Introduction

Cristina BLEORŢU
bleortucristina@uniovi.es
University of Oviedo (Spain)
cristina.bleortu@uzh.ch
University of Zürich (Switzerland)

The present special issue addresses an interesting question: the discourse analysis (DA). The question is interesting for current knowledge about discourse. Writing works for an established field like DA presents a huge challenge. Such a special issue of *Anadiss* Review should contribute novel perspectives on present knowledge; and –why not– add new insights. Because DA has become such a large field in its own right, we can say that DA is not just one approach, but a series of approaches (Jorgensen & Phillips 2002: 1)

Among the important issues to be studied we can mention the role of language use in globalization and mass mediated communication. In the framework of media studies one might ask whether the information brought by *Monitorul* is being conveyed in the same way as in *Evenimentul* (the same event may have different versions of reality).

The relevant literature covers and discusses many aspects in a way that allows the authors of thisspecial issue to assess many themes such as how some organizations or institutions (schools, universities, academies) can be involved in the (re)production of socially shared knowledge (Van Dijk 2014 : 4). Many scholars have also faced the relationship of discourse and power installing a series of questions in their works (Wodak 1989, Fairclough 1989, Van Dijk 1993, Foucault 1981, Bourdieu & Wacquant 1992).

Let us give an example of a possible application of DA. For instance, it can be used as framework for analysis of how power was indexicalized in Trump's

BDD-A25063 © 2016 Editura Universităţii din Suceava
Provided by Diacronia.ro for IP 216.73.217.31 (2026-11-25 06:48:14 UTC)

discourse in his race to the White House. His affront to the Latino community is built on many forms of racist indexicality and encode covert racist meanings:

> When Mexico sends its people, they're not sending their best. They're not sending you. They're not sending you. They`re sending people that have lots of problems, and they're bringing those problems with us. They're bringing drugs. They're bringing crimes. They're rapists. And some, I assume, are good people.
>
> But you have people coming in and I'm not just saying Mexicans, I'm talking about people that are from all over that are killers and rapists and they're coming into this country.[1]

A DA of Trump's discourse could focus on intonation (stress on some words), syntax (repetions *They're not sending you*, for example), many aspects of semantics, etc. Other approach may examine the many kinds of structure (argumentation, description, discursive traditions[2] etc.) of his discourse.

This book is written in this spirit, being organized into five sections. This special issue brings together some established names of this review (Mariana Boca, Ioana-Crina Coroi, Alba García Rodríguez, Johannes Kabatek) and some newer voices, for thoughtful voices on DA.

This volume is the kind of work that engages the reader in *Les discours de la Francophonie* (Part II), *Linguistique textuelle/Analyse du discourse* (Part III), different studies (Part IV) and the presentation of the book *Tradiţii discursive. Studii* by Johannes Kabatek (Part V).

Taken together, these papers are a kind of road map which emerges with CADISS (*Activities of the Discourse Analysis Center*) founded in 2005 by Sanda-Maria Ardeleanu. They speak to issues, looking back at the established practices of CADISS traditions and looking forward into how the future of DA may develop and improve.

Bibliography:

BOURDIEU, P. & WACQUANT, L. (1992), *An Invitation to Reflexive Sociology.* Chicago: University of Chicago Press.

FAIRCLOUGH, N. (1989), *Language and Power*. London: Longman.

FLORES FARFÁN, J. A. & HOLZSCHEITER, A. (2011), "The Power of Discourse and the Discourse of Power", in R. Wodak, B. Johnstone & P. Kerswill (ed.), *The Sage Handbook of Sociolinguistics*. Los Angeles: Sage.

FOUCAULT, M. (1981), *Un diálogo sobre el poder*. Madrid: Alianza Editorial.

JORGENSEN, M. & PHILLIPS, L.J. (2002), *Discourse Analysis as Theory and Method.* London: Sage Publication.

KABATEK, J. (forthcoming): *Lingüística coseriana, lingüística histórica, tradiciones discursivas*, ed. by C. Bleorţu & D. P. Gerards. Frankfurt: Vervuert.

[1] http://www.huffingtonpost.com/entry/9-outrageous-things-donald-trump-has-said-about-latinos_us_55e483a1e4b0c818f618904b

[2] See Kabatek forthcoming.

BDD-A25063 © 2016 Editura Universităţii din Suceava
Provided by Diacronia.ro for IP 216.73.217.31 (2026-11-25 06:48:14 UTC)

VAN DIJK, T. A. (1993), "Principles of critical discourse analysis", *Discourse and Society*, 4 (2), 249-283.
VAN DIJK, T. A. (2014), *Discourse and Knowledge. A Sociolinguistic Approach*. Cambridge: Cambridge University Press.
WODAK, R. (ed.) (1989), *Language, Power and Ideology*. Amsterdam: John Benjamins.

BDD-A25063 © 2016 Editura Universităţii din Suceava
Provided by Diacronia.ro for IP 216.73.217.31 (2026-11-25 06:48:14 UTC)