

## The Hebrew University of Jerusalem

Syllabus

## Advanced Methods of Textual Analysis - 50071

Last update 03-02-2022

<u>HU Credits:</u> 3

Degree/Cycle: 2nd degree (Master)

<u>Responsible Department:</u> Communication & Journalism

<u>Academic year:</u> 0

Semester: 2nd Semester

<u>Teaching Languages:</u> Hebrew

<u>Campus:</u> Mt. Scopus

<u>Course/Module Coordinator:</u> Michal Hamo

Coordinator Email: hamo.michal@gmail.com

<u>Coordinator Office Hours:</u> Spring semester, Mondays, by appointment

Teaching Staff:

## Course/Module description:

The course presents and demonstrates the analytic frameworks, research practices and methodological considerations of varied approaches to the study of text and discourse.

## Course/Module aims:

To provide advanced students with a methodological and methodic toolkit for textual analysis, by presenting and demonstrating key disciplines and analytic frameworks within discourse studies, and discussing basic methodological issues and concepts in textual-interpretative analysis.

Learning outcomes - On successful completion of this module, students should be able to:

1. Examine various linguistic, textual and discursive phenomena in texts 2. Interpret the socio-cultural functions, meanings and presuppositions of mediated and public texts in their contexts

*3. Integrate various traditions of discourse analysis to form a multi-dimensional analysis* 

4. Compare qualitative research paradigms and disciplines of textual analysis for their basic tenets and suitability to various research questions

5. Evaluate the research quality of studies based on textual analysis

6. Criticize research design and methodological frameworks in textual and interpretative research

7. Design a specific research plan based on the analysis of cultural, mediated or public texts.

<u>Attendance requirements(%):</u> 80%

*Teaching arrangement and method of instruction: frontal teaching, joint analysis and discussion in lectures and tutorials* 

<u>Course/Module Content:</u> \* Subject to change

1. Discourse: Introduction to the course and basic principles of discourse analysis

2. Interpretation: Paradigms of social research; Mixed methods in textual analysis

3. Positioning: Participation framework, role and stance in discourse and in media

discourse

4. Meaning: Context, coherence and implicitness; Genre and intertextuality 5. Narrative: The defining characteristics of narrative; Approaches to the study of narrative in general and in the media; Experiential interviews in mass media and 'small stories' in social media

6. Interaction: Introduction to Conversation Analysis; Sequence, preference and turntaking; Natural and institutional discourse; mediated talk analysis; Transcription and representation

7. Multimodality: Affordances and materiality; Analyzing online interaction 8. Identity and style: Indexing and constructing identity and social relationships through language; Culturally specific ways of speaking and communicative ethos 9. Ideology: Textual manifestations of ideology; Intentionality, trust, doubt and ethics in textual analysis

10. Corpora: Considerations and dilemmas in selecting materials for analysis; Corpus-based analysis of meta-communicative keywords

11. Quality: Managing tensions and promoting quality in textual analysis

<u>Required Reading:</u>

\* Subject to change

Blum-Kulka, S., & Hamo, M. (2011). Discourse pragmatics. In: T. van Dijk (Ed.), Discourse studies: A multidisciplinary introduction (2nd ed.) (pp. 143-164). London: Sage.

Bruner, J. (1991). The narrative construction of reality. Critical Inquiry, 18, 1-21. Chilton, P., & Schäffner, C. (2002).Introduction: Themes and principles in the analysis of political discourse. In: P. Chilton & C. Schäffner (Eds.), Politics as text and talk: Analytic approaches to political discourse (pp. 1-41). Amsterdam: John Benjamins.

*Dayter, D. (2015). Small stories and extended narratives on Twitter. Discourse, Context & Media, 10, 19-26.* 

Denzin, N.K., & Lincoln, Y.S. (2000). Introduction: The discipline and practice of qualitative research. In: N.K. Denzin & Y.S. Lincoln (Eds.), Handbook of qualitative research (2nd ed) (pp. 1-28). Thousand Oaks, CA: Sage.

Goffman, E. (1981). Footing. In: Forms of talk (pp. 124-159). Philadelphia: University of Pennsylvania Press.

Goodwin, C. (1994). Professional vision. American Anthropologist, 96, 606-633. Greifat, Y., & Katriel, T. (1989). Life demands musayara: Communication and culture in contemporary Israel. International and Intercultural Communication Annual, 13, 121-138.

