present talk reports on an interactional-linguistic study of the conditional mood used in the scope of directive-making and stance-taking in spoken Finnish (cf. Du Bois 2007, Laury 2012). From my two samples of conversational Finnish, of which one represents casual conversations and the other – institutional talks at Finnish social welfare offices, the institutional material contains roughly four times as many instances of the conditional as the spontaneous data. This finding certainly reflects the differences between the two types of discourses, and questions of indirectness, face-work and social distance (Brown & Levinson [1978] 1987) lend themselves as possible sources of explanation. In my talk, however, I will adopt an approach which sees linguistic structure as emerging from its local conversational environment whose characteristics need to be incorporated into the description of the structure (Hopper 1987, 1998). By this token, the border between "regular" conditionals, i.e. those having functions connected with the management of abstract truth values, and all sorts of "pragmatic" conditionals will be seen as artificial and the applicability of solutions offered by the most dominant trends in politeness research considered somewhat problematic.

In analyzing my examples I will focus on the speakers' access to information, epistemic authority and power in local discourse. These factors are brought together under a working cover term 'control', understood as an advantage a social actor has in access to resources relevant for the achievement of interactional goals. I will shed comparative light on institutional and spontaneous conversations to show that in everyday talks there are subtle yet crucial local inequalities between speakers (e.g. those having to do with remembrance of past happenings or knowledge of the extralinguistic context of the situation), which, similarly to the obvious inequalities between participants in institutional interaction, foster the use of linguistic markers of non-assertive modality.

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Quantifying excellence – development of evaluation practices in higher education

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The recent years have witnessed an outburst of evaluation frameworks in higher education. They are introduced nationally following EU-driven policies and aim at boosting European universities' competitiveness and strengthening the so-called "knowledge economy". As such, they should be backed up by the actors in question – academics. This is, however, not the case – the introduction of evaluation systems encounters critique and opposition, particularly from researchers from the fields of Social Science and Humanities, which by their very nature are less subject to quantitative evaluation.

My paper will explore the evolution of evaluation practices from a discourse analytical point of view focusing on key terms such as "excellence", "quality" and "impact", while adopting a Foucauldian perspective on quantification procedures in assessment as an aspect of governmentality. I will explore the way in which systems of evaluating researchers push them to auto-define, control and present themselves within a disciplinary framework. The main focus will be on the evaluation systems newly-introduced in the UK (REF) and France (AERES), but other historical and contemporary evaluation systems will be taken into account as points of reference.

At the end of my talk I would like to take a minute to invite the audience to use the discourseanalysis.net website of which I am an administrator. A Polish version of the portal should be launched before the start of the Globe2015 conference.

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Tracing down Communicative Strategies through Pejorative Language

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The paper addresses the issue of controversial communicative strategies used by WASP and Latino/a Americans. As in many respects, communication between the above mentioned ethnic groups is based on a *domestic communicative conflict*, it presupposes a set of specific communicative strategies, which characterize WASP and Hispanic speech.

Thus, for example, Anglo-Americans are likely to use the *humiliation strategy* through implementation of the *tactics of lower social status implication*, the *tactics of an explicit offense* and the *generalization tactics*. One of the strongest and most resistant communicative WASP strategies is the *labeling strategy*. Within the *humiliation* and the *labeling strategies* pejorative and derogatory language is very often used together with taboo words.

It is noteworthy that communicative strategies used by Latino/as within the studied conflict are somewhat milder and gentler than those implemented by Anglo-Americans. The most typical strategies are the *strategy of rejection*, the *strategy of positive self-representation*, and the *strategy of equality establishment*. These are normally achieved through the *confrontation tactics*.

The author negotiates the phenomenon of "pejorative Spanish" used either by native speakers of English or Latino Americans as a result of English-Spanish bilingualism and close contact between the two languages. Verbalized negative ethnic stereotypes are represented by the semantic derogation of vocabulary borrowed from Spanish. Consequently "pejorative Spanish" either reflects specific stereotypes or works as "hate speech" and xenophobic discourse (*bracero*, *peon, mojo/mojado*) in American English.

