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Lecture 8 – DISCOURSE ANALYSIS

1- All of us master and control more than one social language.
   - كل منا يتحكم بلغة اجتماعية لأكثر من واحد.
   - So we switch among them according to the situation we are in.
   - لذلك نحن نبدل فيما بينها وفقاً للحالة التي نحن فيها.

2.10 Big “C” Conversations: Conversation among Discourses

- Now it is time to become clearer about what we mean by “conversation.”
  - الآن حان الوقت لتصبح أكثر وضوحاً حول ما نعنيه ب "conversation".
- The word “conversation,” as Gee is using it here, can be misleading. We tend to think of conversations as “just words.”
  - كلمة "conversation", كما جي هو استخدامها هنا، يمكن أن يكون مضللاً.
  - نحن نميل إلى اعتقاد المحادثات بأنها "مجرد كلمات".
- But the sorts of conversations he is talking about involve a lot more than words; they involve, in fact, Discourses.
  - لكن أنواع المحادثات التي نتحدث عنها تنطوي على الكثير أكثر من مجرد كلمات، بل تنطوي، في الواقع، خطابات.
- It is better, perhaps, to call them “Conversations” with a “big C,” since they are better viewed as (historic) conversations between and among Discourses, not just among individual people.
  - فمن الأفضل، ربما، أن نسميها "Conversations" مع "الكبير C", لأنه ينظر إلى الأفضل و(سابقا) محادثات بين وضمن الخطابات، وليس فقط بين الأشخاص الفردية.
Think, for instance, as we mentioned above, of the long-running, historic Conversation between biology and creationism, or between the Los Angeles police department and Latino street gangs.

More than people, and more than language, are involved in Conversations.

They involve, as well, at least the following three non-verbal things:

1. controversy, that is, “sides” we can identify as constituting a debate (Billig 1987);

2. values and ways of thinking connected to the debate; and

3. the “symbolic” value of objects and institutions that are what we might call non-verbal participants in the Conversation (Latour 1987).

Let me give you an example of what I am trying to get at here.
• It is fashionable today for businesses to announce (in “mission statements”) their “core values” in an attempt to create a particular company “culture” (Collins and Porras 1994, examples below are from pp. 68–9).

• For instance, the announced core values of Johnson & Johnson, a large pharmaceutical company, include “The company exists to alleviate pain and disease” and “Individual opportunity and reward based on merit,” as well as several others.

• أريد الآن للعودة إلى الكيفية التي يتم إبلاغها ماذا يكون في اللغة what و who (مع الأخذ في الاعتبار أن اللغة وحدها نادرا ما تكون كافية ويتلبى وضع دائما جنبًا إلى جنب مع “الأشياء الأخرى” لسحب قبالة الخطاب).

4- A heteroglossic aspirin bottle

• I want now to return to how whos and what are communicated in language (keeping in mind that language alone is rarely enough and is always put together with “other stuff” to pull off a Discourse).
• It is time, then, to turn to examples in order to make my points about *whos-doing-whats* more concrete. Consider, then, the warning on my aspirin bottle (Gee 1996), reprinted below (*italics and capitals are on the warning*):

<table>
<thead>
<tr>
<th>تحذيرات يجب على الأطفال والمراهقين عدم استخدام هذا الدواء لجدرى الماء أو أعراض الأنفلونزا قبل استشارة الطبيب حول متلازمة راي، وهو مرض نادر لكنه خطير وذكر أنه يرتبط مع الأسبرين</th>
</tr>
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<tbody>
<tr>
<td>إبقاء هذه وجميع الأدوية بعيدا عن متناول الأطفال.</td>
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<td>في حالة تناول جرعة زائدة بطريق الخطأ، أطلب المساعدة المهنية أو الاتصال على مركز مراقبة السموم فورا</td>
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5-Warnings: Children and teenagers should not use this medication for chicken pox or flu symptoms before a doctor is consulted about Reye Syndrome, a rare but serious illness reported to be associated with aspirin.