Hamo, M., Blum-Kulka, S., & Hacohen, G. (2004). From observation to transcription and back: Theory, practice and interpretation in the analysis of children's naturally occurring discourse. Research on Language and Social Interaction, 37, 71-92. Hutchby, I., & Wooffitt, R. (1998). Conversation analysis. Cambridge: Polity Press. Ch. 1 & 2, pp. 13-69.

Jaworski, A., & Coupland, N. (1999). Introduction: Perspectives on discourse

analysis. In: A. Jaworski & N. Coupland (Eds.), The discourse reader (pp. 1-44). London: Sage.

Johnstone, B. (2008). Discourse analysis (2nd ed.). Malden, MA: Blackwell. Ch. 4. Meredith, J. (2017). Analysing technological affordances of online interactions using conversation analysis. Journal of Pragmatics, 115, 42-55.

*Mittell, J. (2001).* A cultural approach to television genre theory. Cinema Journal, 40(3), 3-24.

*Montgomery, M. (2010). Rituals of personal experience in television news interviews. Discourse & Communication, 4, 185-211.* 

*Roeh, I. (1989). Journalism as Storytelling, Coverage as Narrative. American Behavioral Scientist, 33, 162-168.* 

*Noy, C. (2016). Participatory media new and old: semiotics and affordances of museum media. Critical Studies in Media Communication, 33(4), 308-323.Seale, C. (1999). Quality in qualitative research. Qualitative Inquiry, 5, 465-478.* 

Schreiber, M., & Kampf, Z. (2021). Intention work: The scope of journalistic interpretation of political speech acts. Journalism, 22(3), 616-633.

Stake, R.E. (2000). Case studies. In: N.K. Denzin & Y.S. Lincoln (Eds.), Handbook of qualitative research (2nd ed) (pp. 435-454). Thousand Oaks, CA: Sage.

Tenenboim-Weinblatt, K. (2013). The Management of Visibility: Media Coverage of Kidnapping and Captivity Cases around the World. Media, Culture & Society, 35, 791-808.

*Tolson, A. (2006). Media talk: Spoken discourse on TV and radio. Edinburgh: Edinburgh University Press. Ch. 1, pp. 3-23.* 

Additional Reading Material:

(2001). Special issue on Authenticity. Discourse Studies, 3(4).

Atkinson, P., & Silverman, D. (1997). Kundera's Immortality: The interview society and the invention of the self. Qualitative Inquiry, 3, 304-325.

Ausin, J.L. (1982). How to do things with words.Oxford: Oxford University Press. Bamberg, M. G. W. (Ed.) (1997). Oral versions of personal experience: Three decades of narrative analysis. Special issue of Journal of Narrative and Life History, 7(1-4).

Bassett, E.H., & O'Riordan, K. (2002). Ethics of internet research: Contesting the human subjects research model. Ethics and Information Technology, 4, 233-247. Bauer, M.W., & Gaskell, G. (Eds.) (2000). Qualitative researching with text, image and sound. London: Sage.

Bell, A. (1999). News stories as narratives. In: A. Jaworski & N. Coupland (Eds.), The discourse reader (pp. 236-251). London: Routledge.

Benoit, W. L. (1995). Accounts, excuses, and apologies: A theory of Image restoration strategies. Albany: State University of New York Press.

Blondheim, M. & Blum-Kulka (2001). Literacy, orality, television: Mediation and authenticity in Jewish conversational arguing, 1-2000 C.E. The Communication Review, 4, 511-540.

Blum-Kulka, S. (1997). Telling, tales, and tellers in family narrative events. In:

*Dinner talk: Cultural patterns of sociability and socialization in family discourse (pp. 100-140). Mahwah, NJ: Lawrence Erlbaum.* 

Blum-Kulka, S. (2001). The many faces of "With Meni": The history and stories of one Israeli talk show. In: A. Tolson (Ed.), Television talk shows: Discourse,

performance, spectacle (pp. 89-116). Mahwah, NJ: Lawrence Erlbaum.

Blum-Kulka, S. (2005). Rethinking genre: Communicative genres as social interactive phenomenon. In: B. Sanders & K. Fitch (Eds.), Handbook of language and social interaction (pp.275-231). New York: Lawrence Erlbaum.

