



Critical Discourse Analysis Revisited

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Abstract

Critical discourse analysis (CDA) is a rapidly developing area of language study. It considers discourse as a social practice and focus on the relation between language and power. CDA emphasis on language as it is used by real people with real intentions. Based on this approach members of the society and their speech is a reflection of a set of relational, and expressive values. In such a context linguistic production and social variables are linked together. The purpose of this investigation is to shed light on CDA specially Fairclough and Farahzad's outlooks in this regard. The study has some implications specially for EFL students in translation education. CDA can be used as a powerful device for analyzing the novel text to come up with the intended ideologies. Besides, it may be helpful in socio-cultural studies for discovering how attitudes and identities can lead to sociolinguistic variations.

Key Words: Critical discourse analysis (CDA), Farahzad's model of CDA, Fairclough's model of CDA, Translation



Introduction

Translation is usually explained in terms of “meaning and style” (Nida & Taber, 1982, p.12). Newmark (1988) described translation as “a craft attempting to replace a written message or statement in one language by the same message in another language” (p. 7). Translation is “rendering the meaning of a text into another language in the way that the author intended” (Newmark, 1988, p.5) meaning that any bias, as produced by the author, and feeling without shifting in meaning, would be conveyed to the target text. The study of translation has developed on different academic disciplines including linguistics, discourse analysis (DA), critical discourse analysis (CDA), cultural studies, and pragmatics.

According to Van Dijk (1999), the CDA mainly examines ways of reproducing domination, abuse of social power and inequality, approval and resistance to the text, and dialogue in various social and political contexts. Critical discourse analysis (CDA) is a type of discourse analytical research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context. Also, CDA is a scholarly research worldview pointing to explore “the power relations, ideological manipulations, and hegemony” (Rahimi & Sahragard, 2007, p.1). Fairclough (2010) believed that the CDA focuses on the effect of power relations and inequalities in the production of social wrongs and especially in the discourse aspects of power relationships and inequalities.

According to Fairclough (2015), discourse is a part of social changes and the relationship between discourse and other elements of social reality cannot be ignored. He considered discourse to be involved in social changes in three ways: First, social change is to some extent a change in discourse; Second, changes in wider social reality usually act as a stimulus for changes in discourse; and third, social change causes changes in reports, social debates, and arguments for or against, which are all part of the discourse. Besides, Farahzad proposed a theoretical CDA model which was inspired by Fairclough. The model will describe and explain “three -dimensions aspect that CDA, intertextuality, grammatical tense” (Farahzad, 2009). Farahzad (2009) model of translation quality assessment takes the text as a whole and in contrast to other models which look at the text as consisting of separate elements, it is based on functional elements and includes different dimensions of a text such as linguistic, grammatical, pragmatic, discourse, and semiotics. Farahzad model involves a three-dimensional approach to analyze the source and target texts. The First one is to explain and describe social and cultural practice in term of CDA, ideological linguistic being effective in the direction of power. The second is to examine grammatical tenses, modal, auxiliary verbs when comparing translated texts with the original one to explore any function shift. The third is “intertextuality” meaning that every original text can be a target text and the same target text can be the original one for another.

It is worth pointing that CDA and specially Farahzad’s model, can provide the possibility to analyze the ideological perspectives in the texts due to interdisciplinary tools it offers. Thus, relying on this critical translation approach, the researchers in translation studies can find out how translation changes or modification of the ideological status of the source text occurs in translation of novels. Thus, both micro and macro levels of analysis can be considered based on this perspective.



Literature Review

Translation is transcoding words and sentence patterns in a text into equivalence words and sentence patterns in another language. Vermeer (as cited in Bahadir & Dizarrd, 2004, p.257) states that it is the transcoding means by considering all aspects such as meaning, style, goals, information shared earlier, pragmatic function, and a shift of grammatical structure. In this sense, in Vermeer theory, Skopos, translation goes for a certain goal (Vermeer, 1996, p.41) focusing on purpose, function, situation and translator's intention. The importance of translation is that it seeks to transfer the original text. According to Jakobson (1959), translation is "an intellectual, creative process which takes place in a specific social, historical context that inflame and structure it" (as cited in Venuty, 1992, p.139).