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<th>IT IS ESPECIALLY IMPORTANT NOT TO USE ASPIRIN</th>
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<td>DURING THE LAST 3 MONTHS OF PREGNANCY UNLESS SPECIFICALLY DIRECTED TO DO SO BY A DOCTOR BECAUSE IT MAY CAUSE PROBLEMS IN THE UNBORN CHILD OR COMPLICATIONS DURING DELIVERY.</td>
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6- My interpretation of this text is that there are two who-doing-whats in this warning, and they are interleaved.

The first is made up of the following sentences: Children and teenagers should not use this medication for chicken pox or flu symptoms before a doctor is consulted about Reye Syndrome, a rare but serious illness reported to be associated with aspirin.

It is especially important not to use aspirin during the last 3 months of pregnancy unless specifically directed to do so by a doctor because it may cause problems in the unborn child or complications during delivery.

7- Here things are referred to quite specifically ("children or teenagers," "this medication," "chicken pox," "flu," "Reye Syndrome," "aspirin," "last 3 months," "unborn child," "delivery"), doctors are called "doctor," and matters are treated emphatically (italics, capitals, "should not," "rare but serious," "especially important," "specifically directed").

8- The second who-doing-what is made up of the following sentences, placed in the middle of the other two:

Keep this and all drugs out of the reach of children. In case of accidental overdose, seek professional assistance or contact a poison control center immediately.
As with any drug, if you are pregnant or nursing a baby, seek the advice of a health professional before using this product.

Here things are referred to more generally and generically ("this and all drugs," "any drug," and "this product," rather than "this medication" and "aspirin"; "children" rather than "children and teenagers," "pregnant" rather than "last 3 months of pregnancy"), doctors are not mentioned, rather the health profession is referred to more generally ("professional assistance," "poison control center," "health professional"), and matters are treated less stridently with the exception of that "immediately" (small print, "keep out of reach," "accidental overdose," "seek . . . assistance," "seek advice," rather than "should not" and "important not to use").

10-These two who-doing-whats “feel” different.

They are authorized and issued by different “voices” to different purposes and effects.

The first speaks with a lawyerly voice responding to specific court cases; the second speaks with the official voice of a caring, but authoritatively knowledgeable company trying to avoid anyone thinking that aspirin in particular is a potentially harmful drug.
- Of course, this second who-doing-what partly contradicts the first.
  بالطبع، هذا الثاني who-doing-what يتناقض جزئياً الأولى.
- By the way, the second who doing-what on the aspirin bottle used to be the only warning on the bottle (with the order of the sentences a bit different).
  من جانب ، والثاني who doing-what على زجاجة الأسبرين تستخدم ليكون تحذير فقط على الزجاجة (مع أمر من أحكام مختلفة قليلا).  

### 11
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<td>Что это предупреждение, как все высказывания, отражает компанию, которую оно держит, или, с другой стороны, отражает историю, которая привела к нему.</td>
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- In this case, presumably, the new sterner, more direct who-doing-what was added to the more general and avuncular one because the company got sued over things like Reye Syndrome.
  في هذه الحالة، ويفترض، وبصرامة جديدة، أكثر مباشرة who-doing-what ما أضيف إلى واحد أكثر عمومية لأن الشركة حصلت على دعوى قضائية ضد أكثر الأشياء مثل متلازمة راي.

- The warning on the aspirin bottle is heteroglossic.
  Предупреждение на аспирине бывает многоязычным.
- That is, it is “double-voiced,” since it interleaves two different whos-doing-whats together.
  وهذا هو، هو "двухголосный", поскольку оно вставляет между собой двух разных whos-doing-whats вместе.
- Of course, in different cases, this sort of interleaving could be much more intricate, with the two (or more) whos-doing-whats more fully integrated, and harder to tease apart.
  بالطبع، في حالات مختلفة، هذا тип вставки может быть гораздо более сложным, с двуми (или более) whos-doing-whats более завершенным, и труднее разделять.