Course title

B03 Analysing political language

Instructor details

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Institution: Wageningen University

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Short Bio

Dvora Yanow is a policy/political and organisational ethnographer and interpretive methodologist whose research and teaching are shaped by an overall interest in the generation and communication of knowing and meaning in organizational and policy settings. Current research projects investigate theories of classification and category-making in public policies (in particular with respect to state-created categories for race-ethnic identity, and immigrant integration policies and citizen-making practices), research regulation policies (e.g., Institutional Review Boards, Ethics Review Committees), practice theories and lifelong learning, and science/technology museum spatial design and the idea of science. Her most recent book, Interpretive Research Design: Concepts and Processes (Routledge 2012), with Peregrine Schwartz-Shea, is the first volume in their co-edited Routledge Series on Interpretive Methods. The second edition of their co-edited Interpretation and Methods: Empirical Research Methods and the Interpretive Turn (ME Sharpe) is due out this summer. http://wur.academia.edu/DvoraYanow

Prerequisite knowledge

This course presumes knowledge of interpretive methodological presuppositions, including the so-called ‘language turn,’ part of the interpretive turn, described in the long course outline [#6 below]. We are not likely to have sufficient time to go into this background in depth. Key readings include:


Short course outline

The ‘interpretive turn’ in mid- to late-20th century social science brought with it renewed attention to the role of language in social and political life. This course will explore several of the methods or approaches that have been developed to analyze language and politics: metaphor analysis, category analysis, narrative and storytelling analysis, and framing analysis; and we will also explore visual analysis. Readings will draw from Schon, ‘Generative metaphor’; Carver and Pikalo, eds., Political language and metaphor; Cienki and Yanow, eds., ‘Politics and language’, April 2013 special issue of the Journal of International Relations and Development; Rein and Schon, Frame reflection and other works; articles by Shenhav; Stone, Policy paradox; articles by the instructor; and others. The course will assume knowledge of interpretive methodological presuppositions. Students will be expected to workshop these various analytic approaches on their own field data outside of class, whether these derive from documentary, interviewing/conversational or (participatory-)observational sources.

Long course outline

The ‘interpretive turn’ in mid-late 20th century social science brought with it renewed attention to the role of language in social and political life. In this view, linguistic and other (re)presentations of lived experience could not be seen as exact ‘mirrors’ or transparent referents of it (to use Richard Rorty’s term), but need to be understood as interpretations of those experiences. As researchers, we ‘translate’ others’ and our own experiences into language—what Charles Taylor (1971) called ‘text analogues’ (see also Ricoeur 1971)—for purposes of analysis. Consider field note renderings of events, interactions, and the material world of research settings and artifacts in it. We work not only with language in a literal sense – that drawn from research-relevant documents, whether contemporary or archival, or from field conversations, including interviews – but also with repertoires of visual and nonverbal ‘languages.’

This course will explore several methods or approaches that have been developed to analyze language and politics: metaphor analysis, category analysis, narrative and storytelling analysis, framing analysis, and visual analysis. Readings will draw from Schon, ‘Generative metaphor’; Carver and Pikalo, eds., Political language and metaphor; Cienki and Yanow, eds., ‘Politics and language’, April 2013 special issue of the Journal of International Relations and Development; Rein and Schon, Frame reflection and other works; articles by Shenhav; Stone, Policy paradox; articles by the instructor; and others. The course will assume knowledge of interpretive methodological presuppositions. It will be conducted as part-lecture, part seminar, and students will be expected to have done the readings for each day’s session and to actively participate in discussion. Students will also be expected to ‘workshop’ these various analytic approaches with respect to their own field data out of class, whether these derive from documentary, conversational/ interviewing or (participatory-) observational sources. Depending on enrollment, we may be able to make time during class meetings for such workshopping.

The field of politics and language is potentially huge, as is each of the planned topics. We will touch briefly on language and the politics of science (e.g., Brown 1976, Gusfield 1976), but we will not cover the recent work on rhetoric (e.g., by Herbert Gottweiss) or some other topics that might well fit under
this broad umbrella. Moreover, each of the five topics planned has itself an enormous literature. Each day’s session is intended to introduce at least one way of looking at the topic, theoretically, and a set of empirical articles or papers that use that method.

Day-to-day schedule (Monday 17 February to Friday 21 February)
3 contact hours, split in two 90’ sessions

<table>
<thead>
<tr>
<th>Day 1</th>
<th>Metaphor analysis</th>
<th>Details [NB : incl. timing of lecture v/s lab or fieldwork etc. hours]</th>
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</thead>
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Day 2  Category analysis

Day 3  Narrative & storytelling analysis

Day 4  Framing analysis

Day 5  Visual analysis

Day-to-day reading list

Note: Please consider the readings listed here as examples of what will be on the final course syllabus, which will include a fuller reading list.

<table>
<thead>
<tr>
<th>Readings (please list at least the compulsory reading for the scheduled day)</th>
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Day 1  Metaphor analysis


Carver, Terrell and Pikalo, Jernej, eds., Political language and metaphor, chapters TBA.

Cienki, Alan and Yanow, Dvora, eds. 2013. ‘Linguistic approaches to analysing policies and the political,’ special issue, Journal of International Relations and Development 16/2, introduction and concluding comment, plus at least one empirical article.


Day 2  Category analysis

Yanow, Dvora. 2003. Constructing American "race@ and ethnicity": Category-making in public policy and administration. Armonk, NY: ME Sharpe, chs. TBA.


Day 3  Narrative, story-telling


2004. Once upon a time there was a nation: Narrative conceptualization analysis, the concept of ‘nation’ in the discourse of Israeli Likud party leaders. Discourse & Society 15 (1): 81-104.
### Day 4 Framing

<table>
<thead>
<tr>
<th>Reference</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>van Hulst, Merlijn and Yanow, Dvora. 2013. From policy “frames” to “framing”: Theorizing a process-oriented, political approach. Under review.</td>
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</tbody>
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### Day 5 Visual [non-logocentric] analysis

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<tr>
<th>Reference</th>
<th>Source</th>
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<tbody>
<tr>
<td>Danjoux, Ilan. 2013. Analyzing the meaning of political cartoons. In Dvora Yanow</td>
<td></td>
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</table>
Software used

None.

Literature


Others to be added later.

Lecture room requirement

Seminar style, please! [i.e., tables/chairs set up in an open U facing the board/projector screen]

Preferred time slots

Morning