CONTENTS

1	Introduction: A Novel Framework	1
	1.1 Diverse Approaches to Studying Discourse	2
	1.2 Theoretical and Methodological Complementarities	7
	1.3 Scope and Structure	9
	References	10
2	Establishing the Methodological Tree	15
	2.1 The Roots: Philosophical and Theoretical Foundations	18
	2.2 The Trunk: Core Analytical Structure	32
	2.3 The Branches: Extending the Range	40
	2.4 The Tree: Interconnected and Evolving	43
	References	44
3	Applying the Analytical Framework	55
	3.1 Project Set-up	57
	3.2 Data Collection	63
	3.3 Preliminary Analysis	67
	3.4 In-Depth Analysis	72
	3.5 Interpretation and Presentation	82
	References	88

xvi CONTENTS

4 Conclusion: Where Next?	93
4.1 A Fruitful Synergy	94
4.2 Strengths and Limitations	95
4.3 Future Perspectives	96
References	97
References	99
Index	115