

# There's Meaning Beyond Texts

## Linguistic Pathways to Discourse

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Prague · 6/11/2019

**Linguistic  
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**Discourse Theory**

Linguistic  
Discourse Analysis

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Conclusion



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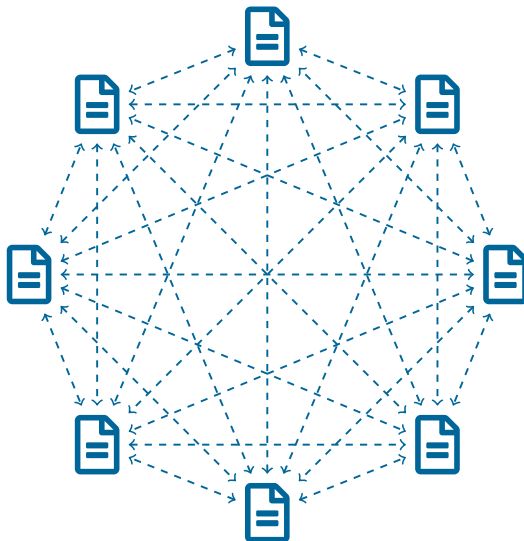
**Discourse Theory**

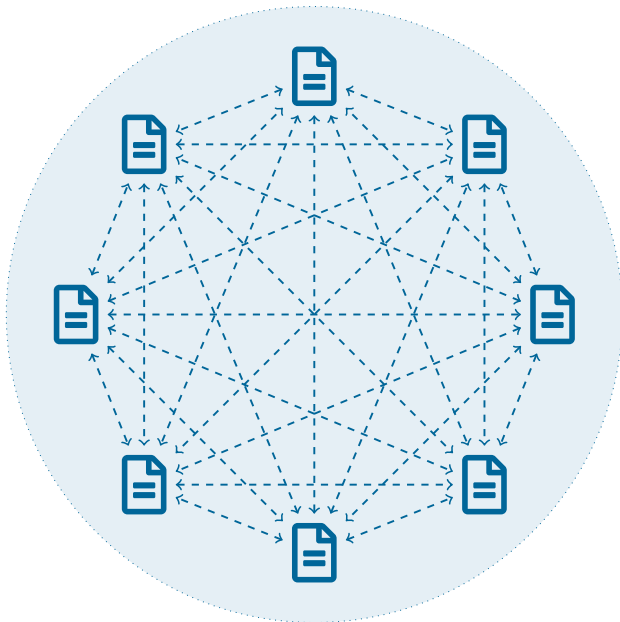
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“[...] one cannot speak of anything at any time; it is not easy to say something new; it is not enough for us to open our eyes, to pay attention, or to be aware, for new objects suddenly to light up and emerge out of the ground.”

.....  
[Michel Foucault](#). 1972 [1969]. *The archaeology of knowledge & The discourse on language*. Transl. by A. M. Sheridan Smith. New York: Pantheon Books. [Fr. orig. *L'archéologie du savoir*. Paris: Gallimard]. 44–45.

"[...] the use of the word knowledge (*savoir*) [...] refers to all procedures and all effects of knowledge [better translation: understanding; J. S.] (*connaissance*) that are **acceptable at a given point in time and in a specific domain.**"

.....

Michel Foucault. 1997 [1990]. What is critique? Transl. by Lysa Hochroth & Catherine Porter. With an intro. by John Rajchmann. In Sylvère Lotringer (ed.), *The politics of truth*, 41–82. Los Angeles: Semiotext(e). [Fr. orig. Qu'est-ce que la critique? (Critique et Aufklärung). In *Bulletin de la Société française de Philosophie* 84/2 (1990), 35–63]. quot.: 60.



"[...] the term *discourse* can be defined as the **group of statements that belong to a single system of formation**; thus I shall be able to speak of clinical discourse, economic discourse, the discourse of natural history, psychiatric discourse."

.....  
**Michel Foucault.** 1972 [1969]. *The archaeology of knowledge & The discourse on language*. Transl. by A. M. Sheridan Smith. New York: Pantheon Books. [Fr. orig. *L'archéologie du savoir*. Paris: Gallimard]. 107–108.

