

# Contents

Acknowledgements	vii
<b>1 Background and theory</b>	<b>1</b>
1.1 This book and how to use it	1
1.2 The multidisciplinary nature of CDA	1
1.3 Some examples of CDA practice	3
1.4 Matters of principle	4
1.5 Language and institutions	5
1.6 Some basic terms and tools	6
1.7 What makes CDA 'critical'?	12
Activities	13
Further study	13
<b>2 Discourse and social context</b>	<b>15</b>
2.1 Sign, context and meaning	15
2.2 Language in use	17
2.3 Purposeful communication	19
2.4 Reference, identity and role	20
2.5 Assumptions and the co-operative principle	22
2.6 The analysis of context	26
2.7 Institutional constraints	29
Activities	30
Further study	31
<b>3 Positioning and point of view</b>	<b>33</b>
3.1 Position and attitude	33
3.2 Stance in film and book reviews	34
3.3 Stance in a promotional letter	37
3.4 Unconscious stance in racist and sexist discourse	43
3.5 Stance in history textbooks	45
3.6 Some conclusions	47
Activities	47
Further study	49
<b>4 Intertextual analysis</b>	<b>51</b>
4.1 Chains and networks of text	51
4.2 Prediction and fact in the media: an example	52



4.3	The uses of intertextuality	54
4.4	Intertextuality in literature	58
4.5	Intertextuality in scientific discourse	60
4.6	Expert discourse and issues of power	62
	Activities	63
	Further study	65
<b>5</b>	<b>Figurative language, metaphor and message</b>	<b>67</b>
5.1	Rhetorical devices in discourse	67
5.2	Aristotle's <i>Rhetoric</i>	67
5.3	Metaphor	69
5.4	Soundbites, slogans and stock phrases	72
5.5	Metaphorical framing	75
5.6	Analysis: a political article	77
	Activities	82
	Further study	84
<b>6</b>	<b>The construction of identity</b>	<b>85</b>
6.1	Power and equality	85
6.2	Identity and social roles	85
6.3	National identity	86
6.4	Racial and ethnic identity	87
6.5	An example: a racial identity issue	93
6.6	Gender identity	94
6.7	Gendered discourse	95
	Activities	97
	Further study	99
<b>7</b>	<b>Politeness, power and solidarity</b>	<b>101</b>
7.1	Non-verbal communication	101
7.2	Facework	101
7.3	Hedging	103
7.4	Politeness	104
7.5	Turn-taking	105
7.6	Topic control: two television news interviews	107
7.7	Spoken and written discourse	113
7.8	Desperately seeking solidarity	115
	Activities	119
	Further study	119
<b>8</b>	<b>The discourse of prejudice</b>	<b>121</b>
8.1	Frames and race	121
8.2	Two reports on immigration	123
8.3	Prejudice	128
8.4	Lexical meaning	129



8.5 Lexis and ethnic identity	131
8.6 Political correctness	133
Activities	136
Further study	137
<b>9 The discourse of consumerism</b>	<b>139</b>
9.1 Commerce then and now	139
9.2 Advertising	141
9.3 Analysis: an advertisement	144
9.4 Medical science and vested interests	149
9.5 The consumerization of education	153
Activities	156
Further study	157
<b>10 Discourse and the law</b>	<b>159</b>
10.1 Equality before the law	159
10.2 Disadvantage in court	160
10.3 Speech acts in court	166
10.4 Forensic linguistics	167
10.5 Identical utterances	168
10.6 Lexical density	169
Activities	171
Further study	171
<b>Glossary</b>	<b>173</b>
<b>Notes</b>	<b>179</b>
<b>Grammar appendix</b>	<b>183</b>
<b>References</b>	<b>191</b>
<b>Index</b>	<b>201</b>