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Representation of space-time in anti-Islamic discourse after the attack on Charlie Hebdo

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The paper deals with the construction of space-time as an important element of social identity. Space and time are understood as socially constructed and renegotiated through discoursive practices in certain power relations (Harvey 1996, Fairclough 2003, DeFina 2007) and are one of the constitutive elements of ethnic, national or other types of social identity (Torkington 2012).

In this paper, we will analyse deictic words such as pronouns and adverbs, verb tenses, verbs of movement and other lexical units which represent space-time in readers' comments published in online versions of the main Czech newspapers dealing with the terrorist attack in Paris in 2015. Readers deploy a series of utopic/dystopic narratives about different groups of "us" and "them" through, among other strategies, configurations and articulations of time-space in function of the political views – sometimes incoherent and fragmented – they defend.

One of the analyzed narratives reveals an incipient crystallization of common European identity among Czech internet users, which is based on anti-Islamic moods, purely formal Christianity or supposed cultural and racial homogeneity within European borders. This identity is supposed to be threatened by immigrants and multicultural polices of the EU. This and related narratives can be understood as a symptom of a crisis of the current mainstream political projects.

Quantitative vs. qualitative discourse analysis in the research of intercultural communication

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As cultural identities are shaped by systems of values specific to individual societies, the influence of these values on discourses is bound to be significant, and as cultural identities differ, so do discourses produced in different cultures. The objective of this paper is to investigate which discourse analysis method, quantitative or qualitative, is more suitable for research in intercultural communication. The methods will be discussed in terms of the opportunities they provide and the challenges that the researcher has to face using them to deconstruct certain culture-specific meanings hidden in discourse.

We first intend to establish the relevance of investigating the frequency of occurrence of individual elements, e.g. articles, themes, section names, advertisements or photographs and then comment on performing detailed, qualitative analyses of texts, often multi-modal, and pertaining to the same subject matter. We will also reflect on analysing the thematic and schematic structures of texts.

To support our stance we will provide examples of application of the two methods in a study of print media texts representative of selected national cultures.

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PRESENTATIONS IN GERMAN

Warum machen uns Bilder Angst? Bemerkungen zum multimodalen Charakter von Stigmabildern und Schreckbildern aus diskurslinguistischer Perspektive

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In der diskursanalytischen Forschung wird in jüngster Zeit dem multimodalen Charakter von Bildtexten zunehmende Aufmerksamkeit geschenkt. Dabei stellt sich die Frage, ob das bildlinguistische Instrumentarium adäquate Mittel zur Analyse der so genannten „Schreckbilder" und „Stigmabilder" liefert. Im Rahmen einer Fallstudie über „Schreckbilder" in deutschen und polnischen Pressetexten soll gezeigt werden, dass eine multimodale Analyse nicht nur die semiotischen Aspekte, die der Interpretation des Visuellen und des Verbalen zugrunde liegen, sondern auch die mehrdimensionalen kognitiven Verarbeitungsprozesse, die vor allem Kinetik und Haptik betreffen (und die wesentlich zum „Schreck"-Effekt beitragen), erfassen kann.

Diskreditierung der politischen Opponenten anhand benefaktiver Sprechakte am Beispiel aus einer Parlamentsrede im polnischen Sejm

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Benefaktive Sprechakte definiert Prokop in ihrer Klassifikation (2010, 123-127) als Untergruppe der expressiver Sprechakte. Benefaktive Sprechakte (bei Prokop Gruppe: C2.1.) (lat. *bene* = gut) sind sprachliche Handlungen mit der Illokution:
Der Sprechende wünscht dem Adressaten *p*
Der Sprechende wünscht dem Adressaten, dass *p* in Erfüllung geht.
Proposition p bedeutet
Ereignisse und Erscheinungen im Leben der Adressaten, durch die er etwas Gutes erlebt;
Diese Ereignisse sollen in der nahen oder entfernten Zukunft passieren (ebenda: 126).