It is worth noting that the approach of critical discourse analysis emerged in the early 1990s, and today in the 21st century, it has become one of the most prestigious fields of social sciences and is an interdisciplinary or transdisciplinary, and problem-oriented research program (Wodak, 2011). Blommaert (2005) pointed that the main focus of CDA is on power, and therefore, its goal is to analyze the structural relations of power, discrimination, power and control that appear in the language. That is, CDA emphasizes that discourse is in the service of power, which is usually difficult to understand how it works. CDA not only reacts against "power itself, but also analyzes the "effects" of power, the consequences of power, what power brings over people, groups, and societies, and it also deals with "how" these effects occur. One of the most complicated of these effects is inequality (Meyer, 2001). There are different approaches in CDA but the most important and the most popular approaches are related to Norman Fairclough, Ton Van Dijk, and Ruth Wodak. Fairclough's approach originated from "Holiday's multi-functional linguistic theory and Foucault's discourse order" while Wodak and Van Dijk's approaches are based on a "socio-cognitive" theory (Meyer, 2001, p. 15).

Fairclough's Model of CDA

Norman Fairclough (born in 1941) is an Emeritus Professor of Linguistics at Lancaster University. He is one of the prominent founders and influential thinkers in the field of critical discourse analysis. Fairclough's theory is based on Halliday's theory of functional linguistics, which is a pragmatic and problem-oriented approach (Meyer, 2001). Fairclough is most well-known for his work on the relationship between language, power, and society. He is also considered a pioneer in critical discourse analysis and created the three-dimensional model for critical discourse analysis. Fairclough's framework consists of three sections "whatness", "howness", and "whyness". Whatness refers to the description, howness to the interpretation and, whyness to the explanation (Amerian & Esmaili, 2015).

Fairclough believed that CDA is the analysis of dialectical relations between discourse and other objects, elements, and the analysis of these internal relations of discourse. Since the analysis of such relationships goes beyond the boundaries of the fields of linguistics, politics, sociology, etc., Fairclough considered CDA to be a type of interdisciplinary or preferably transdisciplinary analysis (Fairclough, 2010). The Fairclough emphasized that CDA is a critical realist approach. That is, this world is a social world and it is made in a social way (Fairclough, 2010).



Fairclough (2015) considered Critical Discourse Analysis as an effective framework by which gender ideologies are evaluated in textbooks. In fact, he considered CDA as an approach in which English teachers and language learners can use critical thinking and skills to analyze text and discourse. On the other hand, it can be seen as a method for investigating power relations, ideological manipulation, and hegemony (Rahimi & Sahragerd, 2007). In other words, CDA analyzes the relationship between political and social contexts and the language used in them (Partridge, 2006). Clarke (1995) addressed some issues such as gender, identity, ideology, and the impact they have on the text as the purpose of critical discourse analysis. Fairclough (1993) described CDA as follows: Discourse analysis aims to systematically explore opaque relationships of causality and determination between (a) discursive practices, events, and texts, and (b) wider social and cultural structures, relations, and processes; to investigate how such practices, events, and texts arise out of and are ideologically shaped by relations of power and struggles over power; and to explore how the opacity of these relationships between discourse and society is itself a factor securing power and hegemony (p. 135).

In fact, discourse can include any kind of social practice such as visual images, music, gestures, and such things. The relationships of the people who participate in the discourse are not always the same. These relationships vary from solidarity to inequality. Interactions between readers and receivers create meanings, and social processes that are not arbitrary create linguistic features (Fairclough, 1989). Fairclough and Wodak (1997) outlined seven fundamental principles with which CDA engages:

- CDA addresses social problems and reveals the hidden problems of power and domination from a critical perspective.
- Social relations of power are implemented through discourse, in other words, power relations are discourse.
- Society and culture are created by discourse, that is, language plays an essential role in the reproduction and transformation of society and culture, and as a result, power relations.
- Discourse produces ideology; therefore, in order to better understand how ideologies are produced, analyzing texts should be together with discourse practices, to see how to interpret and receive texts and their social effects.
- Historical context of a text should be considered to understand the discourse, which is why CDA pays attention to extra-linguistic factors such as society's culture and ideology.
- CDA is an approach beyond text analysis and deals with the interpretation and explanation of texts, which are dynamic and are influenced by readings and new background information.
- CDA is a kind of social action and its purpose is to discover power relations and tries to bring about changes in social and political practices.

