



CRITICAL DISCOURSE ANALYSIS REVISITED: A REVIEW OF METHODS AND APPLICATIONS

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Abstract

The review article explored Critical Discourse Analysis (CDA) as an interdisciplinary approach where the interdependence of linguistics, power, and ideology is explored in social, political, and cultural dimensions. By observing its evolution since the early theories through modern applications, the paper discussed the advancement in CDA through the works of various researchers like Fairclough, van Dijk and Wodak and how it has spread to various disciplines such as media, education, politics and digital communication. This study provided a particular emphasis on the emergence of the multimodal and corpus-based approaches, techno-cultural discourse analysis, which accentuate the flexibility of CDA when handling the evolving communicative practices. The review also interacted on critiques of CDA, especially with the issues of methodological consistency, neutrality and subjectivity of researcher. Repeatedly, these criticisms had themselves laid theoretical elaboration and development to greatly enlarge the analytical capability of CDA. This review, by synthesizing its accomplishments, concerns, and uses, highlights the current use and applicability of the CDA as a concept in theory and as practical instrument in unlocking latent ideologies, questioning power structures, and making its mark on methodologically important approaches to the study of the humanities and social sciences in general.

Introduction

The use of language is pivotal in determining human interaction, social relations and political thought processes. The past few decades witnessed the rise of a serious methodology called Critical Discourse Analysis (CDA) which endorses the role of discourse in portraying, recycling and challenging the current inequalities and hierarchies in society (Breeze, 2011). In analyzing the linguistic features, CDA consists of an analysis of a broader social, political, and cultural context within which people create and consume discourse. With new media avenues and communication technologies developed, CDA has widen its boundaries, presenting new opportunities and challenges as well to researchers (De Lingüística, 2016). The interdisciplinary nature of CDA is demonstrated by its increasing use in education, media studies, politics and the study of cultures. Norman Fairclough, Teun van Dijk, and Ruth Wodak, among others, have provided highly impactful frameworks which have shown how discourse may perpetuate the existence of social inequalities along with resisting them as well. Besides, the emergence of digital spaces has brought new types of multimodal discourse that requires new methods of analysis (Wang, 2008). CDA facilitates thus an effective optic to reveal behind-the-scene ideologies, manipulative schemes and representations, which influence the views and knowledge of the people. The purpose of this review article is to present an overview of CDA as a methodology, trace its theoretical and methodological start, identifying its main points of utilization, and controversy. Being a collective effort of many scholars and studies, it



showcases the benefits and shortcomings of CDA as well as addresses its applicability in the present study environment.

Critical Dimensions of CDA

CDA focused not only on the role of language but also on the process of politics and society through targeted text that is produced by the elites and powerful sectors, i.e., newspapers and speeches of politicians (Bouvier & Machin, 2018). This study aimed to reveal the buried discourse under the shadow of language that is specifically used as a powerful and effective tool to structure power and prior social relations. After the innovation of modern technology (social platforms), the process of regular communication and conversation has declined, which is a very challenging challenge and also brings different opportunities for critical discourse analysis. The relationship between the authors and readers, as well as between ideologies and the text, has changed. It is assumed that new methods have already been occupied for the collection of data, and content has also taken on a new shape and moved away from running text, which is considered a new integrated mode of data and images. In this case, new digital models are also required to manipulate how modern technologies have shaped themselves to the nature and settings of discourse and also to the content. In the last couple of years, text analysis in the linguistics discipline has taken a strong approach to analyzing media messages and news articles. Discourse analysis is not only the modern method to analyze the text, but it is also considered a research application and paradigm (Van Dijk, 1983). After the descriptive details, the results showed that most news articles followed systematically in the last couple of years. The stylistic analysis and the analysis of coherence are relevant in media.

