

MAP OF METHODS AND THEORIES

Methods are in a factual relationship with theories and in a social relationship with scientific networks. They depend on theoretical foundations, that is to say, on explanatory patterns for a specific field, and normally develop within the boundaries of a particular discipline. Figure 4.1 provides a general overview of the 12 methods of text analysis which we have selected and shows the relationship between methods and theories.

Figure 4.1 should be read in the following way:

- The methods of text analysis discussed in this book are in the shaded rectangles.
- The different geometric shapes symbolize theory types of different degrees of abstraction: (a) philosophical and epistemological approaches (for example, Phenomenology, Hermeneutics, General Semiotics); (b) social theories (for example, Foucault, Cultural Anthropology, Critical Theory, Field Theory); (c) linguistic theories (for example, Functional Systemic Linguistics, Speech Act Theory, Prague School, Structural Linguistics); and (d) communication concepts (for example, von Luhmann, Bühler, Shannon & Weaver). The allocation of particular approaches to these types was often problematic and in a number of cases could have been done differently.
- The linking arrows between theories and methods indicate that the particular theory is an important reference for the development of the method, and is often quoted in the literature concerning that method. The thickness of the arrows or lines is an indicator of the strength of the bond between theory and method. Unbroken lines indicate the adoption of theoretical concepts and the absence of distancing from particular parts of the theory. Lines composed of dashes or dots indicate a weaker relationship, or some distancing from parts of the theory. To take one example: the line between Speech Act Theory and Hymes's Ethnography of Communication consists of dashes because Hymes does indeed build on the notion of the Speech Act (see Hymes 1962: 24, for example), but ultimately he analyses 'Speech Events' and replaces the category 'Speaker's Intentions' with the 'Ethnographic Context' (ibid.: 21) – that is, with cultural patterns.

Methods of Text and Discourse Analysis

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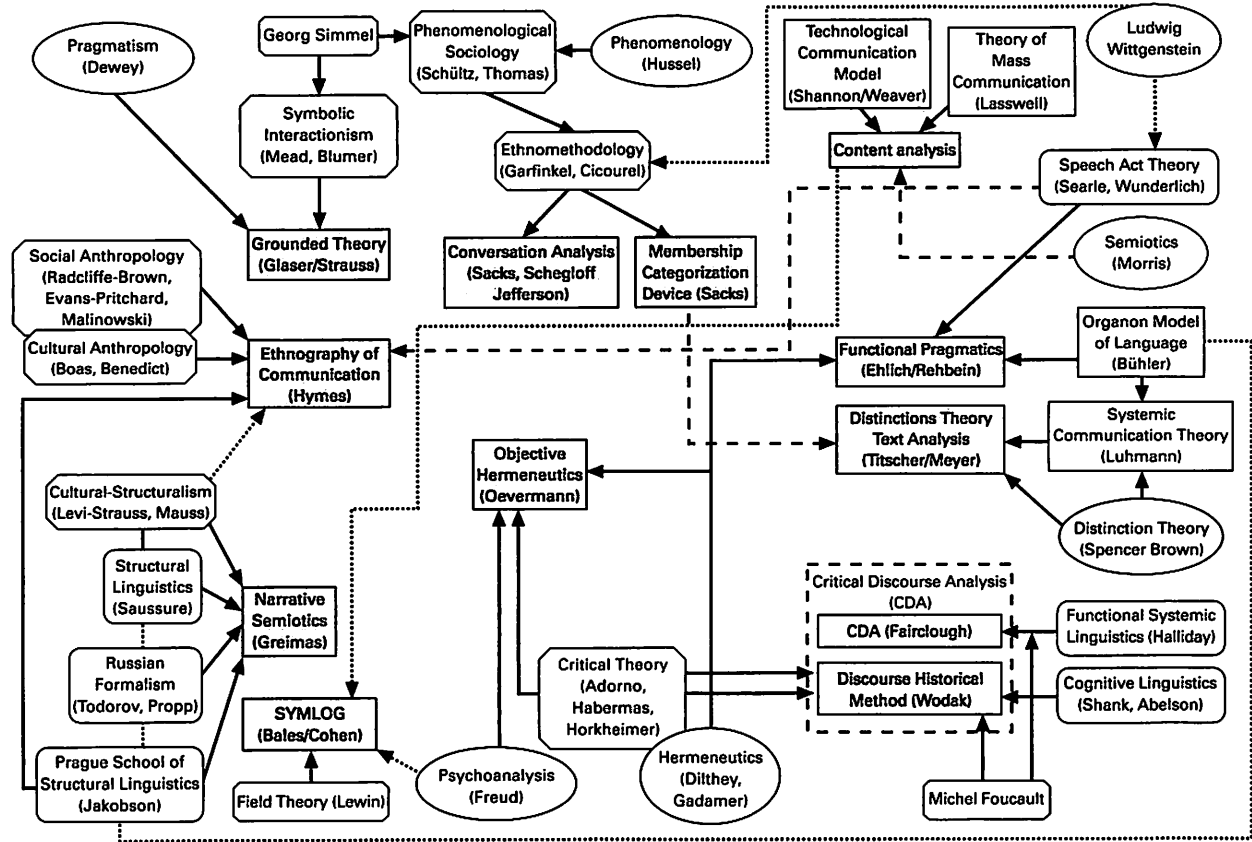


FIGURE 4.1 Map of theories and methods

The overview of relationships between theories and methods of text analysis that is given in Figure 4.1 will not be further developed here, since we shall deal with this more fully in the presentations of the individual methods and their theoretical backgrounds.