Leading scholars in discourse analysis and European foreign policy join forces in this book, marking a real breakthrough in the literature. Not only do they offer original perspectives on European foreign policy, but they bring together various theories on foreign policy discourses that remain too often isolated from each other. This theoretical diversity is clearly reflected in the book's four-pronged structure: Part I - Post-structuralist Approaches (with contributions from Thomas Diez, Henrik Larsen and Beste Isleyen); Part II - Constructivist Approaches (with contributions from Knud Erik Jørgensen, Jan Orbie, Ferdi de Ville, Esther Barbe?, Anna Herranz-Surrallés and Michal Natorski); Part III - Critical Discourse Analytical Approaches (with contributions from Senem Aydin-Düzgit, Amelie Kutter, Ruth Wodak, Salomi Boukala and Caterina Carta); Part IV - Discursive Institutionalist Approaches (with contributions from Ben Rosamond, Antoine Rayroux and Vivien A. Schmidt). The volume is the first full-length study on how to apply different discourse analytical approaches and methodologies to European foreign policy. The paperback edition makes for a unique selling point as a course text. Methods of Critical Discourse Analysis provides a concise, comprehensible and thoroughly up-to-date introduction to CDA, appropriate for both novice and experienced researchers. This new edition has been updated throughout, with a new introduction contextualizing the development of the CDA approach, and two entirely new chapters on the 'social actor approach' to CDA and the use of quantitative corpus linguistic methods. The editors have brought together contributions from leading experts in the field, who each introduce their own approaches to CDA. Examples are included throughout, demonstrating the value of the method in analyzing a variety of genres of written material on a whole range of topics, including global warming, leadership in management, and globalization. This book will be of great interest to students and researchers in linguistics, sociology and psychology interested in interdisciplinary approaches to coping with topical social problems.

Using a multimodal approach – graphic, vocal, written – How to do Critical Discourse Analysis guides students to an understanding of how language, power and ideology are negotiated in visual communication and media texts, from magazine and advertising, to YouTube and music videos. Authors David Machin and Andrea Mayr draw on discourse analysis, appraisal theory, stylistics and conversation analysis to present a systematic toolkit for doing language and image analysis. Using case studies and examples from a range of traditional and new media content, the book equips students with the necessary tools to analyze and understand the relationship between language, discourse and social practices.

A systematic examination of the relationship between post-Marxist discourse theory and media studies. This volume interrogates discourse theory – as read via the work of Ernesto Laclau and Chantal Mouffe – through an engagement with major approaches to critical media politics and a range of issues in contemporary media politics. This book argues for an inherent connection between Critical Discourse Studies and Communication Studies. The volume begins with a comprehensive introduction that documents the shift towards Critical Discourse Studies in the study of socio-discursive phenomena, as well as its implications in terms of theories, methodologies, and objects of study within and beyond Communication. The diverse selection of case studies further demonstrates the possibilities located at the intersection of Communication and Critical Discourse Studies, ultimately providing solid ground for a firmer cross-fertilization between the two. The chapters as a whole provide an insightful state of the art of the kinds of research that emerge when we consider the traversing trajectories of Critical Discourse Studies and Communication, advancing our understanding of self-reflexivity, journalism production and social media, discourses of neurodiversity, the environment, autism advocacy, and national memory. They also provide promising emergent venues that speak to the value and the need
of interdisciplinary theory building. This book was originally published as a special issue of the journal, *Review of Communication*.

*Toward Translingual Realities in Composition* is a multiyear critical ethnographic study of first-year writing programs in Lebanon and Washington State—a country where English is not the sole language of instruction and a state in which English is entirely dominant—to examine the multiple and often contradictory natures, forces, and manifestations of language ideologies. The book is a practical, useful way of seriously engaging with alternative ways of thinking, doing, and learning academic English literacies. Translingualism work has concentrated on critiquing monolingual and multilingual notions of language, but it is only beginning to examine translingual enactments in writing programs and classrooms. Focusing on language representations and practices at both the macro and micro levels, author Nancy Bou Ayash places the study and teaching of university-level writing in the context of the globalization and pluralization of English(es) and other languages. Individual chapters feature various studies that Bou Ayash brings together to address how students act as agents in marshaling their language practices and resources and shows a deliberate translingual intervention that complicates and enriches students’ assumptions about language and writing. Her findings about writing programs, instructors, and students are detailed, multidimensional, and complex. A substantial contribution to growing translingual scholarship in the field of composition studies, *Toward Translingual Realities in Composition* offers insights into how writing teacher-scholars and writing program administrators can more productively intervene in local postmonolingual tensions and contradictions at the level of language representations and practices through actively and persistently reworking the design and enactment of their curricula, pedagogies, assessments, teacher training programs, and campus-wide partnerships.