# Knowledge by Acquaintance vs. Knowledge by Description

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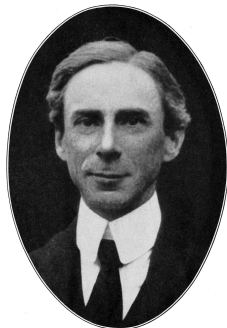
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Bertrand Russell  
(1872–1970)

Bertrand Russell. 1910–1911. Knowledge by acquaintance and knowledge by description. *Proceedings of the Aristotelian Society (New Series)* 11. 108–128.

“[Discourse analysis is a] task that consists of not – of no longer – treating discourses as groups of signs (signifying elements referring to contents or representations) but as **practices that systematically form the objects of which they speak**. Of course, discourses are composed of signs; but what they do is more than use these signs to designate things. [...] It is this ‘more’ that we must reveal and describe.”

.....  
**Michel Foucault**. 1972 [1969]. *The archaeology of knowledge & The discourse on language*. Transl. by A. M. Sheridan Smith. New York: Pantheon Books. [Fr. orig. *L'archéologie du savoir*. Paris: Gallimard].  
49.

- **Dietrich Busse & Wolfgang Teubert. 1994.** Ist Diskurs ein sprachwissenschaftliches Objekt? Zur Methodenfrage der historischen Semantik. In Dietrich Busse, Fritz Hermanns & Wolfgang Teubert (eds.), *Begriffsgeschichte und Diskursgeschichte: Methodenfragen und Forschungsergebnisse der historischen Semantik*, 10–28. Opladen: Westdeutscher Verlag.
- **Jürgen Spitzmüller & Ingo H. Warnke. 2011b.** *Diskurslinguistik: Eine Einführung in Theorien und Methoden der transtextuellen Sprachanalyse*. (De Gruyter Studium). Berlin & Boston: De Gruyter.

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# Critical Discourse Analysis (CDA)

Some Main Proponents (with affiliation in the 1980s)

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Norman Fairclough  
(Lancaster, England)



Ruth Wodak  
(Vienna, Austria)



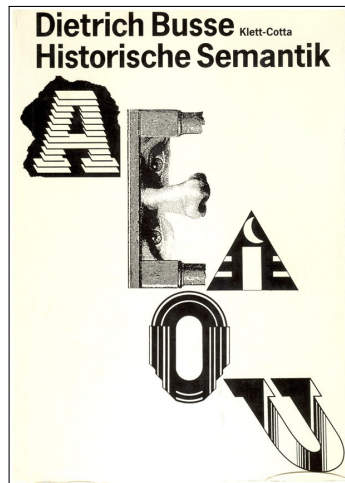
Teun van Dijk  
(Amsterdam,  
The Netherlands)

“CDA is biased – and proud of it.”

.....  
Teun A. van Dijk. 2001. Multidisciplinary CDA: A plea for diversity. In Ruth Wodak & Michael Meyer (eds.), *Methods of critical discourse analysis* (Introducing Qualitative Methods), 95–120. London et al.: Sage. quot.: 96.



Dietrich Busse (Düsseldorf,  
Germany)





"Historical discourse semantics construes [...] the scenario of the collective knowledge of a given discourse community in a given era with regard to the thematic field or the field of meaning or the discourse formation, that has been selected as a subject of research. [...] The description of collective knowledge can only cover that section of discourse that is taken under analytic consideration. [...] Thus the scenario only describes the surrounding of a separate field, it cannot grasp the complete collective knowledge of a given era."

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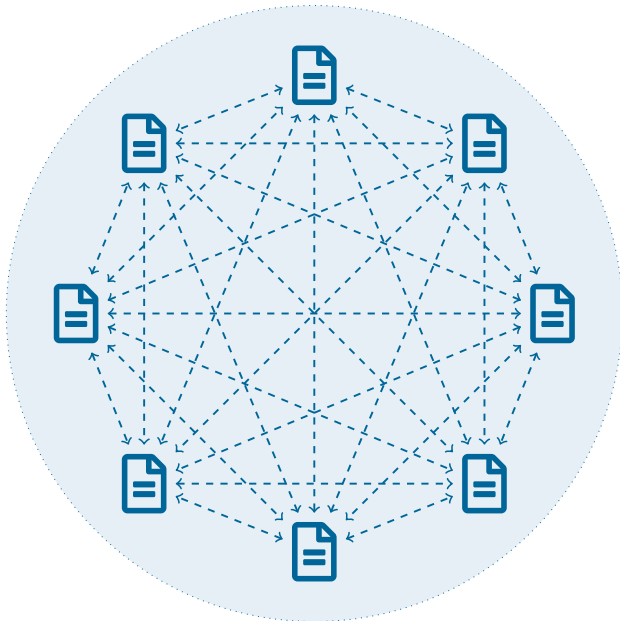
Dietrich Busse. 1987. *Historische Semantik: Analyse eines Programms*. (Sprache und Geschichte 13). Stuttgart: Klett-Cotta. 267, my translation.

