

BEYOND PROSODIES IN MIXED-
METHOD CRITICAL DISCOURSE
STUDIES:

**THE CASE OF AGENCY IN
VOLUNTOURISM DISCOURSE**



Outline

- Introducing the project
- Theory: CDA and CA
- Methodology
- Results

AFFORDABLE AND STRUCTURED VOLUNTEER PROGRAMMES

The Mighty Roar provide structured, safe and affordable volunteer abroad programmes to make a positive impact in the conservation, research and protection of some of the worlds amazing animals along with helping in the local communities. Our volunteer opportunities allow you to explore some of the most beautiful and immersive destinations around the globe, while our UK and in-country support provides peace of mind and reassurance.



Wildlife



Childcare



Medical



Teaching



Under 18's



Experience Projects

Voluntourism is...

“A type of tourism experience where a tour operator offers travellers an opportunity to participate in an optional excursion that has a volunteer component, as well as a cultural exchange with local people.”

(Brown, 2005: 480)

A “benign form of tourism” that
“makes a difference”

(Wearing, 2001, 2003, p. 4)

or “seeks to open the eyes of
affluent Westerners to global
problems”

(Scheyvens, 2002: 113)

“The emphasis on helping others
who ‘need’ development suggests
that the voluntourist, during her
short stay, has the power and
capacity to provide what the
recipient ‘lacks’.”

(McGloin and Georgeou, 2016: 409)

Critical Discourse Studies and Corpus Analysis

- CDS: Discourse shapes the social world
(Fairclough 1993, 2009; Chouliaraki and Fairclough, 1999)
- Mental models mediate between world and discourse
(van Dijk 1993, 2009)
- Corpus provides entry points into vast amounts of data
- “Quantification can reveal the degree of generality of, or confidence in, the study findings and conclusions”
(Baker *et al.* 2008: 297)

So far the focus has been prosodies

“You shall know a word by the company it keeps!”

- J. R. Firth (1957)

- Semantic prosody is the “consistent aura of meaning with which a form is imbued by its collocates” (Louw 1993: 157)
- Studied through collocation, i.e. “above-chance frequent co-occurrence of two words within a pre-determined span, usually five words on either side of the word under investigation”. (Baker *et al* 2008: 278)

An example:

Most frequent collocates of
IMMIGRANT in British Tabloids
(Blinder and Allen 2016: 18)

Rank	C-collocate	Normalized rate
1	ILLEGAL	67.25
2	INTO	11.86
3	MILLION	7.15
4	NUMBER	6.98
5	STAY	6.11
6	EU	5.76
7	THOUSANDS	5.76
8	COMING	5.23
9	STOP	4.27
10	SEEKERS	3.14
11	EASTERN	2.70
12	TERRORISTS	2.70
13	WAVE	2.35
14	SUSPECTED	2.27
15	ARRIVED	2.09
16	HOUSES	2.09
17	INFLUX	2.09
18	HOUSING	1.57
19	SHAM	1.57
20		

A transitivity approach

- Builds on Systemic Functional Grammar (SFL)
- Looks at process category frequencies in a corpus
- Example: Bartley (2019) analyses transitivity in Labour's 2017 manifesto:

<i>Process</i>	<i>(Inter)action</i>	<i>Relational</i>	<i>Mental</i>	<i>Verbal</i>	<i>Complex</i>	<i>Non-referent</i>	<i>Totals</i>
Raw Frequency	866	278	171	69	84	11	613
%	58.5	18.8	11.6	4.7	5.7	0.7	100

The methodology

Corpus of 579,095 words extracted from the five websites

- United Planet
- ProjectsAbroad
- The Mighty Roar
- Original Volunteers
- East African Playgrounds



Automatic Part-of-Speech tagging

Investigating agency

- Sketch Engine shows
 - Verbs with X as subject
 - Verbs with X as object
- VOLUNTEER vs COMMUNITY

<u>modifiers of "community"</u>		
		45.18
local +	<u>258</u>	11.70
the local community		
disadvantaged	<u>85</u>	11.56
in disadvantaged communities		
rural	<u>34</u>	10.50
in rural communities		
global	<u>22</u>	9.83
create a global community		
maasai	<u>15</u>	9.52
in a Maasai community		
underprivileged	<u>14</u>	9.42
underprivileged communities		
poor	<u>9</u>	8.72
poorer communities		
masai	<u>8</u>	8.57
the Masai community		
host	<u>11</u>	8.51
host community		
many	<u>14</u>	8.39
many communities		
remote	<u>6</u>	8.16
people in remote communities		
marginalised	<u>5</u>	8.02
in marginalised communities		

Results

Table: Verbs with VOLUNTEER as subject

	Freq.	MI-score
work	73	10.87
have	95	10.52
take	40	10.14
pack	34	10.06
stay	32	9.96
help	29	9.71
arrive	25	9.61

Results

Table: Verbs with VOLUNTEER as subject

	Freq	MI-score
work	75	10.87
have	95	10.52
take	40	10.14
pack		10.06
stay	32	9.96
help	29	9.71
arrive	25	9.61

Due to the semantics of VOLUNTEER

Refers to practicalities

Results

Table 1: Verbs with COMMUNITY as object

	Freq.	MI-score
support	43	11.24
help	40	10.52
educate	10	10.12
empower	8	9.87
benefit	7	9.72
build	13	9.40
affect	5	9.15

Table 2: Verbs with COMMUNITY as subject

	Freq.	MI-score
lack	4	9.97
face	4	9.64
need	5	9.37
live	3	8.65
have	9	7.91
do	3	7.76
are	30	7.27

A note on SFG and processes:

Where would verbs like LACK and NEED fit in?

<i>Process category</i>	<i>Process subcategory</i>	<i>Example</i>
(Inter)action	Transformative	We will change the culture of the social security systems [...]
	Creative	Labour government will rebuild communities ripped apart [...]
Mental	Cognitive	Labour understands that the creation of wealth is a collective endeavour [...]
	Emotive	[...] our children will not enjoy the same opportunities that we have [...]
	Desiderative	[...] they just want reliable and affordable energy
	Perceptive	I've also heard something far less positive [...]
Relational	Attributive	Too many of us are in low paid and insecure work
	Identifying	Britain is the only major developed economy
Verbal	–	[...] but we will not ask ordinary households to pay more [...]
Non-referent	–	There are many more workers on short hours contracts
Complex	Dual	Labour government will give leaseholders security
	Multi	[...] the law assumes a worker is an employee unless the employer can

Bringing in qualitative analysis

“The experience of **cross-cultural interactions** enriches your life and the world for the better. This is the reason why we provide ethical, transparent and supportive volunteering opportunities to help build a playground in Uganda. And by doing this you will see a change in yourself and the world around you.

By volunteering with East African Playgrounds on our Uganda Volunteer Project you will experience four incredible weeks. Living and volunteering within a local community to **help transform** a community school **by building** an amazing new playground from start to finish **with a team of trained Ugandan builders and welders**. You will also assist on our creative play programme to inspire children at a school to learn, explore and develop themselves.”

Bringing in qualitative analysis

... You'll be guided by our Ugandan build team as well as the international leaders to volunteer alongside the children and community you will be impacting. The whole project comes together on the playground opening day when you will get to see your hard work in action as you celebrate with traditional singing, dancing, food and of course - playing on the new, high quality, safe, fun playground you've helped build.“

Limitations

- Corpus size
- Statistics

Conclusions

- Corpus Analysis can contribute more than just prosodies and concordance to CDA
- It combines well with van Dijk's socio-cognitive CDA to investigate mental models (event models)

References

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