This book explores the problem-oriented interdisciplinary research movement comprised of Critical Discourse Analysis (CDA) and Critical Discourse Studies (CDS) for scholars, teachers, and students from many backgrounds. Beginning with a Preface by renowned CDA/CDS scholar Ruth Wodak, it introduces CDA/CDS through examples of what its research looks like, delineates various precursors to CDA/CDS and important foundational concepts and theories, and traces its development from its early years until it became established. After the relationship between CDA and CDS is discussed, seven commonly cited approaches to CDA/CDS are outlined, including their connections and differences, their origins and development, major and associated scholars, research focus(es), and central concepts and distinguishing features. After a summary of critiques of CDA/CDS and responses by CDA/CDS scholars, the book provides an overview of its salient connections to other interdisciplinary areas of scholarship such as critical applied linguistics, education, anthropology/ethnography, sociolinguistics, gender studies, queer linguistics, pragmatics and ecolinguistics. The final chapter describes how scholars use their knowledge of CDA/CDS to make a difference in the world.

China’s opening up to the West, its extraordinary economic rise, and the subsequent internal and global issues, are an object of huge interest and concern. *Discourse and Socio-political Transformations in Contemporary China* focuses on one aspect of the contemporary Chinese phenomenon, one that is so obvious that it is generally ignored in the mainstream academic departments—namely, that politics, society and transformation are the product of myriad collective linguistic interchanges, some stabilized, some competing, some agonistic, some new and emerging. As an outcome of dialogue between Chinese and Western scholars, the present volume contains case studies that offer a survey of the discourse aspect of Chinese society in social stratification, government service, policy consultancy, higher education, foreign policy, and TV. The conceptual reflections on discourse and critique in different cultures offer new considerations for discourse analysis, including critical discourse analysis, in the context of
Chinese society today. This volume was originally published as a special issue of Journal of Language and Politics 9:4 (2010). This book offers a cross-cultural comparison of French and British cosmetics advertisements and explores how the discourse of beauty advertising represents ideas about femininity in French and English language contexts. As the global beauty industry expands and consumers become more critical of the claims made, the topic of cosmetics advertising discourse is examined using Feminist Critical Discourse Analysis. One common theme underlying most cosmetics advertising discourse is that the female body always requires ‘work’ to fix its ‘problems’: flat skin, dry hair, and so on. The author uses themes of language and gender, media and identity, and advertising across cultures to expose exactly what is going on in the language of cosmetics advertising and to offer a first step towards challenging these ideas and thinking about alternatives.

"This encyclopedia, magnificently edited by Byron Kaldis, will become a valuable source both of reference and inspiration for all those who are interested in the interrelation between philosophy and the many facets of the social sciences. A must read for every student of the humanities." Wulf Gaertner, University of Osnabrueck, Germany "Like all good works of reference this Encyclopedia of Philosophy and the Social Sciences is not to be treated passively: it provides clear and sometimes controversial material for constructive confrontation. It is a rich resource for critical engagement. The Encyclopedia conceived and edited by Byron Kaldis is a work of impressive scope and I am delighted to have it on my bookshelf." David Bloor, Edinburgh University "This splendid and possibly unique work steers a skilful course between narrower conceptions of philosophy and the social sciences. It will be an invaluable resource for students and researchers in either or both fields, and to anyone working on the interrelations between them." William Outhwaite, Newcastle University The Encyclopedia of Philosophy and the Social Sciences is the first of its kind in bringing the subjects of philosophy and the social sciences together. It is not only about the philosophy of the social sciences but, going beyond that, it is also about the relationship between philosophy and the social sciences. The subject of the Encyclopedia is purposefully multi- and inter-disciplinary. Knowledge boundaries are both delineated and crossed over. The goal is to convey a clear sense of how philosophy looks at the social sciences and to mark out a detailed picture of how the two are interrelated: interwoven at certain times but also differentiated and contrasted at others. The Entries cover topics of central significance but also those that are both controversial and on the cutting-edge, underlining the unique mark of this Encyclopedia: the interrelationship between philosophy and the social sciences, especially as it is found in fresh ideas and unprecedented hybrid disciplinary areas. The Encyclopedia serves a further dual purpose: it contributes to the renewal of the philosophy of the social sciences and helps to promote novel modes of thinking about some of its classic problems.

