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Nota di contenuto	Introduction (Olga Dontcheva-Navratilova and Renata Povolná) -- Part 1 - PRAGMATIC PERSPECTIVES ON TEXT ANALYSIS -- Celebrating motherhood. Multimodal facework in Mother's Day advertisements (Jana Pelclová) -- Persuasion by emotion in social media (Barbara Lewandowska-Tomaszczyk, Olga Dontcheva-Navratilova, Renata Povolna) -- Part 2 - DISCOURSE ANALYTICAL PERSPECTIVES ON TEXT ANALYSIS -- Presentation of direct speech in crosswriters' fiction for children and for adults (Markéta Malá) -- The rhetoric of corruption: Analysing speeches of disgraced politicians (Ivana Kapráliková) -- PART 3 - COGNITIVE PERSPECTIVES ON TEXT ANALYSIS -- "What about" contexts?: A construction grammar account (Naoki Kiyama, Masanobu Ueda) -- From text to linguistic structure: A semiotic study of through in six contemporary American novels (Ludmila Novotny) -- Part 4 - CORPUS ANALYSIS PERSPECTIVES ON TEXT ANALYSIS -- 'I humbly believe that...': Stance expression in student and expert writing in linguistics (Daniel Gerrad) -- Metadiscourse markers revisited: The

influence of genre, language and the level of experience on academic text (Jolanta Sinkuniene) -- Determination of modal meaning of will and být-future (bud-): Seeking analogies between English and Czech corporate annual reports (Radek Vogel) -- PART 5 - ETHNOGRAPHIC PERSPECTIVES – BRIDGING THE GAP BETWEEN TEXT AND CONTEXT -- Exploring an effective academic English writing model: Teaching, learning and research oriented practices in Lithuania (Sonia Oliver) -- Finding pedagogical value by rhetorically analysing scientific article introductions (Kristin Bivens, Maria Freddi, Eva Pedersen) -- Part 6 – AI PERSPECTIVES ON TEXT GENERATION, ANALYSIS AND TEACHING -- Specialised discourse with agents? Beyond ChatGPT in academic English (Josef Schmied).

Sommario/riassunto

This book adopts various newly emerged and established approaches to text analysis, including pragmatics, discourse analysis, cognitive linguistics, corpus linguistics, ethnography and artificial intelligence to explore multilayered meaning-making in text and discourse. The eight parts of the book analyse various discourses – academic, media, political, business, fiction and advertising – to study gender stereotyping, hate speech, political manipulation, direct speech in fiction, constructions in context, metadiscourse, modality, rhetorical moves and the role of artificial intelligence in academic discourse. The aim is to enrich the reader's understanding of text analysis by looking beyond the surface of the text and revealing how language constructs, reflects and models social relations, expresses values and beliefs and mediates social interaction. The book's original contribution is the integration of traditional and emerging methods. It provides a comprehensive overview of current developments in text analysis which will appeal to experienced researchers, students and professionals. Olga Dontcheva-Navratilova is Professor at the Department of English Language and Literature, Masaryk University, Brno, Czech Republic. She specialises in discourse analysis, stylistics and pragmatics, focusing on academic and political discourse. Her most recent co-authored book is *Persuasion in Specialised Discourses*. She is co-editor-in-chief of *Discourse and Interaction*. Renata Povolná is Associate Professor at the Department of English Language and Literature, Masaryk University, Brno, Czech Republic. Her research interests include discourse analysis and pragmatics, focusing on academic, technical and media discourse. She most recently co-authored the book *Persuasion in Specialised Discourses*. She is co-editor of *Discourse and Interaction*. .