“The scope of the semantically relevant knowledge must be set much wider. [...] In this context, I am talking of the area of *knowledge relevant to meaning* or to *knowledge relevant to understanding*, a knowledge that is to be explicated in a comprehensive semantic analysis.”

.....  
Dietrich Busse. 2000. Historische Diskurssemantik: Ein linguistischer Beitrag zur Analyse gesellschaftlichen Wissens. *Sprache und Literatur in Wissenschaft und Unterricht* 31(86). 39–53. quot.: 42–43, my translation.



**Dietrich Busse & Wolfgang Teubert. 1994.** Ist Diskurs ein sprachwissenschaftliches Objekt? Zur Methodenfrage der historischen Semantik. In Dietrich Busse, Fritz Hermanns & Wolfgang Teubert (eds.), *Begriffsgeschichte und Diskursgeschichte: Methodenfragen und Forschungsergebnisse der historischen Semantik*, 10–28. Opladen: Westdeutscher Verlag.



# Climate Change (*Metonymic*)

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Source: [https://www.muenchen.de/rathaus/Stadtverwaltung/Referat-fuer-Gesundheit-und-Umwelt/Hygiene\\_und\\_Umweltmedizin/Hitze\\_und\\_Gesundheit/Klimawandel.html](https://www.muenchen.de/rathaus/Stadtverwaltung/Referat-fuer-Gesundheit-und-Umwelt/Hygiene_und_Umweltmedizin/Hitze_und_Gesundheit/Klimawandel.html)  
<24/09/2019>



Source: <https://www.jbn.de/kampagnen/klimawandel/klimawandel-erklaert/>  
<24/09/2019>

# Climate Change (Metaphorical)

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Source:

<https://www.kleinezeitung.at/lebensart/gesundheit/5638404/>

<24/09/2019>

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Source: <https://www.notre-planete.info/actualites/760-jour-depassement-empreinte-ecologique-planete-Terre>  
<24/09/2019>



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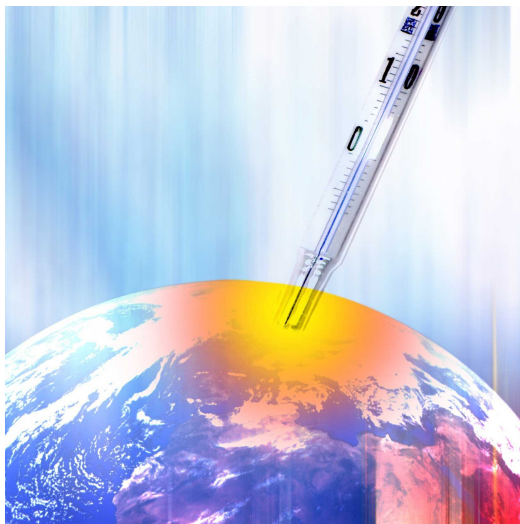
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Source: <https://www.quarks.de/umwelt/klimawandel/> <24/09/2019>

# Analyzing Climate Change Discourse

## Guiding Questions

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- How is knowledge about climate change *constructed*, *negotiated* and *displayed* in texts?
- Are there *typical* forms of knowledge construction and display that can be identified in *many* texts from a given culture and time?
- What do people take for *granted* when they discuss this topic?

