

Contents

List of Figures	ix
List of Tables	x
Preface	vii
1 Introduction	1
1.1 What is Discourse Analysis?	1
1.2 Some Uses of Discourse Analysis	5
1.3 Facets of Discourse Analysis	6
1.4 Data for Discourse Analysis	16
1.5 Locations of Meaning	25
1.6 Discourse as Strategy; Discourse as Adaptation	27
1.7 Language and Linguaging	29
1.8 Particularity, Theory, and Method	30
1.9 From Text Outward	32
1.10 Summary	33
Further Reading	34
2 Discourse and World	35
2.1 Linguistic Categories, Minds, and Worldviews	38
2.2 Discourse, Culture, and Ideology	44
2.3 Language Ideology	67
2.4 Silence	70
2.5 Summary	73
Further Reading	74
3 Intention and Interpretation	76
3.1 Speech Acts and Conversational Implicature	77
3.2 Contextualization Cues and Discourse Marking	83
3.3 Rhetorical Aims, Strategies, and Styles	88
3.4 Verbal Art and Performance	97
3.5 Summary	100
Further Reading	100
4 Discourse Structure: Parts and Sequences	102
4.1 Words and Lines	104
4.2 Old and New Information and the Organization of Sentences	110

4.3	Cohesion	115
4.4	Paragraphs and Episodes	121
4.5	Discourse Schemata and the Structure of Narrative	123
4.6	The Emergent Organization of Conversation	137
4.7	Structures and Rules	141
	Further Reading	143
5	Participants in Discourse: Relationships, Roles, Identities	145
5.1	Power and Solidarity	145
5.2	Indexicality	148
5.3	Social Roles and Participant Frameworks	151
5.4	Stance and Style	156
5.5	Audience, Politeness, and Accommodation	163
5.6	Social Identity and Identification	168
5.7	Personal Identity: Discourse and the Self	172
5.8	The Linguistic Individual in Discourse	174
5.9	Summary	176
	Further Reading	177
6	Discourse, Genre, and Discourse	180
6.1	Intertextuality and Recontextualization	180
6.2	Repetition in Conversation	187
6.3	Situational Registers	192
6.4	Enregisterment	197
6.5	Genre: Recurrent Forms in Recurrent Practices	198
6.6	Frames, Plots, and Coherence	203
6.7	Summary	206
	Further Reading	207
7	Discourse and Medium	209
7.1	Early Research About “Orality and Literacy”	210
7.2	Literacy and Literacies	214
7.3	Communication and Technology	219
7.4	Medium and Discourse Form	222
7.5	Medium and Discourse Processing: Fixity, Fluidity, and Coherence	226
7.6	Medium and Interpersonal Relations	230
7.7	Medium, Expertise, and Knowledge-Making	233
7.8	Analyzing Multi-modal Discourse	234
7.9	Speech and the Body	235
7.10	Writing and Seeing	240
7.11	Summary	252
	Further Reading	253
	Glossary	254
	References	258
	Index	285