Blum-Kulka, S., & Weizman, E. (2003). Misunderstandings in political interviews. In: J. House & G. Kasper (Eds.), Misunderstanding (pp. 104-125). London: Longman. Blum-Kulka, S., Blondheim, M., & Hacohen, G. (2002). Traditions of dispute: From negotiations of talmudic texts to the arena of political discourse in the media. Journal of Pragmatics, 34, 1569-1594.

Brown, G., & Yule, G. (1983). Discourse analysis. Cambridge: Cambridge University Press.

Brown, P., & Levinson, S.C. (1987). Politeness: Some universals in language use (2nd ed.). Cambridge: Cambridge University Press.

Bruner, J. (1986). Actual minds, possible worlds. Cambridge, MA: Harvard University Press.

Bucholtz, M., & Hall, K. (2005). Identity and interaction: A sociocultural linguistic approach. Discourse Studies, 7, 585-614.

Cameron, D. (1995). Verbal hygiene. London: Routledge.

*Cameron, D. (2000). Good to talk? Living and working in a communication culture. London: Sage.* 

*Chatman, S.B. (1978). Story and discourse: Narrative structure in fiction and film. Ithaca, NY: Cornell University Press.* 

*Chilton, P. (2004). Analyzing political discourse: Theory and practice. New York: Routledge, Taylor and Francis Group* 

Chouliaraki, L., & Fairclough, N. (1999). Discourse in late modernity: Rethinking critical discourse analysis. Edinburgh: Edinburgh University Press.

Clayman, S. A. (1992). Footing in the achievement of neutrality: The case of news interviews discourse. In P. Drew & J. Heritage (Eds.), Talk at work (pp. 268-302). Cambridge: Cambridge University Press.

*Clifford, J., & Marcus, G.E. (1986). Writing culture: The poetics and politics of ethnography. Berkeley: University of California Press.* 

Conrad, S., & Biber, D. (2000). Adverbial marking of stance in speech and writing. In: S. Huntson & G. Thompson (Eds.), Evaluation in text: Authorial stance and the construction of discourse (pp. 56-73). Oxford: Oxford University Press.

*Culpeper, J. (1996). Towards an anatomy of impoliteness. Journal of Pragmatics, 25, 349-367.* 

Deppermann, A. (Ed.) (2013). Conversation Analytic Studies of Multimodal Interaction. Special issue of Journal of Pragmatics, 46(1).

Dori-Hacohen, G. (2012). Thank you our reporter: Interactional aspects of the story delivery in television news. In: M. Hamo, T. Liebes, & M. Blondheim (Eds.), Communication as Discourse: Studies in language and media (pp. 318-348). [In

Hebrew]

Dori-Hacohen, G. (2019). 'Hitlahamut': A term for unreasonable populist public talk in Israel. Discourse & Society.

Drew, P. & Heritage, J. (1992). Analyzing talk at work: An introduction. In: P. Drew & J. Heritage (Eds.), Talk at work: Interaction in institutional settings (pp. 3-65). Cambridge: Cambridge University Press.

Eckert, P., & Rickford, J.R. (Eds.) (2001). Style and sociolinguistic variation. Cambridge: Cambridge University Press.

*Eggins, S., & Slade, D. (1997). Genre in casual conversation: Telling stories. In: Analyzing casual conversation (pp. 227-272). London: Cassell.* 

Fairclough, N. (1989). Language and power. London: Longman.

Fairclough, N. (1992). Discourse and social change. Cambridge: Polity Press. Fairclough, N., & Wodak, R. (1997). Critical discourse analysis. In: T. van Dijk (Ed.), Discourse studies: A multidisciplinary introduction (Vol 2: Discourse as social interaction) (pp. 258-285). London: Sage.

*Faircough, N. (2000). New Labour, new language? New York: Routledge. Fiske, J. (1987). Narrative. In: Television culture (pp. 128-148). London: Methuen Fitzgerald, R. & Housley, W. (2002). Identity, categorization and sequential organization: the sequential and categorical flow of identity in a radio phone-in. Discourse and Society, 13(5), 579-602.* 

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Hamo, M. (2006). Conflictual discourse, discourse in conflict: Adversariality in the discourse of an Israeli talk-show. Kesher, 34, 151-159. [In Hebrew]

Hamo, M. (2009). Style, form and function in conversational formats on television news: The case of "Ulpan Shishi". Hebrew Linguistics, 62-63, 323-346. [In Hebrew] Harris, S. (1991). Evasive action: How politicians respond to questions in political interviews. In P. Scannell (Ed.), Broadcast talk (pp. 76-99). London: Sage.