Discourse analysis considers how language, both spoken and written, enacts social and cultural perspectives and identities. Assuming no prior knowledge of linguistics, An Introduction to Discourse Analysis examines the field and presents James Paul Gee’s unique integrated approach which incorporates both a theory of language-in-use and a method of research. An Introduction to Discourse Analysis can be used as a stand-
alone textbook or ideally used in conjunction with the practical companion title How to do Discourse Analysis: A Toolkit. Together they provide the complete resource for students studying discourse analysis. Updated throughout, the fourth edition of this seminal textbook also includes two new chapters: ‘What is Discourse?’ to further understanding of the topic, as well as a new concluding section. A new companion website www.routledge.com/cw/gee features a frequently asked questions section, additional tasks to support understanding, a glossary and free access to journal articles by James Paul Gee. Clearly structured and written in a highly accessible style, An Introduction to Discourse Analysis includes perspectives from a variety of approaches and disciplines, including applied linguistics, education, psychology, anthropology and communication to help students and scholars from a range of backgrounds to formulate their own views on discourse and engage in their own discourse analysis. This is an essential textbook for all advanced undergraduate and postgraduate students of discourse analysis.

After President Trump’s election, BREXIT and the widespread rise of far-Right political parties, much public discussion has intensely focused on populism and authoritarianism. In the middle of the twentieth century, members of the early Frankfurt School prolifically studied and theorized fascism and anti-Semitism in Germany and the United States. In this volume, leading European and American scholars apply insights from the early Frankfurt School to present-day authoritarian populism, including the Trump phenomenon and related developments across the globe. Chapters are arranged into three sections exploring different aspects of the topic: theories, historical foundations, and manifestations via social media. Contributions examine the vital political, psychological and anthropological theories of early Frankfurt School thinkers, and how their insights could be applied now amidst the insecurities and confusions of twenty-first century life. The many theorists considered include Adorno, Fromm, Löwenthal and Marcuse, alongside analysis of Austrian Facebook pages and Trump’s tweets and operatic media drama. This book is a major contribution towards deeper understanding of populism’s resurgence in the age of digital capitalism.

The book explores the nexus of intellectual activity and nation-building from a critical discourse-analytical perspective. By examining how public intellectuals from Serbia, Croatia, and Bosnia and Herzegovina commented on key national events in editorials and opinion pieces, it offers unique insights into contemporary nation-building discourses in an enlarging Europe. Through a detailed reconstruction of the debates concerning the selected events, the book also provides fresh empirical evidence of the implications and challenges of post-socialist transition, post-conflict reconciliation, democratisation and European integration in the post-Yugoslav region. Its versatile framework, which innovatively combines sociological and linguistic approaches to the discursive positioning of intellectuals, may be readily applied to the analysis of intellectual engagement with current affairs and public life in general.