One of the most important concepts of critical discourse analysis is manipulation, which leads toward further theoretical frameworks (Van Dijk, 2006). This study investigated triangular analysis to manipulate social issues, i.e., power, class, and discourse interaction. Manipulation is stated as social instability, and cognitively, the mind controls ideologies through the process of considering social ideas. Manipulation very often involves ideas of formal and informal discourse, i.e., bad images or good views. This level of analysis depicts how manipulation is different from the legal mindset. Through this theory, the analysis of Tony Blair's speech in the House of Commons on legalizing is analyzed in the context of the US war against Iraq in 2003. Hidalgo Tenorio (2011) explored the importance of critical discourse analysis as an overview of education's origins. In the last couple of decades, it has had a strong and positive attitude towards making a difference in approaches and methodologies and contributing several theoretical frameworks to research studies. Critical discourse analysis not only contributes as a methodology but also has limitations and modern inventions and techniques. English teaching, as well as general textbooks, is considered an acknowledgement of social sites for the production of dominant ideologies (Babaii& Sheikhi, 2018). This current study tried to uncover the mentality of neoliberalism in the ELT textbooks and materials that are being taught in the private colleges of Iran. The methodology followed by different CDA models, i.e., Language and Power by Norman Fairclough 2001, London Routledge Edition 2003, and Analysis of Discourse Text analysis for the social research London Routledge found material on the topic of neoliberalism. The subcategories of neoliberalism were also followed, like multiculturalism, branding, market consumerism, and individual productivity, to portray a clear picture of the West. Findings revealed that following CDA models proved effective in counterbalancing the pedagogy of teaching.

Discourse is considered a form of social practice through critical discourse analysis. In this regard, language is seen as socially oriented and influenced. CDA also has an engaged and to-the-point agenda that ties into manipulating social practices through the use of language and

also investigates relationships among the use of language, race, power, and ideology (Cots, 2006). This critical study examined the capacity of the learners to judge and manipulate words carefully in the educational context and also to change these words if it is mandatory. These views nevertheless very often disappeared from the second language programs. The major concern of critical discourse analysis was also presented in this study, along with the basic principles and the specific proposals and models that were also made for implementation into foreign or second language programs. (Breeze, 2011) briefly reviewed the emergence of CDA and also pointed out a detailed analysis of different critiques that have been practiced in the last twenty years. This paradigm also leveled the contributions of scholars and critics regarding CDA. Criticism of a wide variety is also discussed from the perspective of analytical methodologies, including the areas and interests of responders and readers. Different hot issues like negativity, orthodox status, and scholarships at CDA were also reviewed. The results depicted different emerging principals; an overview of criticism was also summarized; and suggestions were also welcomed.

CDA and the Discourses of Inequality in Digital Contexts

Blommaert and Bulcaen (2000) provided a descriptive survey of the relationship between power and inequality within the context of the language of a school analysis of the discourse. Critical discourse analysis provided in-depth details of social theories, and discourse analysis mainly focused on social agendas and interventions regarding research. The focused points discussed are the features of the programmatic and inquiry domains of critical discourse analysis (CDA). Furthermore, several theories of CDA by researchers and Norman Fairclough's approach to CDA were also reviewed to provide a wider paradigm and picture of the critical developing context with in-disciplinary and sub-disciplinary fields. Different topics, i.e., ideology, power, and inequality, were also tried to manipulate in this paradigm for insight into language study. This study explored Islamic and Muslim concerns in conversations and debates on social media by using critical discourse analysis. For this purpose, Facebook was followed for the representation of the religion Islam and also the Muslims. After the analysis of Facebook through CDA, it was revealed that the concerns and perceptions of people changed with the social media platforms. Netizens and critics share their concerns and ideas according to their ideologies via commenting, sharing, and liking interests. This study found that religion, Islam, and Muslims are only being portrayed as negative and banned concerns on social media. The most frequent discourses on Facebook were about terrorism, jihad, the niqab, mosques, and monasteries (Ittefaq, 2018).

This study analyzed the cross-section process among free labor, capitalism of cognition, and the financial debate by employing critical discourse analysis of different companies on social media that are offering the statements of registration, i.e., the initial public offering (IPO). Firstly, a theoretical framework of cognition, capitalism, and the political economy of culture was set up. Cultural political economy assists in analyzing the financial role of communication, which plays a key role in judging the interests of cognition capitalism and the usage of unskilled labor to protect the regime of the capitalism of stationery accumulation (Nam, 2020). Furthermore, IPOs of social media were critically analyzed to investigate how appropriate social media companies that aim to open ideas like the growth of the economy, novelty, connectivity, and also the communication of financial forms are to advance their financial needs. Results showed that the statements of IPOs on social media led towards the open-source of self-expression and community construction, along with concealing the economy of social media through free labor and also the extraction of value.



