

ANTH 678: Ethnographic Discourse Analysis
Professor Jennifer Roth-Gordon
University of Arizona
Fall 2017

Course Information:

Class Time/Location: Wednesdays 10:00-12:30
 Haury 310

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Class Website: <http://d2l.arizona.edu>

Course Description:

This class investigates the relationship between language, culture, and social order through the analysis of discourse. While there are many different ways to study discourse (through different academic disciplines such as education or linguistics, through different approaches such as conversation analysis or speech act theory, etc.) and many definitions of discourse, this class is focused on understanding discourse within ethnographic and sociopolitical contexts. The goals of this class are two-fold: 1) to give students hands-on experience in linguistic analysis at the level of discourse and 2) to interrogate the micro/macro relationship between discourse patterns, ethnography, and larger sociopolitical contexts. Thus, as we draw on linguistic studies of spoken and written discourse, we will be asking how particular discourse patterns help speakers negotiate larger questions of citizenship, modernity, globalization, power, identity, and inequality. In this class, we will take up an explicitly ethnographic approach to discourse, in order to show how speakers, and speech, are simultaneously located in interactional, local, national, and global contexts. Not all of the readings here attend to these levels; it will be our job to continually ask (and then show) how discourse analysis can contribute to these broader anthropological concerns.

Because of our strong focus on ethnographic and sociopolitical contexts, students are encouraged to draw on fieldwork data that they have collected. However, it is not necessary to have recordings to work with in order to participate in this class, and many students write papers with easily accessible data (from social media, the internet, popular culture, etc.) that is on a topic of their interest and related to their future research. I am open to different kinds of discourse, including written or online discourse, provided there is a way to more fully explore the context. Students should feel free to come talk with me or send emails to flesh out potential research topics. Human Subjects clearance is not required for the purposes of recording and/or analyzing data for class assignments. However, should students wish to publish on this research (at any future point), or should this constitute ongoing research that will go beyond the confines of this class, students must receive IRB certification and clearance. Please get started on this as soon as possible, as this can be a time-consuming process.

Course Requirements:

1) Attendance and Participation:

In advanced graduate seminar, it goes without saying that your active and informed participation is expected. As a courtesy, please let me know ahead of time if you will be late or unable to attend a session of class. This class is designed as a hands-on data workshop that includes an in-depth discussion of readings and theory. This means we need all hands-on-deck! Please speak with me individually if you are planning to audit. Frequent absences (over 3) will negatively impact a student's grade and may constitute grounds for dismissal from the class.

→All students are advised to meet with me at least once during the semester to discuss your research and/or progress in the class.

2) Group Presentations:

In order to delve into actual discourse analysis, students will be working both independently and in groups. Each group will work together to design a presentation of at least 30 minutes that will start off the class. There are several ways to approach these presentations, but all presentations must include: 1) a PowerPoint presentation and 2) detailed handouts for each student. There are two parts to these presentations: You should present and synthesize the readings (with short examples either from the readings or the internet) and also introduce new data that will allow us to work through the discourse theme of the day. You have many options in choosing data to present. You may work with data that one student has collected and transcribed from their ongoing fieldwork; you may do a comparison of several students' data; and you may also compare previously published data (properly cited), or written/online discourse taken from the internet or other sources. Your job is to present an in-depth example of the discourse pattern at hand, synthesizing both micro and macro perspectives. Pay careful attention to the ethnographic and sociopolitical context, even if this takes the form of open-ended questions, critique, or future directions for research.

3) Papers:

For your first paper assignment, you will choose one topic discussed in the 2nd content area of the course ("The Discursive Construction of Social Order"). These topics include: frames and footing, participant roles, stance, register, and genre. Students will be expected to present a short transcript and analyze it through the discourse theme that they have chosen. You are expected to submit your transcript (no longer than 3 pages) along with a 7-10 page paper. This paper is due via email by **Friday, October 20th**. For your final paper, you have the option of focusing on one of the topics from the 3rd section of the course in a 15-20 page paper OR completing two additional short papers, on different topics from either section of the course (7-10 pages each). Should you choose one final paper, an abstract of your proposed topic is due no later than **November 15th** by email, and the paper is due on **December 8th**. Shorter papers will be due on **November 15th** and **December 8th** (no abstract necessary). You are always welcome to

email me your ideas for feedback or schedule a time to come visit me in office hours. Please note that no hard copies are needed/accepted: All assignments should be emailed.