This second edition of Classroom Discourse Analysis continues to make techniques widely used in the field of discourse analysis accessible to a broad audience and illustrates their practical application in the study of classroom talk, ideal for upper-level undergraduate and graduate students in discourse analysis, applied linguistics, and anthropology and education. Grounded in a unique tripartite "dimensional approach," individual chapters investigate interactional resources that model forms of discourse
analysis teachers may practice in their own classrooms while other chapters provide students with a thorough understanding of how to actually collect and analyse data. The presence of a number of pedagogical features, including activities and exercises and a comprehensive glossary help to enhance students' understanding of these key tools in classroom discourse analysis research. Features new to this edition reflect current developments in the field, including: increased coverage of peer interaction in the classroom greater connecting analysis to curricular and policy mandates and standards-based reform movements sample excerpts from actual student classroom discourse analysis assignments a new chapter on the repertoire approach, an increasingly popular method of analysis of particular relevance to today’s multilingual classrooms This book presents in-depth investigation of the language used about women and ageing in public discourse, and compares this with the language used by women to express their personal, lived experience of ageing. It takes a linguistic approach to identify how messages contained in public discourse influence how individual women evaluate their own ageing, and particularly their ageing appearance. It begins by establishing the wider cultural context that produces prevailing attitudes to women, before turning to an analysis of representations of the ageing female body in beauty and cosmetic advertising and the lifestyle media. The focus then moves to a detailed investigation of women’s own perceptions of the process of ageing and of their ageing appearance as revealed through their personal narratives. The final chapters challenge dominant attitudes to women and ageing by presenting two case studies of women who for different reasons and in different ways refuse to conform to cultural expectations. This work provides a platform for further academic research in the fields of linguistics, gerontology, gender and media studies; as well as offering meaningful applications in the wider domains of business and advertising. An essential reference to contemporary discourse studies, this handbook offers a rigorous and systematic overview of the field, covering the key methods, research topics and new directions. Fully updated and revised throughout to take account of developments over the last decade, in particular the innovations in digital communication and new media, this second edition features: · New coverage of the discourse of media, multimedia, social media, politeness, ageing and English as lingua franca · Updated coverage across all chapters, including conversation analysis, spoken discourse, news discourse, intercultural communication, computer mediated communication and identity · An expanded glossary of key terms Identifying and describing the central concepts and theories associated with discourse and its main branches of study, The Bloomsbury Handbook of Discourse Analysis makes a sustained and compelling argument concerning the nature and influence of discourse and is an essential resource for anyone interested in the field. Bringing together papers written by Norman Fairclough over a 25 year period, Critical Discourse Analysis represents a comprehensive and important contribution to the development of this popular field. The book is divided into seven sections covering the following themes: language in relation to ideology and power discourse in processes of social and cultural change dialectics of discourse, dialectical relations between discourse and other moments of social life methodology of critical discourse analysis research analysis of political
discourse discourse in globalisation and ‘transition’ critical language awareness in education. The new edition has been extensively revised and enlarged to include a total of twenty two papers. It will be of value to researchers in the subject and should prove essential reading for advanced undergraduate and postgraduate students in Linguistics and other areas of social science.

This book contributes to current theory building within applied linguistics and sociolinguistics by looking at the role of language in the lives, realities, and understandings of real children and youth in an urban setting. Collectively the studies amount to a comprehensive account of how urban children and youth construct, reactivate, negotiate, contest, and navigate between different linguistic and sociocultural norms and resources.

Combining perspectives from discourse analysis and sociolinguistics, the second edition of this popular textbook provides students with a comprehensive, up-to-date and critical overview of the field of intercultural communication. Ingrid Piller explains communication in context using two main approaches. The first treats cultural identity, difference and similarity as discursive constructions. The second, informed by bilingualism studies, highlights the use and prestige of different languages and language varieties as well as the varying access that speakers have to them.

This is the new edition of Discourse Analysis: An Introduction, an accessible and widely-used introduction to the analysis of discourse. In its 10 chapters the book examines different approaches to discourse, looking at discourse and society, discourse and pragmatics, discourse and genre, discourse and conversation, discourse grammar, corpus-based approaches to discourse and critical discourse analysis. The book includes the following features: -A full companion website, featuring student and lecturer resources -A new chapter on multimodal discourse analysis -Chapter summaries outlining the key areas covered -Updated examples drawn from film, television, the media and everyday life -Explanations of technical terms in each chapter -Discussion tasks and data analysis projects at the end of each chapter -Student exercises and answer keys for each chapter -Suggestions for further reading This engagingly written introduction to discourse analysis is essential for students encountering discourse analysis for the first time, whether at undergraduate or postgraduate level. It should be on every reading list.