Discourse Analysis in Academic and Techno-Cultural Settings

Discourse analysis is not only the methodology to manipulate social issues in research but also has different characteristics to explain the different interests of discourse analysis (Uzokova, 2020). This research specifically aims to explore the major rules and procedures of discourse analysis. It also summarized the basic rules of discourse analysis (DA). This study set out the discourse analysis views of authors and different discursive approaches and public discourses of marketization in the context of higher education, specifically in Britain. Different aspects of analysis, i.e., discursive practices, discursive discussion in the society of capitalists, and a brief account of discourse analysis, are also included as the theoretical framework for the analysis of the discourse of higher education marketization. This study also discussed the value and necessity of CDA as a methodology for social and scientific investigation of any aspect of social phenomena, including struggle (Fairclough, 1993). This study aimed to explore systemically and critically the discourse of international scholarships in higher education departments (George Mwangi et al., 2018). For this purpose, papers from top journals in education were collected from 2000 to 2016. The findings of these articles focused on the lack of counseling regarding international scholarships among the students of higher education universities. With the help of discourse analysis, the orientation of education at higher universities was investigated towards equality and balance between journals and perceptions of international studies. By recognizing the discourse of higher journal studies, scholars and researchers continued to contribute to the scope of scholarships. This research also contributed to the discourse, which is a structured way to help students in this context. For the investigation of the phenomena of digital technology, aircraft, the Internet, and culture, critical techno-cultural discourse analysis (CTDA) is an analytic and multi-model technique. It started the user discourse of aircraft and technology with the perspective of cultural background and theory to unlock the semiotic and material connections between ICT, belief, function, and form. Critical theory is a must for CTDA, i.e., critical race, queer theory, and feminism. The detailed formulation of Black Twitter was described in this research by executing and utilizing the author's research. Results revealed that the CTDA technique not only represents the cultural background but also manipulates the concept of technology (Brock, 2018).

Corpus-Based Methods in Critical Discourse Analysis

Approximately 40,000 US women die of breast cancer each year, compared to over 300,000 deaths from heart disease. Online patient forums for breast cancer are renowned for their high levels of engagement and emotional support (O'Hanlon, 2019). In this study, the conversation on social media about breast cancer was contrasted with the conversation about heart disease. Computer-assisted text analysis of tweets from December 2013 to December 2014 that included the hashtags heart disease and breast cancer." AntConc software was used for lexical analysis, and DocuSoap was utilized for lexicogrammatical analysis. There were 592,046 postings in the #BreastCancer corpus, and 57% were retweets. There were 269,769 tweets and 13% retweets. The discussion of #BreastCancer and #HeartDisease on social media focused on women, new findings, pleas for assistance, and illness risks. The #BreastCancer corpus used gendered language and links to activism and art, whereas articles on the #HeartDisease were scientifically examined with other ailments. Community-specific initialism hashtags were incorporated for the first time in the #BreastCancer corpus. The #HeartDisease corpus posts were more academic and used contingent and oppositional reasoning, language from institutional and academic registers, citations, and meta-discourse. In contrast, the #BreastCancer corpus posts were more socially oriented, marked by the language of constructive reasoning, inclusive language, and abstract thought. In comparison to



#BreastCancer, the #HeartDisease social media community is less active, and the information is less tailored to the disease and the individual experience. The success of the #BreastCancer community might be replicated by creating an online community for women with heart disease. Baker et al. (2008) manipulated which method is closely associated with corpus linguistics and is effectively followed by analysts of the discourse. For this purpose, British news articles on refugees, immigrants, migrants, and asylum seekers (RASIM) were collected for the purpose of developing a corpus of 140 million words. The processes of analysis of the collocation and concordance identified the common trends of RASIM through quantitative analysis. This study in critical discourse analysis suggests a framework for following corpus trends.

