Ideology and corpora in two languages

Rachelle Freake
Queen Mary, University of London
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

Ideology

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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...

• ? **Commonsensequality**:
  – 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...

• + Commonsensicality: 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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Case study: assessment

• (1) Ideology in discourse studies

<table>
<thead>
<tr>
<th>Construct</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Systematicity</td>
<td>✓</td>
</tr>
<tr>
<td>Social unanimity</td>
<td>✓</td>
</tr>
<tr>
<td>Commonsensicality</td>
<td>✓</td>
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<td>Manifestation in discourse</td>
<td>✓</td>
</tr>
</tbody>
</table>

...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
References


