

# Ideology and corpora in two languages

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# Outline

- Cross-linguistic corpus-assisted discourse studies (C-CADS)
- Ideology: a latent construct
- Using C-CADS to test for latent constructs
- Case study: Canada
  - Context
  - Data
  - Findings
- Assessment

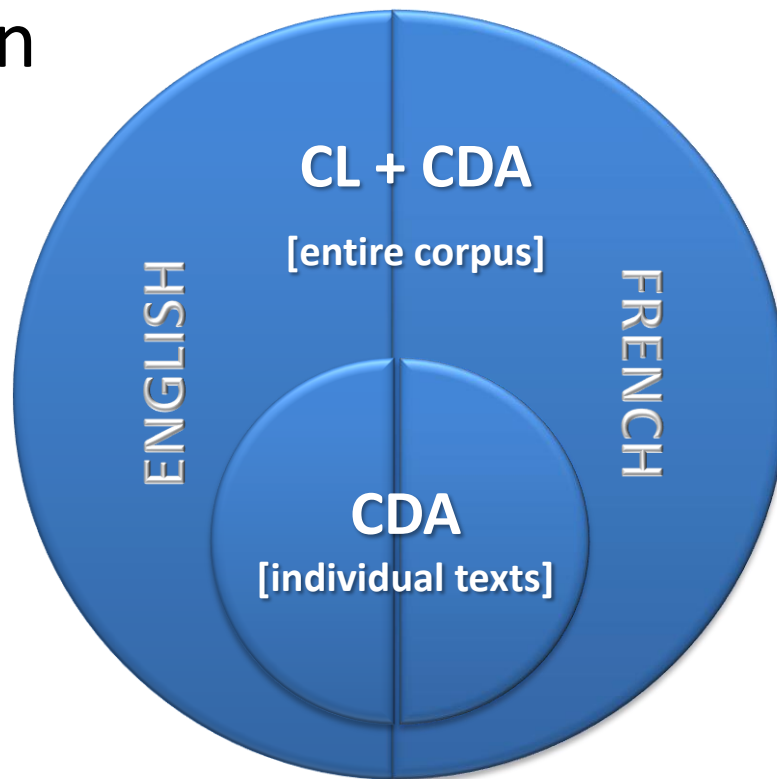
# Corpus-assisted discourse studies (CADS)

- Corpus linguistics
- Discourse analysis



# Cross-linguistic corpus-assisted discourse studies (C-CADS)

- Multilingual data
- Comparison
- Contrast



# Case study: ideology

- (1) Ideology in discourse studies
- (2) Ideology as a latent construct

# (1) Ideology in discourse studies

- Ideological discourse
- Ideology studies in discourse studies, linguistic anthropology, sociolinguistics... corpus linguistics?
- How can ideology be studied using corpus-assisted discourse studies?

# (2) Ideology as a latent construct

- Latent construct:
- An abstraction that can be assessed only indirectly
  - “Good value for money”
    - e.g. studying repeated brand purchase (see Netemeyer et al., 2003)
  - “Socioeconomic status”
    - e.g. comparing income, education level, occupation, dwelling type (see Netemeyer et al., 2003)
  - “Language attitudes”
    - e.g. matched guise tests (see Gardner & Lambert, 1959)
  - “Motivation for language learning”
    - e.g. integrativeness, instrumentality, cultural interest, vitality of L2 community, linguistic self confidence, language use anxiety, classroom anxiety, milieu, parental encouragement, language learning attitudes, international posture...(see Dörnyei, 2001; Kormos & Csizer, nd.)



# Ideology: a latent theoretical construct?

- Definition: Systematically-held, socially shared beliefs that may be manifested as “commonsense” in discourse
- Measurable? Quantifiable? Assessable?





# Demonstrating the validity of the latent construct

- Empirically testing how well (i.e., observable) indicators measure the constructs
- Testing the hypothesized relations among the constructs of theory

(Netemeyer et al., 2003: 8)

# Ideology

- Recalling the definition:
  - **Systematically-held**, socially shared beliefs that may be manifested as “commonsense” in discourse

Blackledge, 2005; Bourdieu, 1977; Eagleton, 2007; Fairclough, 1989; Freedon, 2003; Gee, 2008; Gramsci, 1971; Hawkes, 2003; Lakoff, 2001; Ricento, 2006; Silverstein, 1998; van Dijk, 1991, 1998, 2006; Williams, 1977; Wodak *et al.*, 2009; Woolard, 1998



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# Indicators used to measure ideology

- Systematicity
- Social unanimity
- Commonsensicality
- Manifestation in discourse...
  - Present?
  - Absent?



# Corpus linguistics: capabilities

(If a corpus is well-sampled and compiled...)

- ✓ **Systematicity**: salience, frequency, repetition, statistical significance, lexical density...
- ✓ **Social unanimity**: salience, frequency, repetition, statistical significance, lexical density...
- ? **Commonsensicality**:
  - Embedded and salient?
  - Significant or naturalized?
- ? **Manifestation in discourse...**
  - Present?
  - Absent?

# Corpus-assisted **discourse studies**

(If a corpus is well-sampled and compiled...)

- ✓ **Systematicity**: salience, frequency, repetition, statistical significance, lexical density...
- ✓ **Social unanimity**: salience, frequency, repetition, statistical significance, lexical density...
- † **Commonsenticality**: perspectival strategies, quotation strategies, intertextuality, interdiscursivity, stance/evaluation, topoi...
- † **Manifestation in discourse**: perspectival strategies, quotation strategies, intertextuality, interdiscursivity, stance/evaluation, topoi...



# Corpus-assisted discourse studies

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Comparison between languages

Comparison between languages

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Comparison between languages

# Case study: assessment

- (1) Ideology in discourse studies

Systematicity	✓
Social unanimity	✓
Commonsensicality	✓
Manifestation in discourse	✓

...but if these indicators differ between the corpora?

...can checklists confirm salience of latent constructs?

- (2) Latent (theoretical) constructs

- Definitions, indicators, data...

# Assessment of C-CADS

- Enhancing CADS
- Many challenges
  - Languages with fewer cognates
  - Multilingual data



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