Grading:

Attendance and Participation:	25%
Group Presentations:	25%
Mid-term Paper:	25%
Final Paper(s):	25%

Course Readings:

All readings will be made available at the d2l class website. If you have trouble accessing the site for any reason, please email me.

Class Schedule:

<i>Section 1: Locating Discourse in Context(s)</i>

Week One: Introductions

August 23

Duranti, Alessandro. 2008. The Political Attitude. Paper presented at the Annual Meetings of the American Anthropological Association, San Francisco, CA. November 20, 2008.

Week Two: Conducting Ethnographic Discourse Analysis

August 30

Alim, H. Samy. 2004. *You Know My Steez: An Ethnographic and Sociolinguistic Study of Styleshifting in a Black American Speech Community* (chapters 4 and 9). American Dialect Society: Duke University Press. 78-140, 231-248.

Jacobs-Huey, Lanita. 2006. *From the Kitchen to the Parlor: Language and Becoming in African American Women's Hair Care* (chapters 2 and 5). New York: Oxford University Press. 29-46, 89-104. [also see review posted online]

Barrett, Rusty. 2006. Language Ideology and Racial Inequality: Competing Functions of Spanish in an Anglo-owned Mexican Restaurant. *Language in Society*. 35: 163-204.

Week Three: Discourse in Context

September 6

Bucholtz, Mary. 2000. The Politics of Transcription. *Journal of Pragmatics*. 32: 10: 1439-1465.

Cameron, Deborah. 2008. Talk from the Top Down. *Language & Communication* 28: 143-155.

- Gaudio, Rudolf P. 2003. Coffeetalk: Starbucks and the Commercialization of Casual Conversation. *Language in Society*. 32: 5: 659-691.
- Manning, Paul. 2008. Barista Rants about Stupid Customers at Starbucks: What Imaginary Conversations Can Tell Us About Real Ones. *Language & Communication*. 28: 101-126.
- Goodman, Jane E. 2002. "Stealing Our Heritage?": Women's Folksongs, Copyright Law, and the Public Domain in Algeria. *Africa Today*. 49: 1: 85-97.
- Hillewaert, Sarah. 2015. Writing with an Accent: Orthographic Practice, Emblems, and Traces on Facebook. *Journal of Linguistic Anthropology*. 25: 2: 195-214.

<i>Section 2: The Discursive Construction of Social Order</i>
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Week Four: Frames and Footing
September 13

- Goffman, Erving. 1981. *Forms of Talk*. Philadelphia: University of Pennsylvania Press. 124-159.
- Goffman, Erving. 1997. Frame Analysis of Talk (chapter 13), in *The Goffman Reader*, ed. by Charles Lemert and Ann Branaman. Malden, MA: Blackwell. 167-200.
- Hanks, William F. 1996. Exorcism and the Description of Participant Roles in *Natural Histories of Discourse*, ed. by Michael Silverstein and Greg Urban. Chicago: The University of Chicago Press. 160-220. (excerpt)
- Matoesian, Gregory M. 1999. The Grammaticalization of Participant Roles in the Constitution of Expert Identity. *Language in Society* 28: 4: 491-521.
- Coupland, Nikolas. 2012. Bilingualism on Display: The Framing of Welsh and English in Welsh Public Spaces. *Language in Society*. 41: 1: 1-27.
- Seizer, Susan. 1997. Jokes, Gender, and Discursive Distance on the Tamil Popular Stage. *American Ethnologist*. 24: 1: 62-90.

Week Five: Participant Roles
September 20

- Scollon, Ron. 1995. Plagiarism and Ideology: Identity in Intercultural Discourse. *Language in Society* 24: 1: 1-28.
- Irvine, Judith T. 1996. Shadow Conversations: The Indeterminacy of Participant Roles, in *Natural Histories of Discourse*, ed. by Michael Silverstein and Greg Urban. Chicago: The University of Chicago Press. 131-159.

