



SdC IWoDA 2011

First Santiago de Compostela International
Workshop on Discourse Analysis

September 5 - 9, 2011

Facultade de Filoloxía
Universidade de Santiago de Compostela (USC)

Language
&
Linguistics

Discourse
&
Society

Literary, Film
&
Cultural Studies

Statistics
&
Computing

Cognition
&
Psychology

Information Tech
&
Communication

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GUEST SPEAKERS:

Christopher S. BUTLER (Swansea Univ., UK)
Constantino ARCE (USC)
Mike SCOTT (Aston University, UK)
Paul BAKER (Lancaster Univ., UK)
Peter STOCKWELL (Nottingham Univ., UK)
Melissa MOYER (Univ. Autónoma de Barcelona)



WITHIN THE FRAMEWORK OF

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Santiago de Compostela, September 5-9, 2011

DETAILED PROGRAMME

Please note: The second workshop (Prof. Constantino Arce) will be given in Spanish.

MONDAY 5 SEPTEMBER 2011

- 9:00 – 9:50** Workshop documents will be handed out.
- 9:50 – 10:00** **Welcome**
- 10:00 – 14:30** **Christopher S. BUTLER (Swansea University, UK) – *Research methods in the study of language 1* – OPEN SESSION WORKSHOP (SALÓN DE GRAOS)**

In this first part of the seminar we shall examine the differences between qualitative and quantitative research methods in language study and then proceed to explore why (some) language researchers need to know about statistics. We will then go on to look at descriptive statistics (frequency distributions, graphical representations, measures of central tendency and variability). Finally, we will examine the fundamental concepts involved in the statistical testing of hypotheses.

- 10:00 – 11:00** *Introduction to types of research methodology in linguistics: qualitative, quantitative and mixed types*
- 11:00 – 12:00** *Why do (some) language researchers need to know something about statistics?*
- 12:00 – 12:30** **BREAK**
- 12:30 – 13:30** *Descriptive statistics: Frequency distributions, graphical representations, measures of central tendency and variability*
- 13:30 – 14:30** *Hypothesis testing: Fundamental concepts*

14:30 – 16:00 LUNCH BREAK

16:00 – 20:30 Constantino ARCE (USC) – *Introducción al análisis estadístico con SPSS 1 – CLOSED SESSION WORKSHOP (ROOM 13)*

Esta sesión tiene dos objetivos, uno relacionado con la estadística y otro con el programa de cálculo estadístico SPSS (o PASW Statistics). Sobre la estadística, empezaremos con los conceptos más básicos como las distribuciones de frecuencias, las representaciones gráficas, así como los índices de tendencia central (moda, mediana, media aritmética), de variabilidad (varianza, desviación típica), de asimetría y curtosis. Además, pretenderemos interpretar la posición o lugar que ocupa cada sujeto en la muestra de pertenencia con recursos estadísticos tales como los percentiles o las puntuaciones típicas, que llevan asociadas el uso y comprensión del modelo de curva normal (tablas de la curva normal). En relación con SPSS, intentaremos saber cómo se elabora y gestiona un fichero de datos y cómo se realizan los análisis estadísticos señalados.

16:00 – 17:00 *Ejercicios prácticos con SPSS: Distribuciones de frecuencias*

17:00 – 18:00 *Ejercicios prácticos con SPSS: Representaciones gráficas*

18:00 – 18:30 BREAK

18:30 – 19:30 *Ejercicios prácticos con SPSS: Tendencia central, variabilidad, asimetría y curtosis*

19:30 – 20:30 *Ejercicios prácticos con SPSS: Percentiles y puntuaciones típicas*

TUESDAY 6 SEPTEMBER 2011

10:00 – 14:30 **Christopher S. BUTLER (Swansea University, UK) – *Research methods in the study of language 2 – OPEN SESSION WORKSHOP (SALÓN DE GRAOS)***

The second part of the seminar will be devoted to an introduction to particular kinds of hypothesis test: parametric and non-parametric tests for comparison of the ‘averages’ of two groups, and also tests for more than two groups; tests of correlation between two variables; the chi-square test for nominal (‘yes or no’) types of variable; and finally some ‘multivariate’ techniques which can be used to explore relationships between a range of variables on which data have been classified. A selection of tests will be illustrated by linguistic examples analysed using SPSS, and emphasis will be placed on how to choose a valid test for the particular kind of data you are working with.

