

Meeting 10:

Framing, Narratives and Othering in a Corpus
Writing an Abstract

13 Januar 2022

Framing

Definition:

“To frame is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and / or treatment recommendation for the item described” (Entman, 1993, 52).

→ a process of highlighting selected elements of reality to create a narrative that promotes a particular interpretation
(cf. Entman, 2007, 164)

Framing

How can we find frames in a corpus?

Different starting points:

- Start with a keyword (that is surprisingly relevant in the corpus)

- Stumble across an oddity (close reading of your corpus material facilitates this)

- Start with the list of most frequent words and look out for strange groups

- Start with your research question and look for the narrative around key terms

Next steps:

- Concordances (are there odd frequent concordances?)

- Semantic prosody (is the atmosphere around a node odd?)

→ Identify the frame and the elements within, then interpret its meaning for your corpus

Framing example

COVID-19 as fairytale – Great Britain

Boris Johnson: vaccine like a magic potion (“Let’s take that combination, that spirit, bottle it, swig it”)

Sir Patrick Vallance: hero science is saving UK (“science will in due course come, ride to our rescue”)

Vicious enemy: COVID-19 virus

Boris Johnson: current situation difficult (“in these dark times”, “tough times”)

Wordfield endurance: “tirelessly” – “fearlessly” – “stay strong” – “selflessness”

Boris Johnson: superhuman strength (“the superhuman energy of Captain Tom”)

Wordfield fight: “shielding” – “fight back” – “front line” – “brave” – “weapons” – “last resort”

Narrative behind the fairytale frame: Prime Minister acts as narrating voice in the fairytale, not as hero/actor

Others need to do the work, especially the heroes science/medical personnel, the public and the government just needs to support them by staying back and not disturbing/distracting

Prime Minister and government not responsible, cannot be held accountable afterwards → it was not their responsibility

Differentiating between groups, making distinctions

Complex manifestation: can be based on race,
gender, country/region of origin, religion,
language, jargon, family, ...

In-group VS out-group

Othering

Own group: positive

Ascribes characteristics and
values to people - stereotyping

Others always described negatively and pejorative

Starting point in the corpus: search for pronouns: we & them → can be evident, but is not present in each corpus!

Next steps: look at concordances (are there odd frequent concordances?) and who is meant by “we” and “they”; Semantic prosody

→ Identify potential othering and the elements within (in-/outgroup), then interpret its meaning for your corpus/ the narrative

Abstract

Andrade, Chittaranjan (2011): How to write a good abstract for a scientific paper or conference presentation. *Indian J Psychiatry*, 53(2), pp. 172-175. (<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3136027>)

Abstract

Dos and Don'ts:

1. No retelling of your paper
2. Do not cite your own work
3. Summarise your research
4. Only information from the paper
5. It is no Introduction or Discussion
6. Do not include too much/not enough background
7. Do not include too many methods
8. Explain what your results mean
9. No citations, abbreviations or bibliography

→ BRING YOUR FIRST DRAFT OF THE ABSTRACT TO CLASS NEXT WEEK (20 JAN)

Abstracts and Keywords

The Framing of Muslims on the Spanish Internet

Manuel Alcántara-Plá, Ana Ruiz-Sánchez

Abstract

In this work we study the representation of Muslims on the Internet in Spain. After the terrorist attacks in Europe, Islamophobia and Muslimophobia have grown considerably in our society. There is a strong rejection of Muslim groups and individuals, they are perceived not only as different, but also as dangerous and violent. We follow a cognitive linguistics approach using corpus linguistics as a methodology in order to know which concepts are related to Muslims in discourse. We have used three corpora: the Spanish part of the esTenTen corpus, which is a large web corpus intended to give a picture of the Spanish language on the Internet; a Twitter corpus encompassing tweets published by five main political parties in Spain and their candidates in 2015-2016; and a third corpus of articles on the topic “Muslims” from four important digital newspapers (El País, La Vanguardia, La Voz de Galicia, and ABC). We examine word co-occurrence patterns of islámico (‘Islamic’) and musulmán (‘Muslim’) to shed light on the stigmatization of this minority in the online discourse and its frequent presence in negative frames.

Keywords: Islam, Muslims, Spain, linguistics, corpora, Islamophobia, social media

Abstracts and Keywords

Words and their metaphors: A corpus-based approach

Anatol Stefanowitsch

Abstract

In this paper, I propose and demonstrate a corpus-based approach to the investigation of metaphorical target domains based on retrieving representative lexical items from the target domain and identifying the metaphorical expressions associated with them. I show that this approach is superior in terms of data coverage compared to the traditional method of eclectically collecting citations or gathering data from introspection. In addition to its superior coverage, a corpus-based approach allows us to quantify the frequency of individual metaphors, and I show how central metaphors can be identified on the basis of such quantitative data. Finally, I argue that a focus on metaphors associated with individual lexical items opens up the possibility of investigating the interaction between metaphor and lexical semantics.

Keywords: metaphors, corpus linguistics, frames, metaphor, lexical semantics, introspection, metaphorical pattern analysis

Abstracts and Keywords

Framing interculturality:

A corpus-based analysis of online promotional discourse of higher education intercultural communication courses

Zhu Hua , Michael Handford and Tony Johnstone Young

Abstract

This paper examines how intercultural communication (ICC) and the notion of culture are framed in on-line promotional discourse of higher education (HE) ICC courses. It analyses a specialised corpus comprised of 14,842 words from 43 course websites of master's programmes in ICC in the UK and the US – internationally, the two largest providers of such programmes. Through combining corpus tools with a 'situated meaning' approach, the analysis reveals that while a small number of courses acknowledge cultural 'complexity', culture is still very often reduced to an essentialised and static notion, despite growing criticism against such an approach in ICC literature. ICC is valorised as a combination of desirable skills and knowledge conducive to effective communication of different cultural groups and for those working in international arenas. Significant differences between the UK and US courses are identified with regard to the extent of associations with diversity-related social categories. The lack of interpretive, critical, and constructivist positions on culture in promotional discourse is discussed in the context of neoliberal discourse and the current thinking towards professional competences dominant in Britain, North America, and other parts of the world.

Keywords: intercultural communication (ICC), higher education, culture, diversity, corpus linguistics, anglophone

Title

Finding a catchy title

Example:

„Shambolic Blunder“: Boris Johnson's Communication of Failure During the
First and Second Wave of the COVID-10 Pandemic