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# Keywords

(Examples taken from the *Corpus of Contemporary American English*,  
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"Ted Cruz says **climate change** is a "pseudoscientific theory."  
(MotherJones)

"And I can tell you, from California, **climate change** is not a  
hoax. We're dealing with it" (CSMonitor)

"young people who seem to have lost hope for the **future**  
because of climate change" (NPR\_Science)

"United States continues to shirk its **responsibilities** on  
climate change" (WashMonth)

"Those who believe we can stop climate change are kidding  
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environment" (NaturalHist)

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"The beauty of the **climate lie** is that it is not only promulgated by scientifically illiterate stenographers who write up the news but by people in white coats with scientific credentials." (<http://catallaxyfiles.com>)

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Table 3: The 25 strongest collocations of 'climate change'

2007 Collocate	Frequency	LogDice	2012 Collocate	Frequency	LogDice
Combat	19	10.935	Challenge	19	9.933
Intergovernmental	9	9.990	Mitigation	11	9.845
Address	13	9.642	Induce	9	9.835
IPCC	7	9.622	Risks	9	9.830
Approach	13	9.474	Address	18	9.828
Global	18	9.283	Managing	8	9.578
Concern	10	9.264	Relate	21	9.329
Energy	45	9.236	Physical	8	9.289
Issue	22	9.190	Mitigate	8	9.279
Greenhouse	9	9.181	Framework	11	9.223
Biodiversity	8	9.014	Convention	6	9.184
Nations	5	8.925	Risk	39	9.150
Action	10	8.877	Intergovernmental	5	9.065
Policy	17	8.873	IPCC	5	9.050
Impact	12	8.770	Impact	24	9.049
Challenge	7	8.755	Strategy	16	8.990
Framework	6	8.721	Response	8	8.754
Goal	7	8.670	Nations	5	8.741
Fossil	4	8.616	Resource	13	8.733
Measure	10	8.452	Tackle	4	8.715
Carbon	6	8.428	Future	11	8.710
Awareness	4	8.303	Against	6	8.613
Technology	10	8.297	Extreme	4	8.608
Initiative	7	8.278	Disaster	4	8.595
Emission	9	7.960	Influence	5	8.427

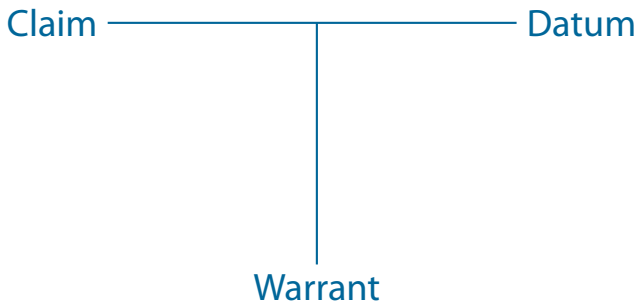
Sylvia Jaworska & Anupam Nanda. 2016. Doing well by talking good: A topic modelling-assisted discourse study of corporate social responsibility.

*Applied Linguistics* 39(3). 373–399. quot.: 391.

	Collocate	logDice	Freq.
1.	<i>menschengemacht</i> ('man-made')	7.6	63
2.	<i>verursacht</i> ('caused')	6.7	58
3.	<i>global</i>	6.5	227
4.	<i>Vorbote</i> ('harbinger')	6.5	40
5.	<i>anthropogen</i> ('man-made')	6.3	25
6.	<i>Anpassung</i> ('adjustment')	5.7	96
7.	<i>menschgemacht</i> ('man-made')	5.6	15
8.	<i>Auswirkung</i> ('effect')	5.5	193
9.	<i>Umweltverschmutzung</i> ('pollution')	5.5	19
10.	<i>Folge</i> ('consequence')	5.4	655

Source: <https://www.dwds.de/wp/Klimawandel> <25/09/2019>





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Simplified from [Stephen E. Toulmin. 1958. \*The uses of argument.\*](#)  
Cambridge: Cambridge University Press.

*Petr Mareš  
is a Czech*



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Simplified from [Stephen E. Toulmin. 1958. \*The uses of argument.\*](#)  
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*Petr Mareš  
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Claim

*Petr Mareš was born  
in Brno (in 1979)*

Datum

Warrant

---

Simplified from [Stephen E. Toulmin. 1958. \*The uses of argument.\*](#)  
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*Petr Mareš  
is a Czech*

Claim

*Petr Mareš was born  
in Brno (in 1979)*

Datum

Warrant

*All people who are born in  
Brno (in 1979) are Czech*

---

Simplified from [Stephen E. Toulmin. 1958. \*The uses of argument.\*](#)  
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- **Topos (plural: *topoi*)** (from Greek τόπος *tópos*, '[common]place'): A warrant statement that backs up many argumentations in a given discourse corpus.

