Engaging Qualitatively with Institutional and Professional Discourse

Course Leader: Professor Srikant Sarangi, Aalborg University, Denmark

The aim of the Masterclass is to offer research-based conceptual, methodological and analytical insights into discourse analysis in institutional and professional settings such as health and social care, law, education, media, business and industry.

Language/communication-based studies – concerned with talk, text and other modalities (discourse, more generally) – have been carried out in the domains of professions and institutions/organisations over the past five decades, both within quantitative and qualitative research paradigms. In the qualitative tradition, researchers adopt different methodological and analytical perspectives when engaging with talk data (e.g. workplace encounters, research interviews, focus groups) and text data (e.g., websites, media representations, emails, documents). Within what can be broadly captured as ‘theme-oriented discourse analysis’ (Roberts and Sarangi 2005), this Masterclass will be primarily devoted to ‘activity analysis’ and ‘account analysis’ (Sarangi 2010) which are distinctive in at least three ways: mapping of structural, interactional and thematic trajectories; relationality concerning focal themes and analytic themes; and role performance vis-à-vis participant structure and rhetorical devices.

There are four parts to the Masterclass: (i) an overview of mainstream traditions of professional and institutional/organisational studies (Sarangi 2005; Sarangi and Candlin 2011); (ii) a summary of methodological and interpretive challenges facing the qualitative researcher (Sarangi 2007), with a focus on key analytical tools; (iii) an exercise in sample data analysis; and (iv) a discussion of concerns arising from participants’ own research experiences.

The Masterclass is targeted at both early career and experienced researchers across disciplinary boundaries with an interest in qualitative inquiry.
Time: 9:00-17:00, Thursday 26 September 2019

Venue: UTMSPACE, Kuala Lumpur, Malaysia

Fee:
RM 50 for ALAPP conference participants.
RM 200 for non-conference participants. Registration fee includes tea/coffee and lunch.

Registration:
Register at https://seminar.utmspace.edu.my/alapp2019

Deadline for registration is 22 September 2019.
A reading list and PDFs will be distributed after the registration deadline.

Programme:
09:00 - 09.30 Welcome and introductions
09:30 - 11:00 Lecture 1: The interplay of institutional and professional orders of discourse: an overview of concepts and themes
11:00 - 11:30 Tea/coffee break
11:30 - 13:00 Engaging with institutional/professional discourse data from multiple perspectives: some parameters and paradoxes
13:00 - 14:00 Lunch break
14:00 - 15:30 Data session (group work)
15:30 - 16:00 Tea/coffee break
16:00 - 17:00 Forum discussion on themes raised by participants

Key Readings:

A fuller reading list and PDFs will be distributed after the registration deadline.
Srikant Sarangi is Professor in Humanities and Medicine and Director of the Danish Institute of Humanities and Medicine (DIHM) at Aalborg University, Denmark (www.dihm.aau.dk). Between 1993 and 2013, he was Professor in Language and Communication and Director of the Health Communication Research Centre at Cardiff University (UK), where he continues as Emeritus Professor. Beginning 2017, he is also Adjunct Professor at Norwegian University of Science and Technology (NTNU), Norway; Visiting Professor at University of Jyväskylä, Finland; and Visiting Professor at the College of Medicine, Qatar University. In recent years, he has been Visiting Professor under the Academic Icon scheme at University of Malay (2013-2015); Visiting Research Professor, Centre for the Humanities and Medicine, The University of Hong Kong (2013-2016); Adjunct Professor at NTNU, Norway (2009-2013); and Honorary Professor at Aalborg University, Denmark (2009-2014).

In 2012, he was awarded the title of ‘Fellow’ by the Academy of Social Sciences, UK. In 2015, he was elected as a ‘Foreign Member’ of The Finnish Society of Sciences and Letters (Societas Scientiarum Fennica).

His research interests include: institutional and professional discourse from an applied linguistics perspective (e.g., health, social welfare, bureaucracy, education etc.); communication in genetic counselling, HIV/AIDS, telemmedicine, primary care and palliative care; communication ethics; teaching and assessment of consulting and communication skills; language and identity in public life; intercultural pragmatics. He has held several project grants to study various aspects of health communication.

He is author and editor of twelve books, guest-editor of nine journal special issues and has published more than 250 journal articles and book chapters in leading journals. In addition, he has presented more than 1000 papers (including plenaries, keynotes, masterclasses and workshops) at international conferences and other forums. He is the editor of TEXT & TALK: An Interdisciplinary Journal of Language, Discourse and Communication Studies (formerly TEXT) as well as founding editor of both Communication & Medicine and Journal of Applied Linguistics and Professional Practice (formerly Journal of Applied Linguistics). He is also general editor of the book series Studies in Communication in Organisations and Professions (SCOPE). He serves as an editorial board member for other journals and book series(es), and as a consulting advisor at many national and international levels.

Over the last twenty years, he has held visiting academic attachments in many parts of the world including: Australia, Brazil, Canada, Denmark, Finland, France, Germany, Hong Kong, India, Iran, Italy, Malaysia, Nepal, Norway, Portugal, South Africa, Spain, Sweden, Switzerland, Tanzania, UK and USA.