Critical Discourse Analysis of Genre, Field, and Media Representations

Based on the concepts of the discourse theory of Foucault, the systemic functional linguistics of Halliday, the activity sequence theory of Martin, and recontextualization, this book reconstructs these frameworks for the manipulation of reality and society's practices through detailed text analysis (van Leeuwen, 2008). The social action representation, social actors, and the location of spatial, timing, and location of the social context and practices, including different methods of analysis, are also investigated and constructed through discourse with the perspective of legitimations and the evaluation of moral and social practices. Different examples to demonstrate this agenda and a wide category of social theories linked to the discourse are also discussed to explore their relevance for the sake of CDA. The methodological framework is also applied in the final part of this book for the analysis of multi-model texts, including the toys of children and visual images. Discourse analysis is one of the most popular multidisciplinary approaches and is considered a complete field in education for investigating discourse. (Van Dijk, 2011) The Handbook of Discourse Studies is one of the most evaluative books to study any aspect of discourse analysis, including semantic, pedagogical, pragmatic, and cognitive. To explore any sort of discourse, i.e., political, social, or economic approaches. The purpose of this study was to relate the notion of field and the concept of genre through the development of systemic functional linguistics within the wider practice of critical discourse analysis. The structure of genre is stated in the speech act sequence and also in the core realization of discursive practices. The structure of the field is interpreted as the recontextualization of the social exercises and also as the realization of discourse, which is knowledge about the specificity of the content construction of the social practices. This concept is broader than the different models of texts, including verbal and visual. This application is done for the first time in CDA of the constitution of discursive practices via the rare guidance of professionals (Van Leeuwen, 1993). Digital Free Tourism (DFT) refers to the space where either mobile network, the Internet, or technology are unavailable or are controlled by any authority (Li et al., 2018). This study examined the 450 texts of media that were produced between 2009 and 2017 after following critical discourse analysis. This study also reported the understanding of the DFT concept to manipulate the representation of media that has been changed in the last couple of years to broaden the idea of social context and also the conversations in which this concept is fixed. A concept of the representation was established after reading and reviewing the data of the lexicogrammar and the manual coding shift. The initial frame suggested that these disconnectivity issues led to human flourishing and a healthy environment, as well as the enhancement of a pure lifestyle. The conclusion also illustrated that technology-free or technology-controlled holidays will also allow people to manage their holiday experiences and relationships effectively.



Ideology, Power, and Representation in CDA

Fairclough (1985) discussed ideological discourse (IDF) within several groups in the institutions. IDF is usually a type of speech community linked with letters and their forms as well as with its discourse. A major characteristic of the IDF is its capacity to be neutral in ideology. It is argued that the order of interaction is based on such neutral ideologies. Furthermore, he suggested the properties of structured discourse involved in denaturalization through social structures. The requirement of this agenda is a global framework of explanation that is a contrast between the explanatory and non-explanatory work of discourse analysis. He also included features of a critique of such work with the help of background concepts, power, and the speaker's goal. Lastly, he also mentioned social instructions through which CDA can become an effective tool through the intervention of significant elements of the education of the mother tongue. The construction of the discourse, its maintenance, legitimizing, and social injustice are the major targeted concerns of critical discourse analysis, which is also considered a qualitative approach for investigating, describing, elaborating, and explaining any social phenomenon. Critical Discourse Analysis tries to examine the usage of language with discursive approaches, whether conscious or unconscious. There are several approaches and models being implemented in research according to the goals and agendas of the researchers to manipulate hidden social realities (Mullet, 2018). This methodological study presented a general critical discourse analysis framework and also the different applications of those specific frameworks to review the literature systemically in education with the discipline of critical discourse analysis. Critical Discourse Analysis research works are considered valuable and effective apart from other fields of study because they produce ideology investigations that are truthful and qualitatively rigorous, which was also discussed. A study by Fairclough (2013) illustrated the contribution of critical discourse analysis to make a comparative analysis between critical policies of study, (CPE) critical political economy in the journal, and (PDA) post-structuralist discourse analysis. According to the discursive aspect of this research, there is a slight difference between CDA, CPE, and PDA. CDA contributes specifically to the policy of argumentation within CPE and PDA. The conclusion of this research showed that the analysis of argumentation is not confined to CPA and PDA but is necessary for all political speech analysis.

The analysis of the global politics of education is smart, intricate, and intriguing (Rizvi & Lingard, 2009). It is the first truly thorough study and analysis of international trends in educational policy, their structural and human consequences, and the opposition to them. This book stands out in the vast body of material on globalization and will be used as a foundational text in education policy courses all around the world. Karl Mannheim, Stephen J. Ball, and the University of London's Institute of Education's professor of sociology of education How has the landscape of educational policy been altered by globalization processes? How can we analyze the education policies that are implemented in this new environment that is simultaneously local, national, regional, and global? The authors of *Globalizing Education Policy* look at the main global forces. They investigate how globalization has altered the discursive environment in which educational policies are created and implemented, contending that this environment is increasingly shaped by a variety of neo-liberal principles that have profoundly altered how we view educational governance. They also argued that, despite some resistance to these precepts in some nations, they have still come to be seen as hegemonic, and they present an outline of some crucial problems with educational policy that have resulted from this hegemonic view of globalization. In the last couple of decades, critical discourse analysis has been used by educational researchers to investigate the relationship between



