

Deleuze, ethics and corpora: deconstructing an argument in favour of GM crops

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Structure

- flag some key concepts from Deleuze's work
- show how these are productive for a form of corpus-based CDA - *Electronic Deconstruction*
- Use Deleuze to help reconfigure 'critical' (and thus 'ethical') in relation to use of corpora in CDA.

Deleuze...who and why?

- 'Deleuze more and more serves as the theoretical foundation of today's anti-globalist left.'

(Slavoj Žižek, 2004: xi)

- (Nietzschean) Deleuze not part of theoretical base of CDA...
- Deleuze is useful stimulus for thinking what 'critique' (and thus 'ethical') means in corpus-based CDA?

Deleuze: some key concepts

- Becoming and life
- Immanence (versus Transcendence)
- 'Desiring machines' (versus Transcendent Subject)
- Rhizome



- Actual-Virtual
- Exterior / Interior

Deleuze: ethics and morality

- morality is transcendent and relates to *being*
- ethics is immanent and relates to *becoming* and thus creativity
- ethical life maximises one's rhizomatic becoming (whilst not at expense of becoming of others)
- ethics of exteriority

Electronic Deconstruction

- A way of critically engaging with an argument whilst learning about how its topic is discussed
- via *keyword analysis* of Web 2.0 supplements (e.g. online discussion forum)
- electronic supplements can show *what* normal concepts for discussion of argument's topic
- substitute for related concepts in the argument with normal concepts (*keywords*)
- explore if this leads to deconstruction in the argument

Electronic Deconstruction and Deleuze

- actual-virtual problems of an argument (*not* actual problems)
- analysis of (unfamiliar) *keywords* in electronic supplement
- analyst can *become* rhizomatically
- critique informed by ethics of exteriority
- the argument *becomes* deconstructed rhizomatically

Guardian Discussion forum corpus

10, 314 words 78 comments

Keywords:

- biodiversity
- campesina

(+ qualitative analysis of keywords...)

La Via Campesina (www.viacampesina.org) corpus

Search terms: GMO, genetic(ally) modif(y)ied, genetic modification

49, 879 words 40 texts

Keywords:

- biodiversity
- sovereignty
- terminator

(+ qualitative analysis of keywords...)

Webgetter (WordSmith Tools)

Search terms: 'sovereignty' and GMO, genetic(ally) modif(y)ied,
genetic modification

87, 754 words 63 texts

Keywords

biodiversity

terminator

(+ qualitative analysis of keywords...)

Critique and Electronic Deconstruction

- CRITIQUE is rhizomatic-surrogate and quasi-immanent
- the analyst is *not* a pre-formed transcendent SUBJECT
- actual-virtual problems in argument lead to actual-virtual deconstruction (analyst is surprised!)

Ethics and Electronic Deconstruction

- embracing of ethics of exteriority
- raises awareness of *becoming-restriction* of social groups
- my keyword choice is guided by ETHICAL-IMMANENT-LIFE value: *differentiation occurs when becoming is unrestricted*

Subjectivity and Electronic Deconstruction

- keyword analysis: reduces SUBJECTIVE basis for deciding upon normal concepts for a topic's *anti-discourse*
- But SUBJECTIVITY is developed as a desiring-machine, producing connections with unfamiliar (use of) keywords...

the end