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*Iedema, R. (2003). Multimodality, resemiotization: Extending the analysis of discourse as multi-semiotic practice. Visual Communication, 2(1), 29-57.* 

Kacen, L. & Krumer-Nevo, M. (Eds.) (2010). Qualitative data analysis. Beer-Sheva: Ben-Gurion University Press. [In Hebrew]

*Kampf, Z. (2008). The pragmatics of forgiveness: Judgments of apologies in the Israeli political arena. Discourse & Society, 19, 577-598.* 

*Kampf, Z. (2009). Public (non-) apologies: The discourse of minimizing responsibility. Journal of Pragmatics, 41, 2257-2270.* 

Kampf, Z., & Danziger, R. (2018). 'You dribble faster than Messi and jump higher than Jordan': The art of complimenting and praising in political discourse. Journal of Politeness Research.

*Katriel, T. (2004). Dialogical moments: From soul talk to talk radio in Israeli culture. Detroit: Wayne State University Press.* 

:Multiliteracies ,(.Eds) Kalantzis .M & Cope .B :In .Multimodality .(2000) .G ,Kress Literacy learning and the design of social futures (pp. 182-202). London: Routledge. Kress, G.R. & van Leeuwen, T. (1996). Reading images: The grammar of graphic design. London: Routledge

*Kress, G.R. & Van Leeuwen, T. (2002). Multimodal discourse: The modes and media of contemporary communication. London: Edward Arnold* 

*Kress, G.R. (2003). Literacy in the new media age. London: Routledge Falmer. Labov, W. & Waletzky, J. (1997/1967). Narrative analysis: Oral versions of personal experience. Journal of Narrative and Life History, 7(1-4), 3-38.* 

*Labov, W. (2001). Uncovering the event structure of narrative. In: Georgetown University roundtable on languages and linguistics.* 

http://digital.georgetown.edu/gurt/2001/gurt\_2001\_06.pdf

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Levinson, S.C. (1988). Putting linguistics on a proper footing: Explorations in Goffman's concepts of participation. In: P. Drew & A. Wootton (Eds.), Erving Goffman: Exploring the interaction order (pp. 161-227). Cambridge: Polity Press. Lieblich, A., & Josselson, R. (1997). The narrative study of lives. Thousand Oaks, CA: Sage.

Lieblich, A., Tuval-Mashiach, R., & Zilber, T. (1998). Narrative research: Reading, analysis, and interpretation. Thousand Oaks, CA: Sage.

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Lindlof, T. R. & Shatzer, M. J. (1998). Media ethnography in virtual space: Strategies, limits, and possibilities. Journal of Broadcasting & Electronic Media, 42(2), 170-189. Livnat, Z. (2000). Ulay in Modern Hebrew: Rhetorical aspects. Helkat Lashon, 29-32, 242-261. [In Hebrew]

*Livnat, Z. (2012). Dialogue, science and academic writing. Amsterdam: John Benjamins.* 

Manning, P. (1992). Erving Goffman and modern sociology. Cambridge: Polity Press.

*Maschler,* Y. (2001). 'Veke'ilu haraglayim sh'xa nitkaot bifnim kaze' ('and like your feet get stuck inside like): Hebrew kaze ('like'), ke'ilu ('like') and the decline of Israeli dugri ('direct') speech. Discourse Studies, 3, 295-326.

*Mills, S. (2003). Gender and politeness. Cambridge: Cambridge University Press. Mishler, E. (1995). Models of narrative analysis: A typology. Journal of Narrative and Life History, 5, 87-125.* 

Montgomery, M. (1991). Our Tune: a study of a discourse genre. In: P. Scannell (Ed.), Broadcast talk (pp. 138-178). London: Sage.

Montgomery, M. (2005). Television news and narrative: How relevant are narrative models for explaining the coherence of television news? In: J. Thornborrow & J. Coates (Eds.), The sociolinguistics of narrative (pp. 239-260). Amsterdam: John Benjamins.

