



# AIFU



## CRITICAL DISCOURSE ANALYSIS

B. B. Zakirova

Lecturer

National University of Uzbekistan

Tashkent, Uzbekistan

E-mail: [barnozakirova1307@yahoo.com](mailto:barnozakirova1307@yahoo.com)

**Abstract:** The article provides an overview of the key concepts and methods of Critical Discourse Analysis (CDA), a field of research that analyzes how language is used to construct social reality, shape power relations, and maintain or challenge social inequalities. The article explains that CDA emerged in the 1980s as a response to the limitations of traditional linguistics, which focused on the formal properties of language and ignored its social and political dimensions. The article discusses the key concepts of ideology and discourse in CDA, and explains how CDA uses a variety of methods to analyze discourse, including the analysis of linguistic features, such as vocabulary, syntax, and grammar, as well as the analysis of discourse structures, such as narrative and argumentation. The article also highlights the practical applications of CDA in various fields, such as education, politics, media studies, psychology, and healthcare.

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**Key words:** Discourse analysis, social reality, sociology, psychology, traditional linguistics, linguistic features.

## КРИТИЧЕСКИЙ ДИСКУРС-АНАЛИЗ

**Аннотация:** В статье представлен обзор ключевых понятий и методов критического дискурс-анализа (КДА) - области исследований, которая анализирует, как язык используется для конструирования социальной реальности, формирования властных отношений, поддержания или оспаривания социального неравенства. В статье объясняется, что КДА возник в 1980-х годах как ответ на ограничения традиционной лингвистики, которая изучала в основном формальные свойства языка и игнорировала его социальные и политические аспекты. В статье рассматриваются ключевые понятия идеологии и дискурса в КДА, объясняется, как КДА использует различные методы для анализа дискурса, включая анализ языковых особенностей, таких как лексика, синтаксис и грамматика, а также анализ структур дискурса, таких как повествование и аргументация. Статья также освещает практическое применение КДА в различных областях, таких как образование, политика, медиа-исследования, психология и здравоохранение.

**Ключевые слова:** Дискурс-анализ, социальная реальность, социология, психология, традиционная лингвистика, языковые особенности.

Critical Discourse Analysis (CDA) is a field of research that analyzes how language is used to construct social reality, shape power relations, and maintain or challenge social inequalities. CDA is an interdisciplinary field that draws on insights from linguistics, sociology, psychology, and other related disciplines.[1, p. 148] In this article, we will provide an overview of the key concepts and methods of CDA, and discuss its practical applications in various fields.

CDA emerged in the 1980s as a response to the limitations of traditional linguistics, which focused on the formal properties of language and ignored its social and political dimensions. CDA scholars argued that language is not a neutral tool for communication, but rather a powerful resource that is used to construct and legitimize social reality, shape power relations, and maintain or challenge social inequalities.

One of the key concepts of CDA is ideology, which refers to the set of beliefs, values, and norms that shape social reality and maintain the status quo. Ideology is not only expressed through explicit statements, but also through the use of language and other communicative practices. [2, p. 89] CDA is interested in how ideology is reproduced and challenged through language use, and how it shapes power relations and social inequalities.

Another key concept of CDA is discourse, which refers to any communicative practice that involves the use of language. Discourse is not limited to spoken or written texts, but also includes non-verbal communication, images, and other forms of representation. CDA is interested in how discourse is used to construct and legitimize social reality, and how it shapes power relations and social inequalities.

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CDA uses a variety of methods to analyze discourse, including the analysis of linguistic features, such as vocabulary, syntax, and grammar, as well as the analysis of discourse structures, such as narrative and argumentation.[3] CDA also examines the social and cultural contexts in which discourse occurs, as well as the power dynamics that shape communicative practices.

One of the main methods of CDA is critical reading, which involves analyzing texts for their underlying ideologies, power relations, and social implications. Critical reading involves identifying the explicit and implicit meanings of texts, as well as their intended and unintended effects on readers or listeners. Critical reading also involves identifying the social and cultural contexts in which texts are produced and consumed, and how these contexts shape the meanings of texts.

Another method of CDA is multimodal analysis, which involves analyzing the use of different modes of communication, such as language, images, and sound, in the construction of social reality. Multimodal analysis involves examining how different modes of communication interact with each other to produce meaning, and how they shape power relations and social inequalities.

CDA has numerous practical applications in various fields, such as education, politics, media studies, psychology, and healthcare. In education, CDA can be used to analyze how textbooks and other educational materials reproduce or challenge social inequalities and power relations. [4, p. 2] In politics, CDA can be used to analyze how political speeches and debates construct social reality and shape public opinion. In media studies, CDA can be used to analyze how news media and advertising construct social reality and shape public opinion. In psychology, CDA can be used to analyze how language use shapes social identity and mental health. In healthcare, CDA can be used to analyze how language use shapes patients' experiences and health outcomes.

In conclusion, CDA is a field of research that analyzes how language is used to construct social reality, shape power relations, and maintain or challenge social inequalities. CDA is an interdisciplinary field that draws on insights from linguistics, sociology, psychology, and other related disciplines. CDA uses a variety of methods to analyze discourse, including the analysis of linguistic features, such as vocabulary, syntax, and grammar, as well as the analysis of discourse structures, such as narrative and argumentation. CDA has numerous practical applications in various fields, such as education, politics, media studies, psychology, and healthcare.

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