Contents

1 **Introduction** 1
1.1 Eclecticism, Mixed Methods, and Triangulation in the Toolbox 4
1.2 Part I: Key Issues in Methodology 8
1.3 Part II: Case Studies 12
References 17

2 **Working with Corpora Small and Large: Qualitative and Quantitative Methods** 21
2.1 Introduction 21
2.2 Methodological Remarks on Corpus Linguistics 23
2.2.1 Corpus and Discourse 26
2.2.2 The Quantitative-Qualitative Divide 30
2.3 A Brief History of Corpus Linguistics in Critical Discourse Studies 33
2.3.1 Linked by Commonalities and Shared Goals 34
2.3.2 Linked by a Response to Criticism 36

2.4 The Methodological Argument 38
2.4.1 Mitigating Researcher Bias 39
2.4.2 Increasing Representativeness 44
2.4.3 Preventing Cherry-Picking by Downsampling 47
2.4.4 Increasing Replicability 51
2.4.5 The Risks of Using CL Methods not Well Understood 52
2.4.6 Shallow Integration of CL Methods 53
2.4.7 Potential Incompatibilities Between CDS and CL 55
2.4.8 The Temptations of Data Gluttony 57
2.4.9 The Risks of Decontextualizing Data 59
2.4.10 Implications of Semiotic Impoverishment 62
2.4.11 Mitigating Lexical Bias: Addressing Higher Levels of Linguistic Practice 64
2.4.12 Avoiding Over-Emphasis on Statistical Results 69
2.4.13 The Value of Revealing the Obvious 71
2.4.14 Avoiding Sham-Objectivity 71
2.5 Research Practice: Benefits and Pitfalls 72
References 75

3 Working with Different Types of Data: Methodological Plurality Within and Beyond the Linguistic 87
3.1 Introduction 87
3.2 The Language-Internal Argument/Triangulation in Linguistics 90
3.3 The Object- or Problem-Centered Perspective 93
3.4 The Holistic Perspective 97
3.5 The Multimodal Perspective 100
3.6 The Problem of Subjectivity 109
3.7 Reinventing the Wheel 111
3.8 Linguistic Imperialism 112
3.9 The Notion of Mode as Equalizer 115

3.10 Tunnel Vision: Ignoring Context 117
3.11 Research Practice: Benefits and Pitfalls 118
References 119

4 Combining Analyses at Different Levels of Discourse 129
4.1 Introduction 129
4.2 Discourse as (Super)Structure: The Discursive Level 132
4.3 Discourse as Structured Linguistic/Semiotic Realization 133
4.4 Capital D Discourse 135
4.5 Connecting Micro and Macro: Bringing in Agency and Social Actors 138
4.5.1 Discourse as Text in Context: Levels of Context 140
4.5.2 The Socio-cognitive Model of Discourse (Levels) 143
4.5.3 Dimensions of Discourse Analysis: Norman Fairclough's Model 145
4.6 Discourse as Levels of Social Action 147
4.7 Levels of Discourse as Social/Geographical Hierarchy 149
4.7.1 Discourse Tracing 150
4.7.2 Social Sites as Levels of Discourse 151
4.7.3 Layers and Levels: Hierarchical Discourse Structure in the DHA 155
4.8 Discourse as Situated in Social Fields of Action 156
4.9 Further Structural Concepts Applied to Discourse 159
4.9.1 Discourse as Core/Periphery 159
4.9.2 Discursive Formations 160
4.9.3 Discursive Sedimentation 160
4.9.4 Discursive Conduits 160
4.9.5 Discursive Strands and Knots 161
4.9.6 Cross-Level Discourses and Voices 161
4.10 Research Practice: Benefits and Pitfalls 162
References 163

5 From Synchronic to Diachronic Perspectives: Mapping Change Across Time 173
5.1 Introduction 173
5.2 Social Change and Discursive Change 175
5.2.1 Analyzing the Relation Between Social Change and Discursive Change 178
5.2.2 Recontextualization and Change 182
5.2.3 Diachrony as the Study of Recontextualization 183
5.3 Conceptualizing Discursive Change: Mechanisms and Patterns 185
5.3.1 Conceptual and Terminological Change 186
5.3.2 Normalization 187
5.3.3 Colonization 187
5.3.4 Structuration 189
5.3.5 Mediatization 189
5.3.6 Hybridization 190
5.3.7 Discursive Strategies and Topoi 190
5.3.8 Legitimization 191
5.3.9 Technological Change 192
5.4 Diachrony as Historical Context 192
5.5 Operationalizing Diachrony: Periodization and Data Segmentation 194
5.5.1 Diachrony as Two-Point Comparisons 196
5.5.2 Moments of Crisis 198
5.5.3 Diachrony as Multi-Point Comparison or Continuous Data 200
5.5.4 Diachrony from the Bottom Up 202
5.5.5 Diachrony Structured by Contextual Knowledge 204
5.5.6 Diachrony by Calendar 204
5.5.7 Discursive Shifts as Local, Strategic Responses to Change 206
5.6 Research Design and Research Practice 210
References 211

6 **Visualization, Interactive Visualization, and Open Science** 223
6.1 Introduction 223
6.2 Visualizations in CDS 224
6.3 Visualization as External Cognition 226
6.4 The Role of Visualization 230
6.5 Established Forms of Visualization 232
6.6 Visualizations of Linguistic/Discourse Data 235
6.7 Interactive Visualization 240
6.8 Visualization, Open Data and Open Science 244
6.9 Research Design and Research Practice 245
References 247

7 **Case Study 1: Retold Narratives of Holocaust Survivors and Their Children** 255
7.1 Introduction: The Original Study 255
7.2 Revisiting the Study 266
7.3 The Revised Study: Results and Discussion 268
7.4 Research Design and Practice 275
References 277

8 **Case Study 2: Normalization of Populist Terms in Political Discourse and Beyond: The 'Unwillingness to Integrate'** 281
8.1 Introduction: The Original Study 281
8.2 Revisiting the Study 291
8.3 The Revised Study: Results and Discussion 292
8.4 Research Design and Practice 302
References 303

9 **Case Study 3: Media Representations of Refugees, Asylum Seekers, Immigrants, and Migrants** 307
9.1 Introduction: The Original Study 307
9.2 Revisiting the Study 317
9.3 The Revised Study: Results and Discussion 318
9.4 Research Design and Practice 329
References 330

10 Case Study 4: A Diachronic View of Register and Argumentation in Early Film Theory 333
10.1 Introduction: The Original Study 333
10.2 Revisiting the Study 342
10.3 The Revised Study: Results and Discussion 347
10.4 Research Design and Practice 361
References 363

11 Concluding Remarks 365
Reference 373

Index 375