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The Cognitive Linguistic Approach to Critical Discourse Analysis

Critical Discourse Analysis (CDA) locates itself at the interface of linguistics and social sciences. Recently, some CDA researchers have criticised that the different frameworks are not always applied in a systematic fashion. For instance, cognitive linguistic methods have been neglected even though they can add to a complete theory of discourse. The cognitive linguistic approach to CDA (e.g. Hart 2014) tries to explain how social cognitions are derived from representations in text. Framing, force-dynamic schemas, fictive motion, point of view, discourse space construal and conceptual mappings like metaphor and metonymy are categories under investigation. In this presentation, I will familiarise the audience with those concepts and show how they can be applied to authentic texts in order to yield a more comprehensive account of discourse processes. Following this introduction, the listeners should be able to put aspects of the methodology to use independently.