10:00 – 11:00 *Parametric and non-parametric tests for comparison of ‘averages’ of two groups: summary and illustrative tests*

11:00 – 12:00 *(1) Summary of parametric and non-parametric tests for comparison of ‘averages’ of more than two groups. (2) Correlation*

12:00 – 12:30 **BREAK**

12:30 – 13:30 *A test for nominal variables: The chi-square test*

13:30 – 14:30 *Introduction to selected exploratory multivariate methods*

14:30 – 16:00 **LUNCH BREAK**

16:00 – 20:30 **Constantino ARCE (USC) – *Introducción al análisis estadístico con SPSS 2 - CLOSED SESSION WORKSHOP (ROOM 13)***

En esta sesión abordaremos el estudio estadístico de las relaciones entre variables, empezando con dos variables para generalizar luego el análisis a más de dos. El coeficiente de correlación de Pearson, el análisis de regresión tendrán un relieve trascendental. Asimismo, haremos una introducción a la forma en la que se pueden comparar los registros de una variable en dos muestras (la prueba t) o más de dos muestras (ANOVA) de sujetos para averiguar si existen ó no diferencias entre ellas.

16:00 – 17:00 ***Introducción a la regresión lineal***

17:00 – 18:00 ***Ejercicios prácticos con SPSS: Correlación y regresión lineal***

18:00 – 18:30 **BREAK**

18:30 – 19:30 ***Introducción a ANOVA***

19:30 – 20:30 ***Ejercicios prácticos con SPSS: Prueba t y ANOVA***

WEDNESDAY 7 SEPTEMBER 2011

10:00 - 14:30 **Mike SCOTT (Aston University, UK) - *WordSmith Tools (Version 6.0) 1 - CLOSED SESSION WORKSHOP (ROOM 13)***

The aim of this workshop will be for participants to get familiar with features of WordSmith Tools version 6.0, for the analysis of language features with a focus on discourse. The workshop will begin with a tour of the basics of WordSmith: making a word list, generating a concordance and computing key words, but then new features of WordSmith 6.0 will be examined.

10:00 - 11:00 *WordSmith 1.*

11:00 - 12:00 *WordSmith 1.*

12:00 - 12:30 **BREAK**

12:30 - 13:30 *WordSmith 1.*

13:30 - 14:30 *WordSmith 1.*

14:30 - 16:00 **LUNCH BREAK**

16:00 - 20:30 **Constantino ARCE (USC) - *Introducción al análisis estadístico con SPSS 3 - CLOSED SESSION WORKSHOP (ROOM 13)***

Esta sesión la dedicaremos a la comprensión de modelos estadísticos alternativos ideados para el análisis de datos que no satisfacen ciertos supuestos y se separan un poco de lo habitual. Se denomina a esta parte de la estadística no-paramétrica. También haremos una introducción al análisis de datos categóricos dispuestos habitualmente en forma de tablas de contingencia (filas y columnas), que viene siendo una tabla de frecuencias cruzadas entre dos variables.

16:00 - 17:00 *Pruebas no paramétricas para dos muestras independientes o relacionadas*

18:00 - 18:30 *Pruebas no paramétricas para más de dos muestras independientes y relacionadas*

18:00 - 18:30 **BREAK**

18:30 - 19:30 *Ejercicios prácticos con SPSS: Pruebas chi-square, Fischer*

19:30 - 20:30 *Análisis de clusters, escalas multidimensionales y tablas de contingencia*

THURSDAY 8 SEPTEMBER 2011

10:00 - 14:30 **Mike SCOTT (Aston University, UK) - *WordSmith Tools (Version 6.0) 1* - CLOSED SESSION WORKSHOP (ROOM 13)**

Individual or pair experimentation with the Wordsmith features, with periodic guidance and discussion. There will be plenty of opportunity to get hands-on experience with this software, using your own data (in English, Spanish or almost any other language) or data supplied for the workshop.

10:00 - 11:00 *Wordsmith 2*

11:00 - 12:00 *Wordsmith 2*

12:00 - 12:30 **BREAK**

12:30 - 13:30 *Wordsmith 2*

13:30 - 14:30 *Wordsmith 2*

14:30 - 16:00 **LUNCH BREAK**

16:00 - 20:30 **Paul BAKER (Lancaster University, UK) - *Critical discourse analysis and corpus linguistics* - CLOSED SESSION WORKSHOP (ROOM 13)**

This session considers the range of ways in which corpus linguistics can be used in order to carry out critical discourse analysis. We consider the benefits of using keywords, concordances and collocations, as well as addressing a number of pitfalls involving under- and over-interpretation which can occur in analysis. Students will follow a set of step-by-step instructions in order to carry out CDA on a corpus.

16:00 - 17:00 *Critical discourse analysis and corpus linguistics 1*

17:00 - 18:00 *Workshop activity 1*

18:00 - 18:30 **BREAK**

This session describes and evaluates a 9 stage model that was developed by Baker et al (2008) for carrying out CDA using corpus methods. The model is described via the use of a recent analysis of a corpus of newspaper articles about Muslims. Additionally, the issue of whether corpus procedures produce an unbiased and replicable analysis is addressed, with the description of an experiment involving giving 5 analysts the same data and asking them to produce a report. Students will each be presented with the same corpus and then choose one way of examining it from a list. Towards the end of the session, we will compare our findings and discuss issues regarding best practice.