CDS is a multifarious field constantly developing different methodological frameworks for analysing dynamically evolving aspects of language in a broad range of socio-political and institutional contexts. This volume is a cutting-edge, interdisciplinary account of these theoretical and empirical developments. It presents an up-to-date survey of Critical Discourse Studies (CDS), covering both the theoretical landscape and the analytical territories that it extends over. It is intended for critical scholars and students who wish to keep abreast of the current state of the art. The book is divided into two parts. In the first part, the chapters are organised around different methodological perspectives for CDS (history, cognition, multimodality and corpora, among others). In the second part,
the chapters are organised around particular discourse types and topics investigated in CDS, both traditionally (e.g. issues of racism and gender inequality) and only more recently (e.g. issues of health, public policy, and the environment). This is, altogether, an essential new reference work for all CDS practitioners.

This book offers unique insight into the role that English as a Foreign Language (EFL) discourse plays in shaping the ideological terrain of contemporary Israel/Palestine through constructing the subjectivities of those who plan, teach, and learn it. While the EFL curriculum is uniform across Hebrew and Arabic-speaking educational contexts, this book traces how its cultural content reproduces dominant hegemonic ideologies, and perpetuates the social misrepresentations of the Other that underlie inequality. The language of English teaching textbooks, the way that students understand their content, and the official policy documents that guide both EFL materials and teaching practices, are all thoroughly examined through Critical Discourse Analysis. The theoretical and methodological foundation for further cross-cultural studies of Anglo-centric and other forms of hegemonic EFL discourses within local/global contexts, and for contesting their ideological effects, are also laid down. Through promoting a transformative EFL cultural discourse which hopes to position EFL teaching as a possible arena for effecting social change, this book offers a unique context for students, scholars, and educators interested in linguistics, CDA, cultural discourse studies, English in local/global contexts, and EFL education.

This collection critically examines tourism as a site of intercultural communication, drawing on the analytical tools afforded by the discipline toward better understanding contemporary tourism discourses and the broader societal structures of power and ideologies in which they are situated. The volume interrogates culture and interculturality in tourism in detailed analyses of discursive details in tourism interactions and focuses on the notion of culture as a process or phenomenon engaged in or enacted on by individuals. Drawing on discourse analytic and ethnographic approaches, the book brings together perspectives from the lived experiences of residents, hosts, and ethnographers to explore the extent to which linguistic and cultural differences are constructed, identities negotiated, and power relations maintained and perpetuated in tourism encounters. The volume draws on insights from those working across a range of geographic contexts and explores the interplay of these issues in English as well as other languages and language varieties used in tourism interactions. With its focus on critical approaches to understanding language and culture, this book will appeal to students and scholars in intercultural communication, applied linguistics, sociolinguistics, linguistic anthropology, discourse analysis, and tourism studies.

Accessible yet theoretically rich, this landmark text introduces key concepts and issues in critical discourse analysis and situates these within the field of educational research. The book invites readers to consider the theories and
methods of three major traditions in critical discourse studies – discourse analysis, critical discourse analysis, and multimodal discourse analysis -- through the empirical work of leading scholars in the field. Beyond providing a useful overview, it contextualizes CDA in a wide range of learning environments and identifies how CDA can shed new insights on learning and social change. Detailed analytic procedures are included – to demystify the process of conducting CDA, to invite conversations about issues of trustworthiness of interpretations and their value to educational contexts, and to encourage researchers to build on the scholarship in critical discourse studies. This edition features a new structure; a touchstone chapter in each section by a recognized expert (Gee, Fairclough, Kress); and a stronger international focus on both theories and methods. NEW! Companion Website with Chapter Extensions; Interviews; Bibliographies; and Resources for Teaching Critical Discourse Analysis.

This volume is part of the series ‘Pragmatics, Philosophy and Psychology’, edited for Springer by Alessandro Capone. It is intended for an audience of undergraduate and graduate students, as well as postgraduate and advanced researchers. This volume focuses on societal pragmatics. One of the main concerns of societal pragmatics is the world of language users. We are interested in the investigation of linguistic practices in the context of societal practices ('praxis', to use a term used in the Wittgensteinian and other traditions). It is clear that the world of users, including their practices, their culture, and their social aims has to be taken into account and seriously investigated when we deal with the pragmatics of language. It is not enough to discuss principles of language use solely in the guise of abstract theoretical tools. Consequently, the present volume focuses explicitly on the interplay of abstract, theoretical principles and the necessities imposed by societal contexts often requiring a more flexible use of such theoretical tools. The volume includes articles on pragmemes, politeness and anti-politeness, dialogue, joint utterances, discourse markers, pragmatics and the law, institutional discourse, critical discourse analysis, pragmatics and culture, cultural scripts, argumentation theory, connectives and argumentation, language games and psychotherapy, slurs, the analysis of funerary rites, as well as an authoritative chapter by Jacob L. Mey on societal pragmatics.

The Routledge Handbook of Critical Discourse Studies provides a state-of-the-art overview of the important and rapidly developing field of Critical Discourse Studies (CDS). Forty-one chapters from leading international scholars cover the central theories, concepts, contexts and applications of CDS and how they have developed, encompassing: approaches analytical methods interdisciplinarity social divisions and power domains and media. Including methodologies to assist those undertaking their own critical research of discourse, this Handbook is key reading for all those engaged in the study and research of Critical Discourse Analysis within English Language and Linguistics, Communication, Media Studies and related areas.

An Introduction to Critical Discourse Analysis in Education Routledge

Methods of approaching the study of discourse have developed rapidly in the last ten years, influenced by a growing interdisciplinary spirit among linguistics and anthropology, sociology, cognitive and cultural psychology and cultural studies, as well
as among established sub-fields within linguistics itself. Among the more recent developments are an increasing ‘critical’ turn in discourse analysis, a growing interest in historical, ethnographic and corpus-based approaches to discourse, more concern with the social contexts in which discourse occurs, the social actions that it is used to take and the identities that are constructed through it, as well as a revaluation of what counts as ‘discourse’ to include multi-modal texts and interaction. Advances in Discourse Studies brings together contributions from leading scholars in the field, investigating the historical and theoretical relationships between new advances in discourse studies and pointing towards new directions for the future of the discipline. Featuring discussion questions, classroom projects and recommended readings at the end of each section, as well as case studies illustrating each approach discussed, this is an invaluable resource for students of interdisciplinary discourse analysis.

This book provides an introduction to the aims, theories and practices of critical discourse analysis (CDA). It is mainly concerned with the linguistic aspects of CDA. It provides an introduction to the different types of language analysis that are employed in CDA (frequency analysis, conversation, transitivity and reference, and figurative language, for example) and seeks to provide readers with the skills to apply them in different contexts to various types of texts: political speeches, marketing pieces, literary works, advertising, multimedia persuasive texts, discourses on race, gender, and politics.

Communication has become an important theme and heuristic concept in practical theology for Roman Catholics during the ecumenical age. Communication Habits for the Pilgrim Church explains why the moral order is given priority in Vatican teaching about communication and the reasons for Catholic social teaching to make moral judgments about these new realities. Attention is given in the book to the historical context of Vatican Councils I and II. The first chapter shows that behind the pilgrim Church lies an emerging vision of the threefold ecclesial offices of priest, prophet, and king. Chapter two examines the text and context of the Second Vatican Council’s pastoral decree «Inter Mirifica». Chapter three provides a documented history of the Vatican's Pontifical Council for Social Communication and its teachings. In chapter four we return to the threefold office and examine the contribution of Pope John Paul II. It includes an analysis of how the politics of the Magisterium shapes Catholic social teaching. Chapter five develops major tenets of a critical analysis of the communication of the post-Vatican II Church: attention is given to the discursive aspects of religious authority, argumentation, bureaucratization, and market culture. Chapter six takes a step toward examining the pragmatics of contemporary Vatican teaching. For Roman Catholic moral theology, religious ethics is now deeply concerned with providing moral teaching and guidance on ethical questions raised by the social conditions of globalization and media communication. Communication Habits for the Pilgrim Church concludes that there are three basic sociological and theological aspects of the pilgrim Church. These include a ritual approach to religious communication, the generational experience of Catholics and their respective attitudes toward Church teaching, and the important link in the faith’s praxis between reflexivity and forming habits of communication.

In this monograph, Chris Featherman adopts a discourse analytical approach to explore the ways in which social movement ideologies and identities are discursively
constructed in new and old media. In the context of his argument, Featherman also considers current debates surrounding the role that technologies play in democracy-building and global activist networks. He engages these critical issues through a case study of the 2009 Iranian presidential election protests, looking at both US legacy media coverage of the protests as well as activists’ use of social media. Through qualitative analysis of a corpus of activists’ Twitter tweets and Flickr uploads, Featherman argues that activists’ social media discourses and protesters’ symbolic and tactical borrowing of global English contribute to micronarratives of globalization, while also calling into question master narratives about Iran commonly found in mainstream Western media accounts. This volume makes a timely contribution to discussions regarding the relationship between cyber-rhetoric and democracy, and provides new directions for researchers engaging with the influence of new media on globalized vernaculars of English.

Combining perspectives from discourse analysis and sociolinguistics, the second edition of this popular textbook provides students with an up-to-date overview of the field of intercultural communication. Ingrid Piller explains communication in context using two main approaches. The first treats cultural identity, difference and similarity as discursive constructions. The second, informed by bilingualism studies, highlights the use and prestige of different languages and language varieties as well as the varying access that speakers have to them.

Designed specifically for introductory globalization courses, Introducing Globalization helps students to develop informed opinions about globalization, inviting them to become participants rather than just passive learners. Identifies and explores the major economic, political and social ties that comprise contemporary global interdependency Examines a broad sweep of topics, from the rise of transnational corporations and global commodity chains, to global health challenges and policies, to issues of worker solidarity and global labor markets, through to emerging forms of global mobility by both business elites and their critics Written by an award-winning teacher, and enhanced throughout by numerous empirical examples, maps, tables, an extended bibliography, glossary of key terms, and suggestions for further reading and student research Supported by additional web resources – available upon publication at www.wiley.com/go/sparke – including hot links to news reports, examples of globalization and other illustrative sites, and archived examples of student projects Engage with fellow readers of Introducing Globalization on the book's Facebook page at www.facebook.com/IntroducingGlobalization, or learn more about this topic by enrolling in the free Coursera course Globalization and You at www.coursera.org/course/globalization

The status of English in Europe is changing, and this book offers a series of studies of attitudes to English today. Until recently English was often seen as an opportunity for Europeans to take part in the global market, but increasingly English is viewed as a threat to the national languages of Europe, and the idea that Europeans are equally at home in English is being challenged. This book will appeal to anyone interested in global English. "A guide for researchers and reviewers."

Sara Mills offers an accessible and comprehensive analysis of the term 'discourse' and explores the theoretical assumptions underlying it. This handy, easy to follow pocket guidebook for students provides: straightforward working definitions historical developments of the term studied analysis of Michel Foucault discussion of the appropriation of the term 'discourse' by feminist, colonial and post-colonial discourse theorists examples of literary and non-literary texts to illustrate the use of 'discourse'.

Making a new contribution to the developing field of multimodal critical discourse studies, Ian
Roderick’s book demonstrates how technologies that tend to be widely represented as innovative, or as simple pragmatic solutions, are always anchored in power relations and are therefore deeply ideological. A series of examples analysing technologies such as robotics, smart phones or bio-medicine, their functioning and uses, as well as their representations in the media, show that these are embedded within discourses that tell us about social and power relations, identities and political values. The book takes a tour of everyday technologies and how they are represented in different settings. A Disney theme park attraction showing how technology has improved family life makes many assumptions about what is natural in terms of interpersonal relations, pleasure and satisfaction. Advertisements that represent robot workers inform us about the kinds of worker-management relations now characterising work places. Roderick looks at the way that technologies, while often represented as divorced from their production and maintenance, as objects of wonder, need to be seen within a fabric of social relations that tends to be supressed from how we see them as part of a wider technological fetishism. Engaging with existing theories of technology, the book argues that we must take a more interdisciplinary approach to avoid the pitfalls of social constructivism and technological determinism. Our experiences of technologies are shaped through the relationship between knowledge, practices and institutional forms.

This edited volume demonstrates some of the potential contributions of discourse analytic approaches to the study of education policy and its implementation within particular policy contexts. Contributing authors provide a range of perspectives, examining education policy using both micro-analytic traditions and more macro-analytic traditions. With examples of research focused on various stages of the policy process from agenda-setting and policy-making to implementation and media representations, this volume will appeal to scholars engaged in research at the intersection of education policy and discourse analysis, and to students with specific interests in education policy and qualitative research methods.

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