

Reappraising Ideology in CDA Approaches

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Abstract:

During the 1970s, two influential publications were released: Fowler, Hodge, Kress, & Trew (1979) and Kress & Hodge (1979/1993). These works provide a novel perspective on literary ideologies. CL, an analytical framework, is derived from Halliday's Systemic Functional Grammar. The architects of this project aimed to explore the ideology embedded in language and examine the underlying value systems and belief systems present in texts (Simpson, 1993, p. 5). Shortly after that, in 1989, Fairclough elevated CL to a higher degree, including linguistic analysis as only one of three distinct levels. In the first two levels, we examined language from the perspective of a social reaction and how that response is comprehended within the limitations of existing institutions and norms. Halliday's paradigm significantly impacted the linguistic component of Critical Discourse Analysis (CDA), also known as CDA for short. After that, many more theories in Critical Discourse Analysis (CDA) emerged over the next 20 years. Each theory had its unique theoretical foundations but had a similar focus on investigating the recurrence of ideological language. Jeffries released Critical Stylistics (hereinafter CS) in 2010, emphasizing the importance of language. Although not completely dependent, computer science extensively utilizes the linguistic features of computational linguistics (CL) and corpus-driven analysis (CDA). This study critically evaluates the changes in textual ideologies during the last thirty years (from 1971 to 2010) by analyzing linguistic theories and constructions.

Key words: Ideology in Texts , Language and Discourse Analysis , Critical

Stylistics