- McIntosh, Janet. 2005. Liminal Meanings: Sexually Charged Giriama Funerary Ritual and Unsettled Participant Frameworks. *Language & Communication* 25: 39-60.
- Chernela, Janet M. 2011. The Second World of Wanano Women: Truth, Lies, and Back-Talk in the Brazilian Northwest Amazon. *Journal of Linguistic Anthropology*. 21: 2: 193-210.
- Vigouroux, Cécile B. 2010. Double-Mouthed Discourse: Interpreting, Framing, and Participant Roles. *Journal of Sociolinguistics*. 14: 3: 341-369.
- Faudree, Paja. 2012. How to Say Things with Wars: Performativity and Discursive Rupture in the *Requerimiento* of the Spanish Conquest. *Journal of Linguistic Anthropology*. 22: 3: 182-200.

Week Six: Stance
September 27

- Mendoza-Denton, Norma. 1999. Turn-Initial No: Collaborative Opposition among Latina Adolescents, in *Reinventing Identities: The gendered Self in Discourse*, ed. by Mary Bucholtz, A. C. Liang, and Laurel A. Sutton. New York: Oxford University Press. 273-292.
- Kiesling, Scott F. 2004. Dude. *American Speech*. 79: 3: 281-305.
- Irvine, Judith T. 2009. Stance in a Colonial Encounter: How Mr. Taylor Lost His Footing, in *Stance: Sociolinguistic Perspectives*, ed. by Alexandra Jaffe. New York: Oxford University Press. 53-71.
- McIntosh, Janet. 2009. Stance and Distance: Social Boundaries, Self-Lamination, and Metalinguistic Anxiety in White Kenyan Narratives about the African Occult, in *Stance: Sociolinguistic Perspectives*, ed. by Alexandra Jaffe. New York: Oxford University Press. 72-91.
- Jacobs-Huey, Lanita. 2006. *From the Kitchen to the Parlor: Language and Becoming in African American Women's Hair Care* (chapter 6). New York: Oxford University Press. 105-128.

Week Seven: Register
October 4

- Agha, Asif. 2003. The Social Life of Cultural Value. *Language & Communication*. 23: 231-273.
- Agha, Asif. 2005. Voice, Footing, Enregisterment. *Journal of Linguistic Anthropology*. 15: 1: 38-59.
- Roth-Gordon, Jennifer. 2009. The Language that Came Down the Hill: Slang, Crime, and Citizenship in Rio de Janeiro. *American Anthropologist*. 111: 1: 57-68.

McIntosh, Janet. 2010. Mobile Phones and Mipoho's Prophecy: The Powers and Dangers of Flying Language. *American Ethnologist*. 37: 2: 337-353.

Irvine, Judith. 2011. Leaky Registers and Eight-Hundred-Pound Gorillas. *Anthropological Quarterly*. 84: 1: 15-39.

Week Eight: Genre

October 11

Hanks, William F. 1987. Discourse Genres in a Theory of Practice. *American Ethnologist*. 14: 4: 668-692.

Shoaps, Robin Ann. 2009. Ritual and (Im)Moral Voices: Locating the Testament of Judas in Sakapultek Communicative Ecology. *American Ethnologist*. 36: 3: 459-477.

French, Brigittine M. 2001. The Symbolic Capital of Social Identities: The Genre of Bargaining in an Urban Guatemalan Market. *Journal of Linguistic Anthropology*. 10: 2: 155-189.

Goodman, Jane E. 2002. Writing Empire, Underwriting Nation: Discursive Histories of Kabyle Berber Oral Texts. *American Ethnologist*. 29: 1: 86-122.

Dunn, Cynthia Dickel. 2014. "Then I Learned about Positive Thinking": The Genre Structuring of Narratives of Self-Transformation. *Journal of Linguistic Anthropology*. 24: 2: 133-150.

Paz, Alejandro. 2009. The Circulation of Chisme and Rumor: Gossip, Evidentiality, and Authority in the Perspective of Latino Labor Migrants in Israel. *Journal of Linguistic Anthropology*. 19: 1: 117-143.

Week Nine: Synthesis

October 18

Section 3: Heteroglossia

Week Ten: Intertextuality

October 25

Hill, Jane H. 2005. Intertextuality as Source and Evidence for Indirect Indexical Meanings. *Journal of Linguistic Anthropology*. 15: 1: 113-124.

Hanks, William F. 1986. Authenticity and Ambivalence in the Text: A Colonial Maya Case. *American Ethnologist*. 13: 4: 721-744.

Wilce, James M. 2005. Traditional Laments and Postmodern Regrets: The Circulation of Discourse in Metacultural Context. *Journal of Linguistic Anthropology*. 15: 1: 60-71.

Cody, Francis. 2009. Daily Wires and Daily Blossoms: Cultivating Regimes of Circulation in Tamil India's Newspaper Revolution. *Journal of Linguistic Anthropology*. 19: 2: 286-309.

Jones, Rodney H. 2015. Generic Intertextuality in Online Social Activism: The Case of the It Gets Better Project. *Language in Society*. 44: 317-339.

Week Eleven: Decontextualization and Recontextualization
November 1

Spitulnik, Debra. 1997. The Social Circulation of Media Discourse and the Mediation of Communities. *Journal of Linguistic Anthropology*. 6: 2: 161-187.

Matoesian, Greg. 2000. Intertextual Authority in Reported Speech. *Journal of Pragmatics*. 32: 879-914.

Mendoza-Denton, Norma. 2011. The Semiotic Hitchhiker's Guide to Creaky Voice: Circulation and Gendered Hardcore in a Chicana/o Gang Persona. *Journal of Linguistic Anthropology* 21: 2: 261-280.

Roth-Gordon, Jennifer. 2012. Linguistic Techniques of the Self: The Intertextual Language of Racial Empowerment in Politically Conscious Brazilian Hip Hop. *Language & Communication*. 32: 1: 36-47.

Cavanaugh, Jillian R. 2012. Entering into Politics: Interdiscursivity, Register, Stance, and Vernacular in Northern Italy. *Language in Society*. 41: 1: 73-95.

Week Twelve: Multivocality
November 8

Volosinov, V.N. 1973. Exposition of the Problem of Reported Speech, in *Marxism and The Philosophy of Language*. Cambridge, MA: Harvard University Press. 115-123.

Tannen, Deborah. 1989. "Oh Talking Voice that is so Sweet": Constructing Dialogue in Conversation, in *Talking Voices: Repetition, Dialogue, and Imagery in Conversational Discourse* (chapters 4). New York: Cambridge University Press. 98-133.

Woolard, Kathryn A. 1999. Simultaneity and Bivalency as Strategies in Bilingualism. *Journal of Linguistic Anthropology*. 8: 1: 3-29.

Inoue, Miyako. 2003. Speech Without a Speaking Body: "Japanese Women's Language" in Translation. *Language & Communication* 23: 315-330.

Mannheim, Bruce and Krista Van Vleet. 1998. The Dialogics of Southern Quechua Narrative. *American Anthropologist*. 100: 2: 326-346.

Week Thirteen: Voice

November 15

Hill, Jane H. 1995. The Voices of Don Gabriel: Responsibility and Self in A Modern Mexicano Narrative, in *The Dialogic Emergence of Culture*, ed. by Dennis Tedlock and Bruce Mannheim. Urbana: University of Illinois Press. 97-147.

Keane, Webb. 2008. Indexing Voice: A Morality Tale. Paper presented at the Annual Meetings of the American Anthropological Association, San Francisco, CA. November 20, 2008.

Mannheim, Bruce. 2008. The Voices of Jane Hill. Paper presented at the Annual Meetings of the American Anthropological Association, San Francisco, CA. November 20, 2008.

Haviland, John B. 1991. "That Was the Last Time I Seen Them, and No More": Voices Through Time in Australian Aboriginal Autobiography. *American Ethnologist*. 18: 2: 331-361.

Roth-Gordon, Jennifer and Antonio José B. da Silva. 2013. Double-voicing in the Everyday Language of Brazilian Black Activism, in *The Persistence of Language: Constructing and Confronting the Past and Present in the Voices of Jane H. Hill*, ed. by Shannon T. Bischoff, Deborah Cole, Amy V. Fountain, and Mizuki Miyashita. Philadelphia, PA: John Benjamins. 365–388.

Wirtz, Kristina. 2013. A "Brutology" of Bozal: Tracing a Discourse Genealogy from Nineteenth-Century Blackface Theater to Twenty-First-Century Spirit Possession in Cuba. *Comparative Studies in Society and History*. 55: 4: 800–833.

Week Fourteen: Chronotopes

November 22

Readings TBA

AAA's in Washington, D.C.: No class

November 29

Week Fifteen: Conclusions

December 6

Have a nice winter break!