Zu dieser Gruppe gehören nach Prokop solche Sprechakte wie Wünsche anlässlich Namens- oder Geburtstage, anlässlich Jubiläen, Gratulieren zu Geburt eine Kindes, oder beruflicher Kariere, Grüße auf Ansichtskarten usw. Die Perlokution solcher Sprechakte ist ein positiver Wandel im Leben der Adressaten oder Aufrechterhalten einer positiven Einstellung des Adressaten zum Sprechenden.

Benefaktive Sprechakte könnten in der Taxonomie von Searl als indirekte direktive Sprechakte klassifiziert werden. Sie werden von anderen Wissenschaftler auch mit Wünschen gleichgesetzt.

In Reden ironisierender Abgeordneten im polnischen Selm können solche Sprechakte jedoch nicht mehr als wohlwollende Wünsche definiert werden, denn die in ihnen enthaltene Ironie verursacht oft, dass sie zwar nicht als Verwünschungen, aber als Auslachen der politischen Gegner mit dem Ziel ihrer Diskreditierung verstanden werden können.

An einem Beispiel aus der politischen Rede eines polnischen Abgeordneten der Opposition im polnischen Sejm in der Amtszeit 2007-2011, Ludwik Dorn, möchte ich zeigen, wie benefaktive Sprechakte im Prozess der Diskreditierung instrumentalisiert werden.

Als methodologische Basis meines Referats wird ein Modell der Grammatik der verbalen Interaktion („Gramatyki interakcji werbalnej") von Alosza Awdiejew vorgeschlagen, dank dem zusätzlich auf die Polifunktionalität der Sprechakte in politischen Reden hingewiesen wird.

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Das geeinte Europa der getrennten Arbeitsmärkte?
Eine diskursanalytische, politolinguistische Untersuchung zur Arbeitsmigration in der EU des 21. Jahhunderts

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Der im Bereich der Diskursanalyse und der Politolinguistik angesiedelte Vortrag zeigt anhand der deutschen und polnischen Berichterstattung auf, wie heutzutage das Thema der Arbeitsmigration im geeinten Europa diskutiert wird. Von Interesse sind an dieser Stelle nicht nur die Anzeichen für die gemeinsame Interpretationsbasis, sondern auch nationale Hindernisse, die diesen Diskurs begleiten.

Es soll untersucht werden, welche inhaltlichen Schwerpunkte dieser Debatte transnational besonders fokussiert werden, wie sich die politische Diskussion auf der medialen Ebene gestaltet und mit welchen sprachlichen Mitteln und Argumentationsstrategien dieser Diskurs geführt wird. Das Anliegen des Vortrags besteht darin, aufzuzeigen, welche Themenvernetzungen, Argumentationsmuster und Wertevorstellungen im europaweiten Arbeitsmigrationsdiskurs transnational wahrgenommen werden und die Diskursführung beeinflussen.

Auf der linguistischen Analyseebene lassen sich bei der Diskursführung verschiedene sprachliche Einheiten untersuchen, die drei große Bereiche repräsentieren: Lexik, Metaphorik und Argumentation. Diese Bereiche sind miteinander vernetzt, wobei die Argumentationsanalyse besonders interessante Schlüsse nicht nur über die explizite Formen des Argumentierens, sondern auch über die impliziten wie z.B. die Verwendung von Präsuppositionen, Implikaturen, Stereotypen, Symbolen etc. im europäischen Vergleich zulässt. Die transnationale Wahrnehmung und gegenseitige Beeinflussung soll u.a. anhand der Analyse von Zitaten, Wiedergaben, Reformulierungen etc. erforscht werden.

Das Ziel des Beitrags mit seinem pragmalinguistischen Ansatz besteht in der Ausarbeitung der transnationalen Interaktion von Themengeflechten und Argumentationsmustern, die an konkreten sprachlichen Mitteln gebunden, gleiche oder konträre Konnotationspotenziale in verschiedenen Sprachgemeinschaften auslösen und auf diese Weise zur Annäherung bzw. Entfremdung auf der übernationalen Ebene führen.