Montgomery, M. (2006). Broadcast news, the live 'two-way' and the case of Andrew Gilligan. Media, Culture & Society, 28, 233-259.

*Noy, C. (2007). Sampling knowledge: The hermeneutics of snowball sampling in qualitative research. Social Research Methodology [electronic version], 1-18.* 

*Noy, C. (2008) Mediation materialized: The semiotics of a visitor book at an Israeli commemoration site. Critical Studies in Media Communication, 25, 95-175.* 

*Ochs, E. (1997). Narrative. In T. van Dijk (Ed.), Discourse as social interaction (pp. 185-208). London: Sage.* 

Piper, H. (2004). Reality TV, Wife Swap and the drama of banality. Screen, 45(4), 273-286.

*Rampton, B. (1995). Crossing: Language and ethnicity among adolescents. London: Longman.* 

*Rimmon-Kenan, S. (1983). Narrative fiction: Contemporary poetics. London: Routledge.* 

Roeh, I., & Cohen, A.A. (1992). 'One of the bloodiest days': A comparative analysis of open and closed television news. Journal of Communication, 42, 42-55.

Roeh, I., & Nir, R. (1990).Speech presentation in the Israel radio news: Ideological constraints and rhetorical strategies. Text, 10, 225-244.

Sabar Ben-Yehoshua, N. (Ed.) (2001). Qualitative research: Genres and traditions in qualitative research. Tel-Aviv: Zmora Bitan. [in Hebrew]

Sacks, H. (1995). Lectures on conversation. Oxford: Blackwell.

*Sacks, H., Schegloff, E.A., & Jefferson, G. (1974). A simplest systematics for the organization of turn-taking for conversation. Language, 50, 696-735.* 

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Scannell, P. (2000). For-anyone-as-someone structures. Media, Culture & Society, 22, 5-24.

Schegloff, E.A., & Sacks, H. (1973). Opening up closings. Semiotica, 7, 289-327. Schely-Newman, E (1999). Mothers know best: Constructing meaning in a narrative event. Quarterly Journal of Speech, 85, 285-302.

Scollon, R., & Scollon Wong, S. (1995). Intercultural communication: A discourse approach. Oxford: Blackwell. Ch. 3, pp. 36-49.

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Shenhav, S. R. (2004). Once upon a time there was a nation: Narrative conceptualization analysis. The concept of 'nation' in the discourse of Israeli Likud party leaders. Discourse & Society, 15, 81-104.

Shkedi, A. (2003). Words of meaning: Qualitative research – theory and practice. Tel Aviv: Ramot. [in Hebrew]

Smith, J.K., & Deemer, D.K. (2000). The problem of criteria in the age of relativism. In: N.K. Denzin & Y.S. Lincoln (Eds.), Handbook of qualitative research (2nd ed) (pp. 877-896).

*Squires, L. (2010). Enregistering internet language. Language in Society, 39, 457-492.* 

*Taub, G., & Hamo, M. (2011). Dialectic textual negotiation: Redemption and sovereignty in manifestos of the Israeli religious settlers' movement. Journal of Language and Politics, 10, 416-435.* 

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*Thornborrow, J. (2007). Narrative, opinion and situated argument in talk show discourse. Journal of Pragmatics, 39, 1436-1453.* 

Thornborrow, J., & Fitzgerald, R. (2004). Storying the news through category, action, and reason. Communication Review, 7, 345-352.

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*Weizman, E. (2008). Positioning in media dialogue: Negotiating roles in the news interview. Amsterdam/Philadelphia: John Benjamins.* 

Weizman, E., & Blum-Kulka, S. (1992). Ordinary misunderstandings. In M. Stamenov (Ed.), Current advances in semantic theory (pp. 417-433). Amsterdam/Philadelphia: John Benjamins.

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Zandberg, E., & Neiger, M. (2005). Between the nation and the profession: Journalists as members of contradicting communities. Media, Culture & Society, 27, 131-141. <u>Course/Module evaluation:</u> End of year written/oral examination 0 % Presentation 0 % Participation in Tutorials 0 % Project work 55 % Assignments 45 % Reports 0 % Research project 0 % Quizzes 0 % Other 0 %

Additional information: