

Representing Sustainability 7.5 credits

Spring 2023

This doctoral course will examine how narratives around the global goals are created, can be understood and also how it relates to the doctoral student's own research. The doctoral students will gain a theoretical and practical foundation in discourse analysis and metaphor analysis in order to critically review the language, images and narratives surrounding the goals, as well as an introduction to artistic methods to provide practical tools for creating a perspectivized and embodied narrative. The course will include seminars where metaphor analysis and the relationship between text and discourse are presented and discussed. The course also includes a workshop where practical artistic methods on storytelling, dramaturgy and presentation will be investigated. The course is examined through an oral presentation, departing from the doctoral student's research and the different methods presented in the course and as well as through a written assignment.

Teachers

Henrik Rahm

Språk- och litteraturcentrum/Centre for Languages and Literature

Lunds universitet/Lund University

<http://www.sol.lu.se/person/HenrikRahm>

Tel +46 (0)46-222 87 03 Mobile +46 (0)736-78 25 32

Room L318b

Anna W Gustafsson

Språk- och litteraturcentrum/Centre for Languages and Literature

Lunds universitet/Lund University

anna_w.gustafsson@nordlund.lu.se

Jörgen Dahlqvist

Teaterhögskolan i Malmö/Malmö Theatre Academy

Jorgen.dahlqvist@thm.lu.se

Methods of discourse analysis

Lecturer: Henrik Rahm

The students are introduced to the relationship between text and discourse. Through article reading and exercises, they will gain a basic understanding of and skills in analyzing how discourses are constructed by texts and voices with different perspectives in different contexts.

Lectures, seminars, assignments, texts to read

I, that is Henrik Rahm, will present tools, notions and examples of discourse analysis at the lectures in the morning for April 24 and 26 respectively. After lunch you will work on assignments which we will discuss at seminars. April 25 and 27 are devoted to reading articles. There are two lists of texts on the following – one for common reading and one with texts to choose for the seminar April 28. Let me and the other participants know which article you choose for presentation and discussion.

Monday April 24 at the Centre for Languages and Literature

April 24 at 10.15-12 Lecture: Overview of the course Notions and tools for discourse analysis

After an introduction of the three parts in the course, we will start with a brief presentation of our research interests, where I present myself, Swedish linguist taking an interest in various discourse analyses in cooperation with other disciplines. In the lecture I will introduce notions and tools such as discourse, discourse analysis, interdiscursivity, manifest intertextuality, exemplifying how they can be applied.

April 24 at 13.15-15 Work on your own data individually and in groups

Begin by reflecting on the questions on your own and then in pairs or in groups.

How can the notion be applied to the data of you PhD work?

Or how can the data be applied to other relevant data?

Which (new) possibilities do you meet when applying the notions?

Which (new) challenges do you meet when applying the notions?

Which are the possibilities of discourse analysis?

Which are the challenges of discourse analysis?

April 24 at 15.15-16 Seminar on the assignments

Tuesday April 25

Individual reading

Wednesday April 26 at the Centre for Languages and Literature

April 26 at 10.15-12 Lecture: Discourse analysis and Agenda 2030

Connecting to the lecture of April 24, I will give examples of work in progress of a project on the economic-political discourse of the compiled accounts of the Swedish state-owned enterprises.

April 26 at 13.15-15 Work on your own data individually and in groups

Begin by reflecting on the questions on your own and then in pairs or in groups.

How is sustainability presented in various settings?

How is sustainability represented and framed?

Which genres, text types, modalities are used?

Which is the role of narratives?

Discuss the video presented at the lecture.

April 26 at 15.15-16 Seminar on the assignments

Thursday April 27

Individual reading

Friday April 28 at the Centre for Languages and Literature

April 28 at 10.15-12: Discussion of chosen articles

April 28 at 13.15-15 Continuation of the seminar.

Summing up the seminar and the week. Possibilities and challenges for discourse analysis in connection to your research interests

Common reading

Bhatia, V. K. (2010) 'Interdiscursivity in professional communication', *Discourse and Communication*, 4(1), pp. 32–50. doi: 10.1177/1750481309351208.

- Christensen, L. T., Morsing, M. and Thyssen, O. (2013) 'CSR as aspirational talk', *Organization*, 20(3), pp. 372–393. doi: 10.1177/1350508413478310.
- Koskela, M. (2013) 'Same, same, but different: Intertextual and interdiscursive features of communication strategy texts', *Discourse and Communication*, 7(4), pp. 389–407. doi: 10.1177/1750481313498655.
- Ledin, P. and Machin, D. (2015) 'How Lists, Bullet Points and Tables Recontextualize Social Practice: A Multimodal Study of Management Language in Swedish Universities', *Critical Discourse Studies*, 12(4), pp. 463–481. doi: 10.1080/17405904.2015.1039556.
- Rahm, H., Andersson, M. and Edberg, A.-K. (2014) 'The Collective Voice Legitimation Strategies in Focus Group Discussions with Nurses in Municipal Palliative Care for Older People in Sweden', *Communication & Medicine. An Interdisciplinary Journal of Healthcare, Ethics and Society*, Volume 11(2) (2014), pp. 167–177. doi: 10.1558/cam.v11i2.20116.
- van Leeuwen, T. (2007). "Legitimation in discourse and communication." *Discourse & Communication* 1(1): 91-112.

Choose one of these articles for the seminar April 28

- Ala-Uddin, M. (2019) 'Sustainable Discourse: A Critical Analysis of the 2030 Agenda for Sustainable Development', *Asia Pacific Media Educator*, 29(2), pp. 214–224. doi: 10.1177/1326365X19881515.
- Alexius, S. and Cisneros Örnberg, J. 1975 (2015) 'Mission(s) impossible? Configuring values in the governance of state-owned enterprises', *International Journal of Public Sector Management*, 28(4–5), pp. 286–306. doi: 10.1108/IJPSM-08-2015-0151.
- Bojsen-Møller, M, Auken, S, Devitt, AJ & Christensen, TK 2020, 'Illicit Genres: The Case of Threatening Communications', *Sakprosa* , vol. 12, no. 1, pp. 1-53.
- De Simone, L 2012, 'Forward a Re-conceptualization of Malls, Protomalls and other Pseudo-public Spaces: Evolution in Commercial Typologies in Santiago, Chile and Possibilities for Topological Restructuration', *Spaces & Flows: An International Journal of Urban & Extra Urban Studies*, vol. 2, no. 3, pp. 197–209, viewed 22 October 2020, <[https://search-ebscohost-com.ludwig.lub.lu.se/login.aspx?direct=true&db=sih&AN=91817264&site=eds-live&scope=site](https://search.ebscohost.com.ludwig.lub.lu.se/login.aspx?direct=true&db=sih&AN=91817264&site=eds-live&scope=site)>.

- Fonseca Pedro and Ferreira Maria João (2015) 'Through "seas never before sailed" : Portuguese government discursive legitimation strategies in a context of financial crisis', *Discourse & Society*, 26(6), p. 682. Available at: <https://search-ebshost.com.ludwig.lub.lu.se/login.aspx?direct=true&db=edsjsr&AN=edsjsr.26376346&site=eds-live&scope=site>
- Hatakka, N., Välimäki, M. and Niemi, M. K. (2017) 'Confrontational yet submissive: Calculated ambivalence and populist parties' strategies of responding to racism accusations in the media', *Discourse and Society*, 28(3), pp. 262–280. doi: 10.1177/0957926516687406.
- Höög, C. N. and Björkvall, A. (2018) 'Keeping the Discussion Among Civil Servants Alive: "Platform of Values" as an Emerging Genre Within the Public Sector in Sweden', *Scandinavian Journal of Public Administration*, 22(3), pp. 17–38. Available at: <https://search-ebshost.com.ludwig.lub.lu.se/login.aspx?direct=true&db=poh&AN=132048886&site=eds-live&scope=site>
- Labarca, C., Arceneaux, P. C. and Golan, G. J. (2020) 'The relationship management function of public affairs officers in Chile: Identifying opportunities and challenges in an emergent market', *Journal of Public Affairs (14723891)*, 20(3), p. 1. Available at: <https://search-ebshost.com.ludwig.lub.lu.se/login.aspx?direct=true&db=edb&AN=145053097&site=eds-live&scope=site> (
- Rahm, H., Sandell, N. and Svensson, P. (2020) 'Corporate dreams – appropriate aspirations and the building of trust in annual reports', *Studies in Communication Sciences*. Available at: <https://search.ebscohost.com/login.aspx?direct=true&db=edsswe&AN=edsswe.oai.lub.lu.se.c3717961.73c9.46d0.bee6.49021bbd1121&site=eds-live&scope=site>

Introduction to discourse analysis for all disciplinary backgrounds

Gee, J. P. (2014) *An introduction to discourse analysis. [Electronic resource] theory and method*. 4. ed. Routledge. Available at:

<https://search.ebscohost.com/login.aspx?direct=true&db=cat07147a&AN=lub.5652974&site=eds-live&scope=site>

Methods of metaphor analysis

Lecturer: Anna W Gustafsson

The students are introduced to the relationship between text and discourse. Through article reading and exercises, they will gain a basic understanding of and skills in analyzing how discourses are constructed by texts and voices with different perspectives in different contexts.