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Die Idee des Mems in dem politischen Diskurs

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In meinem Referat möchte ich mich mit dem politischen Diskurs beschäftigen und die Idee des *Mems* auf den Grund des politischen Diskurses übertragen. *Memetik* (die Zusammensetzung aus *Memory* und *Genetik*) wurde von dem Evolutionsbiologen Richard Dawkins entwickelt und geprägt, analog zum Bereich der Genetik. Der Grundbegriff der Theorie *Mem* ist dabei eine Information in Form von Gedanken, Ideen, Überzeugungen, Glauben, Ideologien, Trends etc. Meme zeichnen sich durch hohe Replikations- und Verbreitungsfähigkeit aus.

Wird die Idee des Mems auf den Bereich des politischen Diskurses übertragen, so lässt sich *Mem* als die kleinste bedeutungstragende Einheit des Diskurses bezeichnen, die die entscheidende Rolle in der Entstehung des diskursiven Weltbildes spielt. Meme enthalten normative Konzepte für Wahrheit oder Unwahrheit. Sie konstituieren gewisse Ideen und Weltanschauung. Für Dawkins sind Meme (neben Genen) die zweite treibende Kraft, die die Evolution des Menschen, auch die kulturelle Evolution, also die Weltanschauung des Menschen, beeinflussen.

In Bezug auf die Idee des Mems möchte ich einige Sprachphänomene des aktuellen politischen Diskurses in Deutschland analysieren. Untersucht werden Begriffe aus der öffentlichen Kommunikation, die durch die *Gesellschaft für deutsche Sprache (GfdS)* als unangemessen, grob und verletzend offiziell erklärt wurden und sich auf der Liste der *Unwörter des Jahres* befinden. Trotz der sprachkritischen Reflexion zeichnen sich die Begriffe/Meme durch hohe Durchsetzungsfähigkeit aus und haben dadurch einen festen Platz in der diskursiven Kulturmatritze, in dem Mem-Komplex oder Memplex.

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Diskursive Konstruktion von urbanen Räumen am Beispiel der Gentrifizierungsdebatte in Polen

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Aus diskursanalytischer Sicht kann man urbane Räume mindestens unter zwei Perspektiven betrachten. Auf der einen Seite sind urbane Räume Orte, wo diverse Diskurse auf verschiedene Art und Weise ausgetragen werden. Andererseits sind urbane Räume selbst Gegenstand der Diskursproduktion. Das Referat wird insbesondere die zweite Perspektive aufgreifen. Ausgegangen wird von verschiedenen, medial ausgetragenen „Visionen" der Raumplanung, Raumorganisation und Raumordnung. Diese „Visionen" adressieren diverse Aspekte, vor deren Hintergrund die öffentliche Debatte um urbane Räume strukturiert wird. Diese Aspekte sind verbunden u.a. mit den Mechanismen der freien Markwirtschaft, mit der Distribution von öffentlichen Mitteln, mit der Art und Weise der Herstellung von Attraktivität und Prestige der jeweiligen urbanen Räume oder auch mit den konkreten sozialen Gruppen, die am meisten von den jeweiligen urbanen „Visionen" profitieren. Das Referat wird die Gentrifizierungsdebatte (verstanden als ein Element der diskursiven Auseinandersetzung um die jeweiligen Visionen des urbanen Raums) in Polen aufgreifen, mit dem Ziel aufzuzeigen, mit welchen Subjekten, Objekten, Strategien und spezifisch verstandenem gesellschaftlichem Wandel die Gentrifizierung diskursiv in Verbindung gesetzt wird.

