

DISCOURSIIVE ANALYSIS AND ITS ESSENCE

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Language and communication, as one of the main tools in human society, play an important role not only in exchanging ideas, but also in managing social processes, forming ideas and values. Through words and speech, power, identity, social norms and cultural values are distributed in society, while their development is ensured. From this point of view, studying language and speech at the linguistic level is not enough; they must be analyzed as a complex system that is inextricably linked with the social and cultural context.

Discursive analysis is a scientific and methodological approach aimed at studying text, speech and communicative processes in a social, cultural and political context. Through discourse, power relations between individuals, groups and society, ideologies and social values are determined. Discursive analysis allows researchers to understand not only the linguistic structure of language, but also its social functions.

In modern scientific research, the importance of discursive analysis has increased significantly not only in linguistic, but also in sociological, pedagogical and cultural studies. For example, when political speech, media texts, pedagogical and educational processes are studied using discursive analysis, ideological influence, communicative strategies, and the formation of personal and social identity can be identified.

Therefore, studying the essence and methodological foundations of discursive analysis, its application in various fields - politics, pedagogy, cultural studies, and media studies - is a relevant scientific issue. This approach allows not only to understand language and communication processes more deeply, but also to use it as an effective tool in making pedagogical, communicative and social decisions in practice.

The purpose of the thesis is to define the concept of discursive analysis, its essence and methodological aspects, as well as to highlight the possibilities of its application in linguistic, sociocultural and pedagogical studies. This work analyzes the theoretical foundations, basic methods and practical applications of discursive analysis, while at the same time considering effective ways to identify social and cultural meanings in communicative processes.

Discourse goes beyond words, speech or text, and includes social, political and cultural context. Therefore, discursive analysis is widely used in linguistics, sociology, pedagogy and political research. Through discourse, researchers have the opportunity to identify power relations, the formation of ideas and identities, as well as normative and social rules in society.[3]

Discursive analysis (DA) studies language and speech as an integral part of social activity. Its essence is expressed in the following aspects:

Contextual analysis of text and speech - words and phrases are analyzed not only in their linguistic meaning, but also in accordance with the social situation.

Semantic and pragmatic components - special attention is paid to the content of the text and its practical application.

Social meaning making – the discourse researcher identifies social meanings and ideas that are formed through discourse.

Power and identity analysis – through discourse, one can understand power and social positions in society.

Discursive analysis also allows one to identify the multi-layered and complex structure of text and discourse, and to make decisions that are appropriate to the social and cultural context.

The theoretical foundations of discursive analysis have been formed as a result of many years of research and developed by different scientific schools:

The sociolinguistic approach – analyzes discourse in a social context, studies the role and communicative functions of discourse in society.

The pragmatic approach – studies discourse as a communicative practice and analyzes its social consequences.

Critical discourse analysis (CDA) – analyzes text and discourse from the perspective of power and social justice, and reveals political and social relations.[1]

Pedagogical approach – discursive analysis allows for the development of communicative skills in the learning process, improving communication between students and teachers.

These approaches emphasize the sociocultural and pedagogical importance of discursive analysis, not only linguistic, but also sociocultural.

Discursive analysis includes various methods:

Textual analysis – the study of language and expressions used in books, articles or documents.

Discourse analysis – the analysis of speech in conversations, lectures or interviews.

Contextual analysis – the study of a text or speech in accordance with its social and cultural context.

Critical discourse analysis – used to reveal power, ideology and social inequality.

Multimodal discourse analysis – the joint analysis of text, speech, visual and digital communications Discursive analysis allows researchers to identify social processes, ideological mechanisms, and communicative strategies.[2]

Discursive analysis is widely used in various fields:

Political studies - to identify power relations in society through the analysis of political speech, campaign texts, and decisions.

Pedagogy - to develop students' communication skills, using interactive methods in the learning process.

Cultural studies - to study cultural discourses, international communications, and social norms.

Media analysis - to study opinions and views in society through press and media discourse.

Psychology - to analyze the identity, emotional, and social image of a person through speech and language.

The practical value of discursive analysis is that it serves not only to understand the text, but also to optimize social and pedagogical processes.[3]

The essence of discursive analysis is that it inextricably links language and communication with context. Speech is not just a set of words, but a means of reflecting social processes, values, and ideologies. Therefore, through discursive analysis, the researcher can determine social reality, power relations, and the identity of individuals.[4]

Also, discursive analysis in the pedagogical process provides students with the opportunity to develop communication skills, form social consciousness, and culture. Through contextual, semantic, and pragmatic analysis of text and speech, it is possible to gain a deeper understanding of communicative and sociocultural processes in society.

In short, discursive analysis is a scientific and methodological approach aimed at studying the complex relationships between language, speech, and social context. Its main task is to identify the process of social meaning formation through text and speech, analyze power and identity, and also effectively apply it in pedagogical, political, and cultural processes. Discursive analysis provides researchers with rich insights not only linguistically, but also socioculturally and pedagogically. At the same time, discursive analysis methods — text, discourse, context, and multimodal analysis — allow researchers to gain a deeper understanding of various social and communicative processes.

As a result, discursive analysis has become a solid methodological tool in modern scientific research, occupying a central place in determining the social, political, and cultural significance of language and communication.

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