Tuesday May 2 at the Centre for Languages and Literature

10-12 Introduction to metaphor analysis

13-15 Students work on assignment in groups

15-16 Summing up

Wednesday May 3

Individual reading (see below)

Thursday May 4 at the Centre for Languages and Literature

10-12 Lecture. Identifying and analyzing metaphor in data – practical approaches [bring your own texts]

13-15 Students work on assignment in groups

15-16 Summing up

Friday May 5

Individual reading (see below)

Monday May 8 at the Centre for Languages and Literature

10-12 Seminar. Article presentation and discussion

13-15 Lecture. The usefulness of metaphor analysis: Concluding remarks

Reading May 3

- Cameron, Lynne, 2010, What is metaphor and why does it matter? In: Cameron & Maslen: *Metaphor analysis*, p. 1-25, 24 p. [e-book]
- Cameron, Lynne & Maslen, Robert, 2010, Identifying metaphors in discourse data, In: Cameron & Maslen: *Metaphor analysis*, p. 97-115, 18 p. [e-book]
- Deignan, Alice, 2010, The cognitive view of metaphor: Conceptual metaphor theory. In: Cameron & Maslen: *Metaphor analysis*, p. 44-56, 12 p. [e-book]
- Pragglejaz Group, 2007, MIP: A Method for Identifying Metaphorically Used Words in Discourse, *Metaphor & Symbol* 22(1), p. 1–39 [free access on internet]

Articles to choose from to read May 5 (presentation with summary May 8)

- Cameron, Lynne, 2002, Metaphors in the Learning of Science: a discourse focus, *British Educational Research Journal*, 28 (5) [free access on internet]
- Charteris Black, Jonathan, 2006, Britain as a Container: immigration metaphors in the 2005 election campaign. *Discourse & Society* 17 (5), p. 563–581 [free access on internet]
- Coffey, Brian, 2016, Unpacking the politics of natural capital and economic metaphors in environmental policy discourse. *Environmental Politics* 25 (2). [free access on internet]
- Stephen J. Flusberg, Teenie Matlock & Paul H. Thibodeau (2018) War metaphors in public discourse, *Metaphor and Symbol*, 33 (1), p. 1–18 [free access on internet]
- Goatly, Andrew, 2006, Humans, animals and metaphors. *Society & Animals* 14 (1), p. 15–37 [free access on internet]
- Gustafsson, Anna, 2013, The metaphor challenge of future economics: growth and sustainable development in Swedish media discourse. In: (ed. Mats Benner) *Before And Beyond The Global Economic Crisis Economics, Politics and Settlement*, p. 197–217 [free access on Researchgate or ask me]
- Gustafsson, Anna W., Hommerberg, Charlotte & Sandgren Anna, 2020, Coping by metaphors: the versatile function of metaphors in blogs about living with advanced cancer. In: *Medical Humanities* 46 (3), p. 267–277 [see attachment]
- Forceville, Charles, 2017, Visual and multimodal metaphor in advertising: cultural perspectives. *Styles of Communication* 9 (2), p. 26-41 [free access on internet]
- Musolff, Andreas, 2007, Popular Science Concept and their Use in Creative Metaphors. *Methaphorik.de* 13 (27), p. 67–85 [free access on academia]
- Pradeep, Sopory & Dillard, James Price, 2002, The Persuasive Effects of Metaphor. A Meta-Analysis. *Human Communication Research* 28 (3), p. 382–419 [free access on internet]

Quale, Andreas 2002, The Role of Metaphor in Scientific Epistemology: A Constructivist Perspective and Consequences for Science Education. *Science & Education* 11, p. 443–457
[free access on internet]

References

Lakoff, George *Metaphors we live by*, 1980

Sontag, Susan, *Illness as Metaphor*, 1978

Artistic Method

Lecturer: Jörgen Dahlqvist

The students will work practically with perspectivised storytelling in a workshop. The focus will be on storytelling and dramaturgy. This seminar demands participation all the time.

Schedule

Tuesday May 9 at Malmö Theatre Academy

9-12 Introduction to narrativity, dramaturgy and performative meaning-making in theatre.

13-15.45 Individual work

15.45-16 Summing up

Wednesday May 10 at Malmö Theatre Academy

9-12 Presentation of an outline of a case and a narrative by the PhD students.

Discussions and reflections

13-16 Individual work with possibility of supervision (when needed)

Thursday May 11 at Malmö Theatre Academy

9-10 Discussions and reflections

10-16 Individual work with possibility of supervision (when needed)

Friday May 12 at Malmö Theatre Academy

9-14 Oral presentations

14-15 Summing up and instructions for the oral presentations

References

Ryan, M. (red.) (2004). *Narrative across media: the languages of storytelling*. Lincoln: University of Nebraska Press. p. 3-15

Reflection upon the student's research

Oral presentation

Monday-Tuesday May 15-17

Individual work (with the possibility to have supervision)

Wednesday May 17 at Malmö Theatre Academy

10-16 Oral presentation

Short oral presentation of a story using the various methods presented at the course.

Duration 10-15 min of each participant

Reflection paper

Deadline Friday May 26 at 4 p.m.

In your assignment, we want you to apply and reflect upon the methods from the course (metaphor analysis, discourse analysis and artistic methods) in *relation to your own research*.

Contextualize: how do these methods fit with your own research goals? Is there something you can use in your research? Provide examples. Make an *analytical reflection*: What did you learn from this course and the experiences you have gained? *Evaluate* the outcome of the course in relation to your own goals with the course. Your reflection paper should *demonstrate your learning in the course*, so take care to use and apply concepts from the methods covered.

1200-1600 words (2-4 pages). Times or similar, Line spacing – 1,5. Font size 12