

1	Introduction	1
1.1	What Is Discourse Analysis?	1
1.1.1	“Discourse”	2
1.1.2	“Analysis”	3
1.2	Some Uses of Discourse Analysis	5
1.2.1	Discourse Analysis in Linguistic Research	5
1.2.2	Discourse Analysis in Other Disciplines	6
1.2.3	From Text Outward	6
1.3	Facets of Discourse Analysis	7
1.3.1	A Heuristic for Analysis	8
1.3.2	Texts and Interpretations of Texts are Shaped by the World, and They Shape the World	9
1.3.3	Discourse Is Shaped by Purpose and Discourse Shapes Possible Purposes	11
1.3.4	Discourse Is Shaped by the Possibilities and Limitations of Language, and Discourse Shapes Language	12
1.3.5	Discourse Is Shaped by Interpersonal Relations, and Discourse Helps to Shape Interpersonal Relations	14
1.3.6	Discourse Is Shaped by Expectations Created by Familiar Discourse, and New Instances of Discourse Help to Shape Our Expectations about What Future Discourse Will Be Like and How It Should Be Interpreted	15
1.3.7	Discourse Is Shaped by the Limitations and Possibilities of Its Media, and the Possibilities of Communications Media are Shaped by Their Uses in Discourse	16
1.4	Texts, Transcripts, and Corpora: Data for Discourse Analysis	17
1.4.1	Corpus Analysis	19
1.4.2	Transcription: Representing Speech in Writing	19
1.4.3	“Descriptive” and “Critical” Goals	24
1.5	Locations of Meaning	26
1.6	Discourse as Strategy, Discourse as Adaptation	28
Contents		
List of Figures		<i>xi</i>
List of Tables		<i>xii</i>
Preface		<i>xiii</i>

1.7	Language and Linguaging	30
1.8	Particularity, Theory, and Method	31
1.9	Chapter Summary	33
	Further Reading	34
2	Discourse and World	35
2.1	Introduction	35
2.2	Linguistic Categories and Worldviews	38
2.3	Discourse, Culture, and Ideology	44
2.3.1	Metaphor and Conceptual Frames	46
2.3.2	Poetics, Grammar, and Culture: Parallelism and Text Metricality	49
2.3.3	Critical Discourse Analysis	53
2.3.3.1	Representing Actions, Actors, and Events	54
2.3.3.2	Evaluating: Affect, Judgment, Appreciation, Graduation	56
2.3.3.3	Representing Knowledge Status: Evidentiality	57
2.3.3.4	Naming and Wording	59
2.3.3.5	Representing Other Voices: Heteroglossia and Appropriation	60
2.3.3.6	Collocation and Semantic Preference: Cumulative Effects of Text-level Choices	62
2.3.4	Legitimation and Truth	67
2.4	Language Ideology	71
2.5	Silence	74
2.6	Chapter Summary	77
	Further Reading	78
3	Intention and Interpretation	80
3.1	Introduction	80
3.2	Speech Acts, Conversational Implicature, and Relevance Theory	81
3.3	Contextualization Cues and Discourse Marking	87
3.4	Rhetorical Aims, Strategies, and Styles	93
3.5	Verbal Art and Performance	102
3.6	Chapter Summary	105
	Further Reading	105
4	Discourse Structure: Parts and Sequences	107
4.1	Introduction	107
4.2	Words and Lines	109
4.3	Old and New Information and the Organization of Sentences	115
4.4	Cohesion	119
4.5	Paragraphs and Episodes	125
4.6	Discourse Schemata and the Structure of Narrative	127
4.7	The Emergent Organization of Conversation	136
4.8	Structures and Rules	145
4.9	Chapter Summary	147
	Further Reading	148

5	Participants in Discourse: Relationships, Roles, Identities	149
5.1	Introduction	149
5.2	Audience, Politeness, and Accommodation	150
5.3	Power and Solidarity	155
5.4	Indexicality	160
5.5	Social Roles and Participant Frameworks	162
5.6	Performances of Identity	167
5.6.1	Gender and Sexual Identity in Discourse	169
5.6.2	Race and Racialization in Discourse	170
5.6.3	Performing Place Identity	170
5.7	Stance and Style	172
5.8	Personal Identity: Discourse and the Self	179
5.9	The Linguistic Individual in Discourse	181
5.10	Chapter Summary	183
	Further Reading	184
6	Prior Texts, Prior Discourses	186
6.1	Introduction	186
6.2	Intertextuality and Interdiscursivity	187
6.3	Repetition in Conversation	194
6.4	Situational Registers	199
6.5	Enregisterment	204
6.6	Genre: Recurrent Forms in Recurrent Actions	205
6.7	Frames, Plots, and Coherence	210
6.8	Chapter Summary	213
	Further Reading	215
7	Discourse and Medium	216
7.1	Introduction	216
7.2	Writing and Speaking	217
7.2.1	Early Research About “Orality and Literacy”	217
7.2.2	Literacy and Literacies	221
7.3	Mediation: Communication and Technology	226
7.3.1	Medium and Discourse Form	229
7.3.2	Medium and Discourse Processing: Fixity, Fluidity, And Coherence	233
7.3.3	Medium and Interpersonal Relations	237
7.3.4	Medium, Expertise, and Knowledge-making	240
7.4	Analyzing Multimodal Discourse	242
7.4.1	Speech and the Body	242
7.4.2	Writing and Seeing	247
7.4.2.1	What Writing Looks Like	248
7.4.2.2	Reading Images	250
7.4.2.3	Words and Images	255

7.5	Chapter Summary	259
1.8	Further Reading	260
1.9	Glossary	261
	References	267
2	Index	295
2.1	Introduction	2
2.2	Linguistic Categories and Frameworks	2.1
2.3	Gender and Sexual Identity in Discourse	2.2
2.3.1	Race and Racism in Discourse	2.3
2.3.2	Performing Place Identity	2.3.1
2.3.3	Stance and Style	2.3.2
2.3.4	Personal Identity: Discourse and the Self	2.3.3
2.3.5	The Linguistic Individual in Discourse	2.3.4
2.3.6	Evaluating Affect, Judgment, Appraisal	2.3.5
2.3.7	Representing Knowledge Status: Evidentiality	2.3.6
2.3.8	Naming and Word Choice	2.3.7
2.3.9	Representing Other Voices: Metatext	2.3.8
2.3.10	Collocation and Semantic Preference	2.3.9
2.3.11	Choices	2.3.10
2.3.12	Legitimation and Truth	2.3.11
2.4	Language Ideology	2.4
2.5	Silence	2.5
2.6	Genre: Recurrent Forms in Recurrent Actions	2.6
2.7	Frames, Plots, and Coherence	2.7
2.8	Chapter Summary	2.8
2.9	Further Reading	2.9
3	Discourse and Media	3
3.1	Introduction	3.1
3.2	Writing and Speaking	3.2
3.3	Early Research About "Orality and Literacy"	3.3.1
3.4	Literacy and Literacies	3.3.2
3.5	Mediation: Communication and Technology	3.4
3.6	Medium and Discourse Form	3.5
3.7	Medium and Discourse Processing: Fixity, Fluidity, and Coherence	3.6
3.8	Medium and Interpersonal Relations	3.7
3.9	Medium, Expertise, and Knowledge-making	3.8
3.10	Analyzing Multimodal Messages	3.9
3.11	Speech and the Body	3.10
3.12	Writing and Seeing	3.11
3.13	What Writing Looks Like	3.12
3.14	Reading Images	3.13
3.15	Words and Images	3.14