language and society (Rogers et al., 2005). This article reviewed the findings and conclusions of the author's suggestions and reviews through critical discourse analysis in educational research. The findings followed the mentioned manners: the multiple approaches to defining CDA, the relationship between CDA and the context methodology questions, and also the problems of reflexivity. The conclusion illustrated that by using critical discourse analysis as an approach, the researchers brought different valuable frameworks into the educational context, which are recycling the boundaries and limits of critical discourse analysis. The purpose of this study was to examine the representation of Muslims all over the world in the corpus data of the 105 million words of a giant Swedish internet-based forum in the years 2003–2013 after combining the topic model and critical analysis of the discourse. This was also a first study, despite the emerging importance and need for modern technology, including social media. The data revealed that Muslims are considered a sign of violence, a homogeneous group, morally conflicted, and also signs of extremism, which are also considered taboo characteristics in Islam. These examined data are also the same as those found in the traditional media analysis. These results indicated that on social media platforms, it does not matter how specific the discourse is. The traditional media can easily be a genetic way to disturb the discourse of the public, including any religion or section (Törnberg & Törnberg, 2016).

Summary

This study has reviewed Critical Discourse Analysis (CDA) as a methodological paradigm as well as theoretical orientation in the investigation of the dynamic relationship between language, ideology, and power. CDA has proven to be an effective method within the social sciences since it shows that discourse is not an indifferent medium of communication but rather a place where inequality, position of power and resistance are negotiated. Growing out of the original work of Fairclough, van Dijk, and Wodak, CDA has transformed into a wider, interdisciplinary methodology, integrating the knowledge of sociology, education, media studies, cultural studies and politics. Discourse is a type of social practice that creates and is created by political and cultural contexts in which it is produced, circulated, and received as pointed out in the literature examined, hence CDA is an invaluable instrument by which it is possible to analyze the production, diffusion and reception of texts in the society. One of the most crucial aspects of this development is adaptation of CDA to new actualities in society. The rise of digital communication and social media sites has reinstated the boundaries of discourse enhancing the generation of multimodal and techno-cultural texts that necessitate creative forms of analysis. Introduction of corpus linguistics, multimodal discourse analysis and computer-assisted text analysis indicates the asset of creating a methodologically adoptable flexibility of CDA and currently enables researchers to consider discourse on both its micro and macro levels. This interdisciplinarity, however, is itself also fraught, with CDA becoming, as a result, too diffuse or without methodological limits. Although the methodology innovations have enriched CDA, it has also brought up the question of the theoretical coherence, as well as how much it is able to maintain a coherent identity as a field.

The criticism that has been levelled against CDA is also anticipated in the review. The perceived bias is one of the issues that keeps on coming up, since most times CDA is considered to be serving the critical or emancipatory agenda, a factor that causes various scholars to question its purported neutrality. Others argue that CDA tends to have predetermined ideological assumptions thus limiting its ability to engender truly new insights. Besides this, CDA has been credited with giving more emphasis on textual analysis and giving less weight to empirical validation and reflexivity in research. These points of criticism have not been in vain, and we may regard them as healthy aggravations which encourage CDA to tighten its



practices, to adopt transparency, and to increase its interaction with other frameworks. In spite of these drawbacks, the sum-total evidence of the surveyed studies supports the fact of the agile and topical presence of CDA. Applications to inquire about the reproduction of neoliberal ideologies in the school curriculum and educational textbooks, to explore the systematic production of marginalized populations in the media, to investigate how discourse collaborates with policies and power in political arenas, and uncover the production of identities, communities and inequalities in digital communities, CDA has been applied. The examples given indicate that CDA can be used to solve urgent problems in modern society. The way forward of CDA as such would lie in its capability to not only be accommodative, but to also be answerable to criticisms with methodological richness and theoretical conciseness. Conclusively, CDA cannot be discussed as a fixed approach rather should be viewed as living and changing tradition of enquiry. It is its interdisciplinary nature that is so powerful and its affirmation to reveal the hidden truths of power through language. Simultaneously, its criticisms put scholars at ease about the necessity of reflexivity, rigor, and innovation practicability.

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