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Konstruktionen im gesprochenen Deutsch und Polnisch.
Zu gesprächsorganisierender Funktion der Diskursmarkerkonstruktionen mit *wissen* und *wiedzieć.*

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Diskursmarker gehören zu einer äußerst heterogenen Gruppe sprachlicher Einheiten, deren Hauptziel in der Gesprächsorganisation sowie in der Rahmung von Äußerungen besteht, wodurch nicht nur die Herstellung der globalen Diskurskohärenz, sondern auch die Realisierung vieler relevanter kommunikativer Zwecke, u.a. Sprecherwechsel, Korrektureinleitung und -durchführung, Einführung neuer Aktivitäten im Gespräch wie auch Beziehungsmanagement etc., gewährleistet werden (Mroczynski 2012: 92ff.). Da ihr Vorkommen ausschließlich auf die Mündlichkeit beschränkt ist, die bekanntlich erst vor relativ kurzer Zeit zum Gegenstand sprachwissenschaftlicher Forschung avanciert ist, wurden die Diskursmarker - ähnlich wie früher auch die Wortklasse "Partikel" (Duch-Adamczyk 2012: 15) - sehr lange als umgangssprachliche Randerscheinungen abgetan. Die pragmatische Wende und die daraus resultierende langsame Hinwendung der Linguistik zum Gesprochenen hat allerdings das Gegenteil bewiesen. Heutzutage erfreuen sich die Diskursmarker eines zunehmend großen Interesses seitens der Forscher und werden innerhalb der Gesprochene-Sprache-Forschung sowie der Gesprächsanalyse unter Heranziehung unterschiedlichster methodologischer Konzepte und Berücksichtigung diverser Perspektiven (z. B. diachron, synchron, sprachvergleichend) exhaustiven Analysen unterzogen.

Auch dieser Beitrag gliedert sich in eine Reihe von Untersuchungen zu Diskursmarkern ein. Dabei sollen die aktuellsten Forschungstendenzen in diesem Bereich, d. h. die Annahmen der gebrauchsbasierten Konstruktionsgrammatik von Croft (2001) ins Vordergrund treten. Basierend auf dem im Oktober 2014 aktualisierten Forschungs- und Lehrkorpus Gesprochenes Deutsch (FOLK) sowie auf dem Nationalkorpus des Polnischen (Zugriff: *Spokes*) werden alle in den Transkripten von Alltagsgesprächen vorzufindenden Konstrukte mit zwei matrixsatzfähigen Verben: *wissen* und *wiedzieć* einer exhaustiven qualitativ-quantitativen Gesprächsanalyse unterzogen. In ihrem Rahmen wird versucht, auszuloten, welche formalen und funktionalen Eigenschaften die jeweiligen Konstruktionen aufweisen und welche Rolle ihnen in der Gesprächsorganisation zukommt. Hierbei wird ferner gezeigt, warum sich die Diskursmarker - und somit auch viele andere Erscheinungen des gesprochenen Deutsch und Polnisch - nur schwer (wenn überhaupt) durch die traditionelle Trennung von Lexikon und Grammatik erklären lassen und aus diesem Grunde als hochfrequent vorkommende Konstruktionen (verfestigte kommunikative Muster) betrachtet werden müssen.

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Kodieren in der diskurs- und dispositivanalytischen Forschungspraxis Anmerkungen zur rekonstruktiven Analytik in der Diskurs-/Dispositivforschung

Werner Schneider

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Die von Foucault inspirierte sozialwissenschaftliche Diskurs- und Dispositivforschung orientiert sich (wie z.B. im Ansatz der Wissenssoziologischen Diskursanalyse) methodologisch an den Grundlagen der interpretativ-rekonstruktiven Sozialforschung. In der forschungspraktischen Umsetzung werden dabei häufig analytische Vorgehensweisen und methodische Konzepte aus der Grounded Theory Methodologie – wie z.B. das Kodieren – übernommen. Der Vortrag wird am Beispiel des Kodierens diskutieren, inwieweit und wie solche Konzepte und Vorgehensweisen im Rahmen einer rekonstruktiven Analytik für sozialwissenschaftliche Diskurs- und Dispositivanalysen adaptiert und angewendet werden können.

