

multimodality, intertextuality, inter-discursivity

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Introduction by John E. Richardson

Critical Discourse Studies was established in response to the proliferation of critical discourse studies across the social sciences and humanities, and our shared desire to develop critical perspectives on the relationships between discourse and social dynamics. In contrast to other discourse analytic journals – both those publishing with a more generalist purview and those with a preference for a field, genre or approach – *CDS* has always aimed to reflect the breadth of critical research on discourse. In the opening editorial of the launch issue of *CDS*, Fairclough et al (2004: 3) wrote of the emergence of

a field of critical discourse *studies* which draws upon but goes beyond established enclaves of specialized work on discourse, such as critical discourse analysis, attracting scholars from a considerable range of disciplines in the social sciences and humanities [...] *Critical Discourse Studies* responds to the need for a journal open to disciplinary, theoretical and methodological diversity of this emergent field

Following van Eemeren and Grootendorst (1994), we would argue that a fully developed programme of research requires us to consider, at length, five inter-related dimensions: the philosophical bases of research; our various theoretical models; analytic approaches; empirical examination, whether of observation, datum or corpus; and practical application, either to practitioners, as (so called) 'positive' discourse analysis or as 'action research'. As we embark on the ninth volume of the journal, and with the development of a new editorial team, it is a fitting time to look back at what the journal has achieved thus far, and perhaps to draw attention to both more recent advances in our developing field, as well as certain lacunae, that we hope the journal will address in future volumes.

As part of their inaugural editorial, Fairclough et al (2004: 4-5) listed five sets of questions that they hoped the journal could develop and address. I have used these as a starting point for five Virtual Special Issues, which bring together key articles published in *CDS* over these past eight years. The first of these – **Traditions of Discourse and Discourse Analysis** – collects eight articles which draw on, and present, different theoretical (and, inter alia, ontological and epistemological) approaches to discourse, and so steer discourse studies in various different directions. Some of these traditions may be more familiar to scholars of CDA – for example, the critical theory detailed in Forchtner's article; others have only recently been introduced to an English-speaking readership – for example, Spitzmüller and Warnke's article on Diskurslinguistik; others still are relatively new advances, and point to ways that the field may develop in the future – and here I am thinking in particular of Hart's critical cognitive approach. Together, these articles index some of the breadth and variety of theoretical approaches to discourse published in *CDS* thus far, and provide a useful grounding upon which to base the more primarily analytic and empirical work to be presented in our other Virtual Special Issues.

Given the interdisciplinary pedigree of critical discourse studies, scholars have developed and applied a wide variety of methods and approaches, as part of their analysis. These include linguistic analysis of various forms (phonology, lexical, syntactic and semantic analysis), analysis of narrative, cohesion and textual macrostructural properties, conversation and turn-taking, implicature, interaction and argumentation, thematic analysis of diverse kinds, amongst many others. Cutting across this, like all research in humanities and social sciences, there are quantitative and qualitative research methodologies; cross-sectional (synchronic) and longitudinal (diachronic) studies; there are articles that utilise data, cases and corpora to make a claim to representativity and those that speak to more interpretative (and/or ideological) notions of significance; there is computer aided analysis, Michael Billig's 'traditional scholarship', and everything in between. While it would clearly be impossible to cover all of these various approaches, our second Virtual Special Issue presents some of the analytic diversity in the field of critical discourse studies. Titled **Doing Discourse Analysis: methods, tools, approaches**, this special issue collects together eight articles that vary both in the extent to which they focus on the detailed structures and contents of text and talk and in the methods applied in their analysis.

We maintain that critical discourse studies should involve the analysis of text in context. Indeed, we would go as far as to claim that research which isolates text and talk from their

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(social, political, cultural, historical, etc.) contexts of use is not worthy of the name 'critical discourse analysis'. It is, as Wittgenstein put it, tantamount to examining what happens 'when language goes on holiday'; it can say very little about how language is actually used and still less about the relations between discourse and social identities/relations/systems. Critical discourse studies aim to support conclusions regarding the contingency of social formations and the role of discourse in formulating, sustaining and/or challenging social practices. In addition, the dialectics of discourse are such that text/context are intertwined and interwoven in 'a chronological and sociocultural anchoring which produces meaning and social effects in ways that cannot be reduced to text-characteristics alone' (Blommaert, 1999: 6). With this in mind, our third Virtual Special Issue – **Text/Talk in context: the social science of language in use** – brings together eight articles that all examine the role and significance of social practices on, in and through discourse. The articles focus on the formulation and function of discourse within social, political, institutional (etc.) contexts – whether this is the racialization of British political discourse analysed in Blackledge's article, Krzyżanowski's discourse-ethnographic approach to institutional change in the European Union, or the ways Rogers examines the relations between neoliberal educational institutions and the reinforcement of working class and racialized inequalities. These, and the remaining articles in this Virtual Issue, all speak to and demonstrate the fundamentally dialectical relations between context and discourse.

A prevailing assumption of more logocentric discourse analysis relates to the transposability of linguistic categories, tools and concepts: that methods applied in the analysis of one text type can be used, unproblematically, to study any other text type. This position has resulted in a swathe of research which implicitly (and on occasion explicitly) suggests that newspaper texts can be studied in the same way as musical lyrics; that interviews can be studied in the same way that we approach a telephone conversation; that 'media discourse' is simply 'discourse that happens to be in the media'. We would argue that what is lost, or ignored, in such accounts is a critical awareness of genre. Each genre is the product of a constellation of discursive practices that make it, to the greater extent, distinctive. Such discourse practices, themselves the result of complex and contingent histories of discourse production and consumption which could and can be different, index a nexus of textual, ideational and interpersonal potentiality that require greater analytic attention. The articles collected in our fourth Virtual Special Issue – **Critical Approaches to Genre and Hybridity** – aim to tackle exactly these issues. That is, they all aim to integrate their analysis of the ideational/representative dimensions of discourse with the complex potentialities of genre and style, and say something about the affordances of the genre, and medium, under analysis. Whilst, unfortunately, this is currently a peripheral approach in critical discourse studies, the important work compiled here – of Machin and Suleiman's analysis of Arab and American computer war games, van Zoonen et al's examination of video activism on YouTube, and Badran's analysis of hybridity in Hizbollah's political discourse – points to a number of exciting directions for future research.

Our final Virtual Special Issue aims to explore **Multimodality, Intertextuality, Inter-discursivity**, and the ways that discourse(s) is/are always links in chains, whether these chains are conceptualised semiotically, semantically or materially. The (inter)disciplinary interest of critical discourse studies in text and talk has, historically, meant that non-linguistic and para-linguistic modes of communication – including, *inter alia*, gesture and the semiotics of action, visual analysis and music – have tended to be under explored. We maintain that discourses are always blends, which incorporate, reformulate and/or reinterpret prior existing texts and discourses, and construct meaning through a combination of linguistic and non-linguistic modes of communication. Although such perspectives have been extant in the theoretical literature for some time now, they have yet to be fully explored in the pages of *CDS*. With this lacuna in mind, forthcoming special issues are planned on The Critical Analysis of Musical Discourse (Guest Editor Theo van Leeuwen, 2012) and Multimodal Critical Discourse Analysis (Guest Editor David Machin, 2013).

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