

NZDC09 WORKSHOP ABSTRACTS

Wednesday 18 November 2009

Affecting Discourse: Researching Representation and Experimentation

Rick Iedema

Centre for Health Communication, University of Technology, Sydney, Australia

This workshop considers the implications of affect theory for discourse analysis. Affect theory is associated with the work of authors like Gilles Deleuze, Brian Massumi and more recently Nigel Thrift. After having set out some of the premises of affect theory, the workshop will exemplify how it can be applied to (tertiary) health care communication. Here, examples of interaction drawn on will include clinical incident reporting, incident investigation and incident disclosure - all three encompassing highly emotionally-charged and increasingly prominent organisational interactive spaces. Workshop participants will then be asked about how they might relate affect theory to their own study domains, and how they might foreground affect in their research. The workshop concludes with a summary of what the implications are of trying to do a discourse analysis that is sensitive to the premises of affect theory.

From workplace to classroom and back again

Meredith Marra

Language in the Workplace, Victoria University of Wellington

This workshop will explore some of the issues involved in the collection of workplace data for teaching purposes. It draws on the latest phase of research by the Wellington Language in the Workplace project team: an investigation of the language development of skilled migrants from non-English speaking backgrounds as they enter the New Zealand workplace. The focus is sociopragmatic skills (i.e. language use to express and interpret social meaning in different social contexts), and the teaching goal is to prepare students to become analysts of their own workplace discourse. Workshop participants will work with transcripts of authentic discourse and will be asked to consider the relevance of methodological design for their own practice, whether teaching or analysis (or both). Finally we will consider ways of evaluating the effectiveness of applications based on spontaneous and naturally-occurring data.

Thursday 19 November 2009

Doing Discourse Analysis

Cynthia Hardy

International Centre for Research on Organizational Discourse, Strategy & Change
Department of Management & Marketing, University of Melbourne

This workshop on *Doing Discourse Analysis* will be conducted by Professor Cynthia Hardy, Melbourne University, Australia. It will examine different ways of doing discourse analysis. It will examine the “grand” discourse of race to explore the constructive effects of discourse and how they influence organizational practices. Drawing on a range of studies conducted by Professor Hardy, it will explore how discourse analysis can be applied to different texts; how it can be applied in different settings; and how different frameworks can be used to ascertain different discursive dynamics.

Organisational Discourse studies: approaches and debates

David Grant

Work and Organisational Studies, Faculty of Economics and Business, University of Sydney

This workshop will review theoretical and analytical developments concerning the application of discourse analysis to the study of organizations. In doing so, it presents organisational discourse studies (ODS) in a way that complements, rather than replicates, previous overviews of the field. The workshop discusses five dimensions (Grant and Iedema, 2005) by which to map the varied philosophical and methodological approaches that the field encompasses and uses these to explore its potential contributions to our understanding of management and organization. Participants will be encouraged to reflect on how they might position their own work and others' work in relation to these dimensions. The workshop will also aim to foster discussion about a number of key debates and challenges within ODS, suggest how these might be overcome, and point to some future directions for research.