

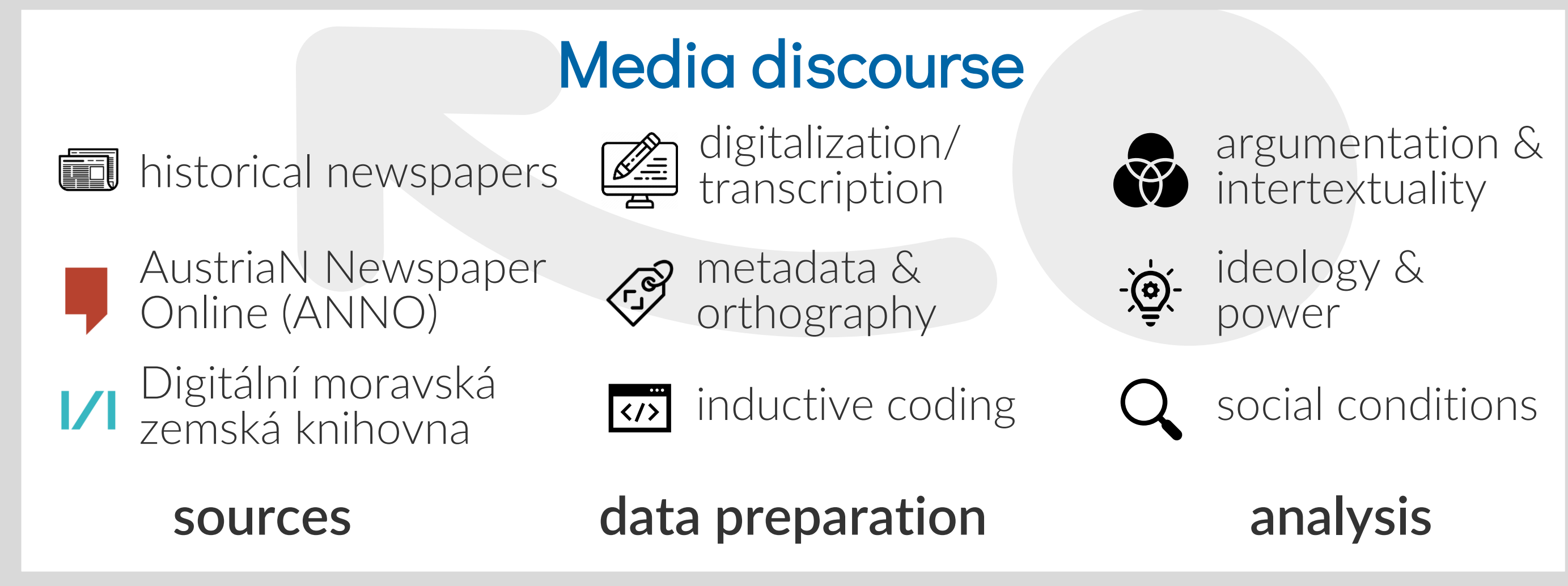
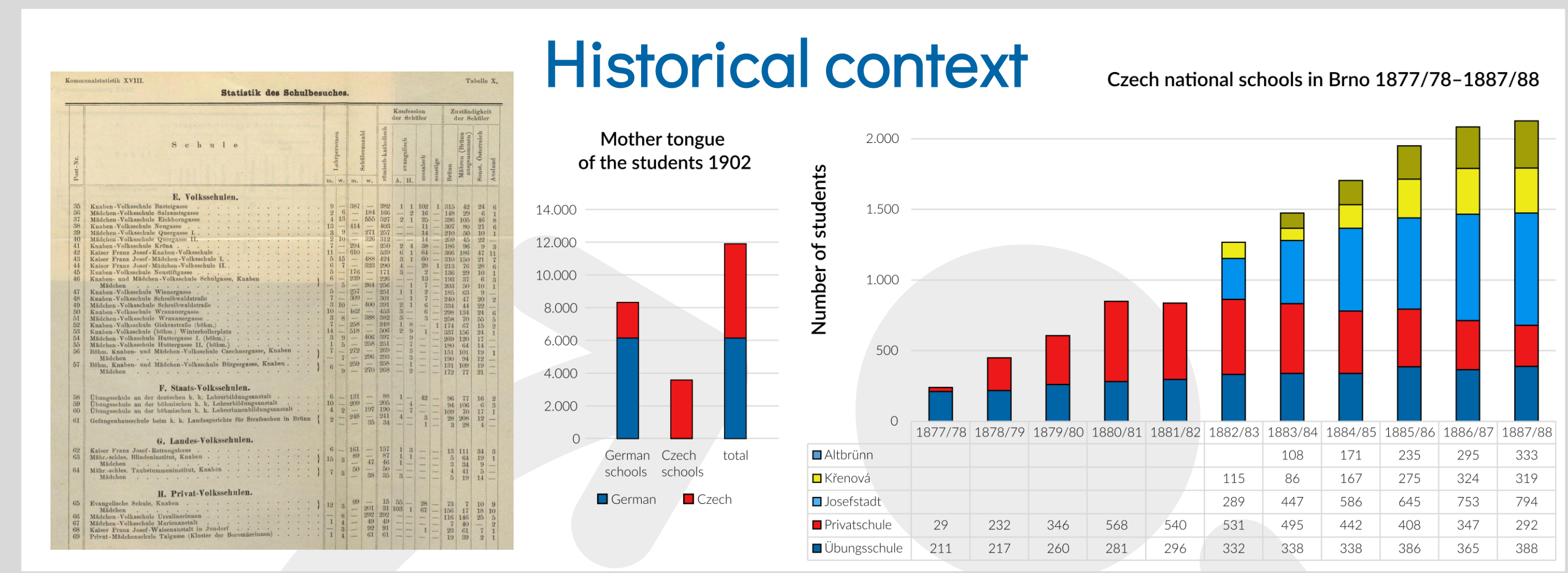
... IN POLITICAL AND MEDIA DISCOURSE

Keywords

diglossia, power & ideology
politics & media
critical discourse analysis

Motivation and Research Questions

Based on the assumption of **discursively created and reinforced asymmetries between languages** or language groups, the project investigates, how the assumed **normalization of the conflictive diglossic language situation** in Brno's primary school system manifested itself in politics and media. It asks, which **discursive practices and strategies of legitimation** were used by the German and Czech organizations and bodies to assert their interests and how the German and Czech (regional) press shaped and supported the (socio-)political discourse.



Summary and Results

The focus of the evaluation lies not only on linguistic means but also on **content, argumentation strategies and intertextual references**. In addition to qualitative content analysis, **critical discourse analysis** is used. The multifunctional concept of discourse elaborated by the critical discourse analysis is strongly linked to **questions of power and ideology, their reproduction and transformation**. Following the understanding of discourse as an overall process of social interaction, the **analysis of the social conditions that relate to the production and interpretation of texts** is emphasized.

References

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