18:30 - 19:30 *Critical discourse analysis and corpus linguistics 2*

19:30 - 20:30 *Workshop activity 2*

FRIDAY 9 SEPTEMBER 2011

10:00 – 14:30 **Peter STOCKWELL (Nottingham University, UK) - *Cognition as discourse analysis and literary exploration* - OPEN SESSION WORKSHOP (SALÓN DE GRAOS)**

In this seminar, developments mainly from cognitive linguistics will be adapted for the close analysis of political and institutional discourse. In particular, the close grammatical analysis of force-dynamics and action-chains from cognitive grammar will be used to explore the attempts by ideologically-salient texts to position readers into a preferred response. Examples for investigation will be supplied, but it will also be useful if participants could bring any other texts that they regard as trying to 'position' them as readers in some way (in any language, though you will have to do the analysis yourselves outside English!). The nature of resistant readings will also be explored. Where traditional critical discourse analysis has largely drawn on systemic-functional grammar for its analytical apparatus, the comparability of cognitive grammar as a useful tool will be evaluated, including a consideration of the possible advantages of moving on from a purely functionalist model.

10:00 – 11:00 ***Cognition as discourse analysis 1***

11:00 – 12:00 ***Cognition as discourse analysis 2***

12:00 – 12:30 **BREAK**

This seminar takes some of the insights which have been developed in cognitive psychology in order to examine the workings of literary texts and their readings. Although meaningfulness will of course be an important concern, the emphasis will be on the 'texture' of the literary experience: this term is used to focus on the sensations, emotions, moods, and general aesthetic effects that a literary encounter might produce in a reader. The seminar will consist of a short introduction to some key analytical frameworks in worlds theories and their usefulness in tracing readerly relationships, and then practical explorations of a range of literary texts and readings. These will be very 'hands-on' and will be judged successful if the participants in the seminar end up crying, angry, or laughing. The seminar will emphasise the importance of precise stylistic description as an underpinning to the more schematic, psychological approach. No prior knowledge of cognitive science is required.

12:30 – 13:30 ***Cognition as literary exploration 1***

13:30 – 14:30 ***Cognition as literary exploration 2***

14:30 – 16:00 **LUNCH BREAK**

16:00 – 20:30 **Melissa MOYER (University Aut3noma de Barcelona) *Undertaking critical sociolinguistic research: Methods, theory and analysis – CLOSED & OPEN SESSION WORKSHOP (ROOM 13 & SAL3N DE GRAOS)***

This seminar is an introduction to the methods, theory and practice of a qualitative and critical approach to Sociolinguistics. The goal of this four hour course is to familiarize researchers with some of the main ideas that underlie current sociolinguistic inquiry that is carried out and published in main journals in the field such as *Language in Society*, *Anthropological Linguistics*, *Journal of Sociolinguistics*, *International Journal of Bilingualism*, or the *Journal of Pragmatics*. Persons attending the course will have a chance to familiarize themselves with the sorts of questions that get posed within this approach. There will also be a chance to practice doing transcriptions of oral conversations and the issues that arise with this technique, as well to undertake analyses of data that will be distributed in the course.

16:00 – 17:00 ***Methods and data in qualitative sociolinguistic research (Room 13)***

This session on methods covers the basic ways of generating data and knowledge by using ethnographic methods. The various conceptions of language and discourse that get taken up in qualitative research are presented along with the sorts of questions and perspectives that are key to this approach. Practice in transcription and issues arising from this technique will also be covered.

17:00 – 18:00 ***A critical conceptual framework (nationalism, neoliberalism, globalization, power, social in/exclusion) (SAL3N DE GRAOS)***

This session looks at the conceptual framework that contributes to understanding old and new ways of looking at language in social processes connected with the current political, social, and economic realities.

18:00 – 18:30 **BREAK**

18:30 – 19:30 ***Practice in the analysis of multilingualism from a critical sociolinguistic perspective 1. (SAL3N DE GRAOS)***

19:30 – 20:30 ***Practice in the analysis of multilingualism from a critical sociolinguistic perspective 2. (SAL3N DE GRAOS)***

The last two sessions are dedicated to analyzing actual data from several published case studies that have been carried out from a critical sociolinguistic perspective by the CIEN research team of the Universitat Aut3noma de Barcelona. Language interaction, discourses, language practices, ideologies, interviews, fieldnotes as well as statistical and quantitative data from various research sites, such as call centers, airports, NGOs, telephone companies, and tourist communities are analyzed.

20:30 - 21:00 WORKSHOP CLOSURE AND CERTIFICATE HANDOUT