Diskursanalyse oder Diskursinterpretation?
Anmerkungen zur Methodologie diskursanalytischer Datenauswertung

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Im Rahmen der linguistischen Diskursanalyse werden sowohl deskriptiv-analytische Erkenntnisse erzielt (Deskriptive Diskursanalyse) als auch sozial- und ideologiekritische Ziele verfolgt (Kritische Diskursanalyse). In beiden Forschungssträngen sind die Methoden der Datenerhebung unumstritten: Der Analyse könne genauso gut einzelne Ausdrücke wie ganze Textreihen unterzogen werden (vgl. Warnke-Spitzmüller 2008). Diskutiert wird aber nach wie vor das methodische Vorgehen bei der Analyse erhobener Daten. Wie werden Schlüsselworte bzw. – stellen identifiziert? Wie kann ihre Analyse ideologiefrei durchgeführt werden? Ist eine Deskription von Äußerungen ohne Interpretation überhaupt möglich? Im Referat wird aufgezeigt, dass diskursanalytische Erkenntnisinteressen jeweils mit der interpretativen Methode erzielt werden.

Literatur:

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Tendenzen in der Soziolinguistik: von der Dialektologie zur Plurizentrik

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In diesem Beitrag soll eine gewisse Tendenz in der Entwicklung der Soziolinguistik aufgezeigt werden: den Beginn machte die Dialektologie (sprachliche Geographie), die regionale sprachliche Varianten (unter anderem mit Dialektkarten und einfachen statistischen Tabellen) aufzeigten.

Später wurde darauf verwiesen (früher, z.B. bei Wilhelm von Humboldt, kamen nur sehr allgemein formulierte sprachphilosophische Aussagen vor), dass diese Kodes und Subkodes (Dialekte) auch einer sozialen Bewertung und Kontrolle unterliegen. Danach begann man sich mit Sprache und deren Zusammenhang mit sozialen Faktoren zu befassen (Zusammenhang Sprache und Gesellschaft: „socially constituted linguistics [Dell Hymes 1974:197] Alter - Jugendsprache, Geschlecht - Sexolekte, Schicht – für das Englische vgl. Basil Bernstein 1960, 1980 – , ethnischer Hintergrund, Gebrauch der Standard, der Umgangssprache und des Dialekts). Damit wurde die Distanz von theoretischer Sprachforschung und Empirie abgebaut. Es entstanden neue Erklärungsmodelle für Sprachvariation bzw. Sprachwandel (z.B. Rudolf Muhr 1981).

Im gleichen Zeitraum wurde der Sprache eine weitere soziale Bedeutung, nämlich der von verbaler Interaktion zugesprochen. Sie wurde weniger als System, sondern als Handlungspotential verstanden und in die „soziale und interaktive Pragmatik" (Werner Kallmeyer/ Fritz Schütze, 1975; sie arbeiteten außerdem zum Sprachverhalten in Stadtteilen) eingeordnet. Man begann z.B. das *turntaking* als eine wichtige Komponente in Gesprächen zu untersuchen (Barbara Sandig, 1995, spricht vom *sprachlichen Stil* als „die sozial relevante Art der Durchführung einer Handlung mittels Text oder interaktiv als Gespräch").

Zuallerletzt wird das Phänomen der plurizentrischen Sprachen vorgestellt, das in den Publikationen der letzten Jahre an Ansehen und Gewicht gewonnen hat. Die poly- bzw. plurizentrischen Sprachen stehen zwischen der Standardsprache und dem Dialekt, präsentieren also eine alternative diatopische Variation. Sie werden hinsichtlich ihrer Unterschiede (Österreichisches Deutsch, Bundesdeutsch, Schweizer Deutsch) untersucht. Ein Projekt, das sich daraus ergeben hat, war u.a. die Herausgabe des Variantenwörterbuchs (Ulrich Ammon u.a., 2004) oder das Österreichische Aussprachewörterbuch (Rudolf Muhr, 2008), die nicht nur eine Varietätenlexik bzw. –phonetik, sondern auch eine Varietätengrammatik, -pragmatik (Status und Funktion einer Varietät) und –ideomatik (vgl. Peter Ernst: Wörterbuch zur österreichischen Phraseologie, noch in Druck) nach sich gezogen hat.

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