

Engaging qualitatively with institutional and professional discourse

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Intended learning outcomes

The aim of the Masterclass is to offer research-based conceptual, methodological and analytical insights into discourse analysis in institutional and professional settings such as health and social care, law, education, media, business and industry.

Language/communication-based studies – concerned with talk, text and other modalities (discourse, more generally) – have been carried out in the domains of professions and institutions/organisations over the past four decades, both within quantitative and qualitative research paradigms. Within the qualitative tradition, researchers adopt different methodological and analytical perspectives when engaging with talk data (e.g. workplace encounters, research interviews) and text data (e.g., websites, media representations, illness narratives). Within what can be broadly captured as ‘theme-oriented discourse analysis’ (Roberts and Sarangi 2005), this Masterclass will be primarily devoted to ‘activity analysis’ and ‘account analysis’ (Sarangi 2010) which are distinctive in at least three ways: mapping of structural, interactional and thematic trajectories; relationality concerning focal themes and analytic themes; and role performance vis-à-vis participant structure and rhetorical devices.

There are four parts to the Masterclass: (i) an overview of mainstream traditions of professional and institutional/organisational studies (Sarangi 2005; Sarangi and Candlin 2011); (ii) a summary of methodological and interpretive challenges facing the qualitative researcher (Sarangi 2007), with a focus on key analytical tools; (iii) an exercise in sample data analysis; and (iv) a discussion of concerns arising from participants’ own research experiences.

The Masterclass is targeted at both early career and experienced researchers across disciplinary boundaries with an interest in qualitative inquiry.

Key References and Readings

- Roberts, C. and Sarangi, S. (2005) Theme-Oriented Discourse Analysis of medical encounters. *Medical Education* 39: 632-640.
- Sarangi, S. (2005) The conditions and consequences of professional discourse studies. *Journal of Applied Linguistics* 2 (3): 371-394.
- Sarangi, S. (2007) The anatomy of interpretation: Coming to terms with the analyst's paradox in professional discourse studies. *Text & Talk* 27 (5/6): 567-584.
- Sarangi, S. (2010) Practising discourse analysis in healthcare settings. In I. Bourgeault, R. DeVries and R. Dingwall (eds.) *The SAGE Handbook of Qualitative Methods in Health Research*, 397-416. London: Sage.
- Sarangi, S. and Candlin, C. N. (2011) Professional and organisational practice: A discourse/communication perspective. In C. N. Candlin and S. Sarangi (eds.) *Handbook of Communication in Organisations and Professions*, 3-58. Berlin: De Gruyter Mouton.

A fuller reading list and PDFs will be distributed after the registration deadline.