In short, it can be stated that CDA originally arose from the theory of critical linguistics (CL) and considers language, that is, discourse, as a social act, and the context of language use is very important for it (Fairclough & Wodak, 1997; Wodak, 2001). It is particularly interested in the relationship between language and power as well as policy, gender and media discourses. The text is the main unit of communication, which refers to the larger discourse unit, and the discourse is analyzed as a social practice to understand the text and its interactions (Blackleg, 2005).



Farahzad's Model of CDA

Farahzad proposed a theoretical CDA model which was inspired by Fairclough. The model will describe and explain “three -dimensions aspect that CDA, intertextuality, grammatical tense “(Farahzad, 2009). Farahzad (2009) model of translation quality assessment takes the text as a whole and in contrast to other models which look at the text as consisting of separate elements, it is based on functional elements and includes different dimensions of a text such as linguistic, grammatical, pragmatic, discourse, and semiotics. Farahzad model involves a three-dimensional approach to analyze the source and target texts. The First one is to explain and describe social and cultural practice in term of CDA, ideological linguistic being effective in the direction of the power. The second is to examine grammatical tenses, tenses, modal, auxiliary verbs when comparing translated texts with the original one to explore any function shift. The third is “intertextuality” meaning that every original text can be a target text and the same target text can be the original one for another. This movement can be in the form of a circle. Thus, this research will use the model to analyze and compare the two translated texts with the original book at different levels.

According to Farahzad (2009), the terms translation quality assessment (TQA) and translation criticism have been in use interchangeably in the field; she believes that the confusion may come from the fact that they all examine a meta-text in comparison with a protect in spite of varied objectives and focuses. Based on the notions of intertextuality integrated in her model, Farahzad (2009) considers a text as the absorption and transformation of another text. She explains that “intertextuality questions the concepts of origin and source ... no text is original; no text is source of another” (p. 40). Although, translation involves two text categories, namely source and target text, she tends to call the former ‘pro-text’ and the later ‘meta-text’ (Farahzad, 2009). The role of a translators is not just transferring the linguistic forms, but to convey the social, cultural, and ideological aspects of the source text. As translation deals with the close relation between language and socio-cultural elements, CDA tries to analyze the translated text to see how the ideology of the author is visible in the translated text and to what extent translator’s ideological perspective affects the translation. Thus, CDA and specially Farahzad model, can provide the possibility to analyze the ideological perspectives in the texts due to interdisciplinary tools it offers. Relying on this critical translation approach, the researchers can find out how translation changes the ideological status of the source text. Thus, both micro and macro levels of analysis can be considered in CDA investigations.

Conclusion

As stressed in this investigation, CDA as a form of discourse analysis addresses a social problem. It is linked with the linguistic character of social and cultural processes. That is in line with the role of strategies, structures, and other properties of texts and it highlights establishing and maintaining power relations between different groups in society (van Dijk, 1993). Thus, CDA can be used as a powerful device for analyzing the text to come up with the intended ideologies. This approach has shown to be helpful in socio-cultural studies. Concerning this issue, Farahzad’s Model of CDA is a revisited version of Fairclough’s CDA model which involves a three-dimensional approach to analyze the source and target texts. This model of translation assessment



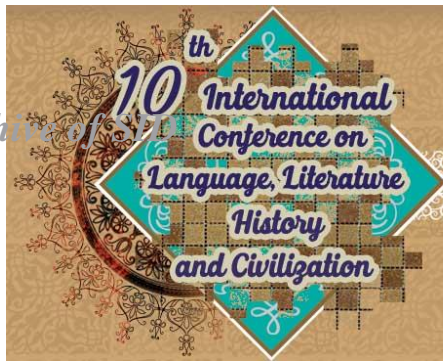
considers the text as a whole and it is based on functional components and comprises different aspects such as linguistic, grammatical, pragmatic, discourse, and semiotics. This model is appreciated because it highlights the social and cultural aspects in term of CDA and ideological linguistic concerning power relations. Likewise, it investigates the grammatical aspects such as tense, modal and auxiliary verbs in comparison with its translated version to highlight any functional changes. The third phase which is highlighted in Farahzad's model is intertextuality aspect which specialized this model as an effective procedure for discourse analysis. Besides, the ideological impacts of the process of translation and its consequences on the representation of ideologies and cultures can be highlighted here. In pursuing this goal, CDA found to be a cooperative means to examine the novel text and its translation from the perspectives which illuminate the macro and micro level analysis.



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