## Claim:

“climate change is natural and not man-made”

## Argument:

“A large body of scientific research suggests that the sun is responsible for the greater share of climate change during the past hundred years.”

.....  
[https://forums.tesla.com/de\\_AT/forum/forums/  
100-reasons-why-climate-change-natural-and-not-manmade](https://forums.tesla.com/de_AT/forum/forums/100-reasons-why-climate-change-natural-and-not-manmade)

## Warrants:

1. The sun is a natural cause.
2. If a process is caused by the sun, it cannot be caused by men at the same time (*mono-causal* reason).
3. If a large the body of scientific research suggests something, it is (probably) true (reasoning *from authority*)

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## Topos of (Non-)Responsibility:

- If some bad effect is caused by somebody, then this person has the responsibility to counter-act.

“Government must act now to halt biodiversity loss and reduce greenhouse gas emissions to net zero by 2025.”

.....  
<https://rebellion.earth/the-truth/demands/>

- If some bad effect is *not* caused by somebody, then this person does *not* have the responsibility – or: the *power* – to counter-act.

“Since the cause of global warming is mostly natural, then there is in actual fact very little we can do about it. (We are still not able to control the sun).”

.....  
[https://forums.tesla.com/de\\_AT/forum/forums/100-reasons-why-climate-change-natural-and-not-manmade](https://forums.tesla.com/de_AT/forum/forums/100-reasons-why-climate-change-natural-and-not-manmade)

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.....  
<https://rebellion.earth/the-truth/demands/>

- If some bad effect is *not* caused by somebody, then this person does *not* have the responsibility – or: the *power* – to counter-act.

“Since the cause of global warming is mostly natural, then there is in actual fact very little we can do about it. (We are still not able to control the sun).”

.....  
[https://forums.tesla.com/de\\_AT/forum/forums/100-reasons-why-climate-change-natural-and-not-manmade](https://forums.tesla.com/de_AT/forum/forums/100-reasons-why-climate-change-natural-and-not-manmade)

“Our house is burning.”

.....  
Emmanuel Macron, source:

<https://twitter.com/EmmanuelMacron/status/1164617008962527232>

“Our house is on fire.”

.....  
Greta Thunberg, source:

[https://www.theguardian.com/environment/2019/jan/25/  
our-house-is-on-fire-greta-thunberg16-urges-leaders-to-act-on-climate](https://www.theguardian.com/environment/2019/jan/25/our-house-is-on-fire-greta-thunberg16-urges-leaders-to-act-on-climate)

## More things (2): Visual Argumentation

Linguistic  
Pathways to  
Discourse

Jürgen Spitzmüller

Discourse Theory

Linguistic  
Discourse Analysis

How To?

Conclusion



Source: <https://www.notre-planete.info/actualites/760-jour-depassement-empreinte-ecologique-planete-Terre>  
<24/09/2019>

## More things (3): Actors

Linguistic  
Pathways to  
Discourse

Jürgen Spitzmüller

Discourse Theory

Linguistic  
Discourse Analysis

How To?

Conclusion



.....  
Greta Thunberg with her iconic sign ("School Strike for Climate")

Source: [https://de.wikipedia.org/wiki/Datei:Greta\\_Thunberg\\_4.jpg](https://de.wikipedia.org/wiki/Datei:Greta_Thunberg_4.jpg)

<25/09/2019>



Source:

[https://diepresse.com/home/ausland/aussenpolitik/5694951/  
<25/09/2019>](https://diepresse.com/home/ausland/aussenpolitik/5694951/<25/09/2019>)






Source: [https:](https://www.journalistenwatch.com/2019/05/01/lobet-klima-heilige/)

[//www.journalistenwatch.com/2019/05/01/lobet-klima-heilige/](https://www.journalistenwatch.com/2019/05/01/lobet-klima-heilige/)  
<25/09/2019>

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