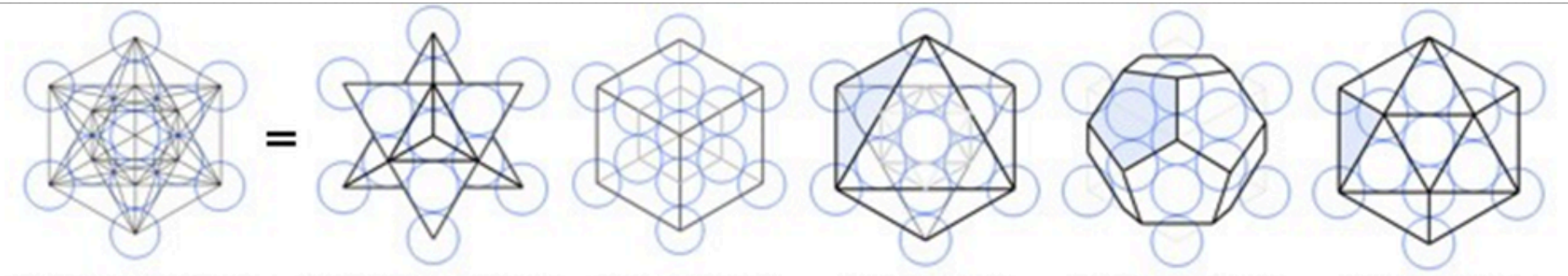
QUALITATIVE RESEARCH METHODS

L A N G U A G E

IN QUALITATIVE RESEARCH



CHERYL MARIE CORDEIRO

QUALITATIVE RESEARCH METHODS: Lecture Scope / Expectations

- Funnel perspective overview of qualitative research frameworks and methods.
- Toolkit presentation, i.e. the different types of discourse analysis methods that you might find useful for your purpose.
- Directions for methodology.

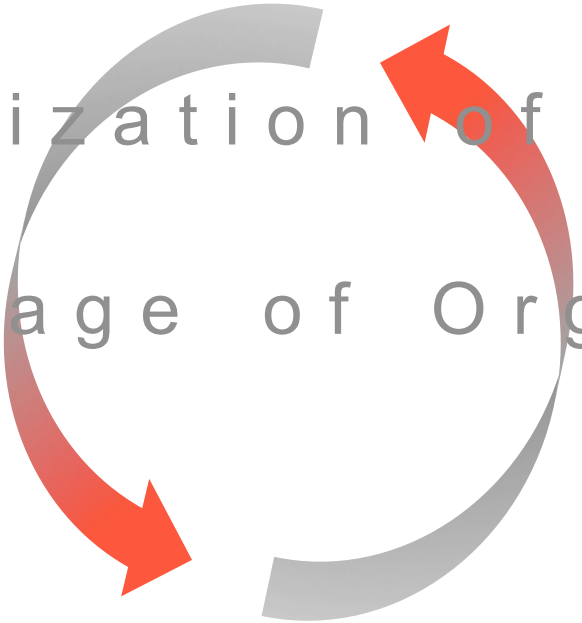
- Research further into appropriate framework and method for the purpose of your thesis writing.
- Make a decision on which tools are most appropriate for your research work.

QUALITATIVE RESEARCH METHODS

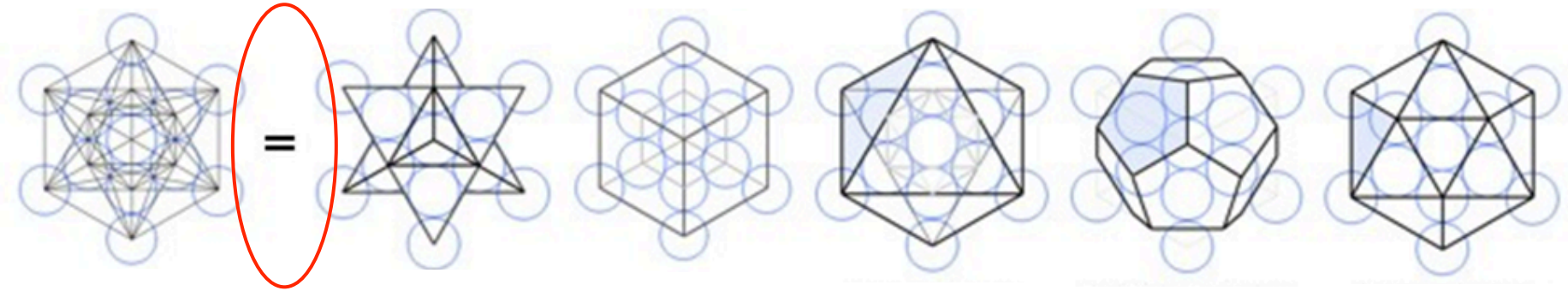
L A N G U A G E

I. Organization of Language

II. Language of Organization



I. THE ORGANIZATION OF LANGUAGE



Metatron's Cube

Star Tetrahedron (Star of David)
1

Hexahedron (Cube)
2

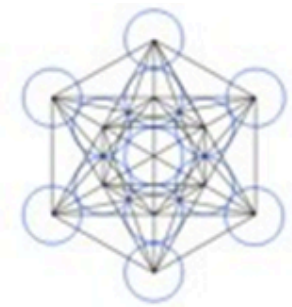
Octahedron
3

Dodecahedron
4

Icosahedron
5

TYPOLOGY
(the structure of language and the result of the structuring of language)

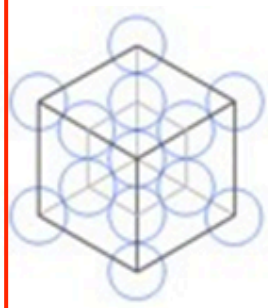
I. THE ORGANIZATION OF LANGUAGE



Metatron's Cube

=

Star Tetrahedron (Star of David)
1



Hexahedron (Cube)
2

Octahedron
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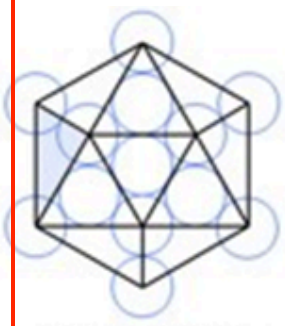
Dodecahedron
4



Icosahedron
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TYPOLOGY

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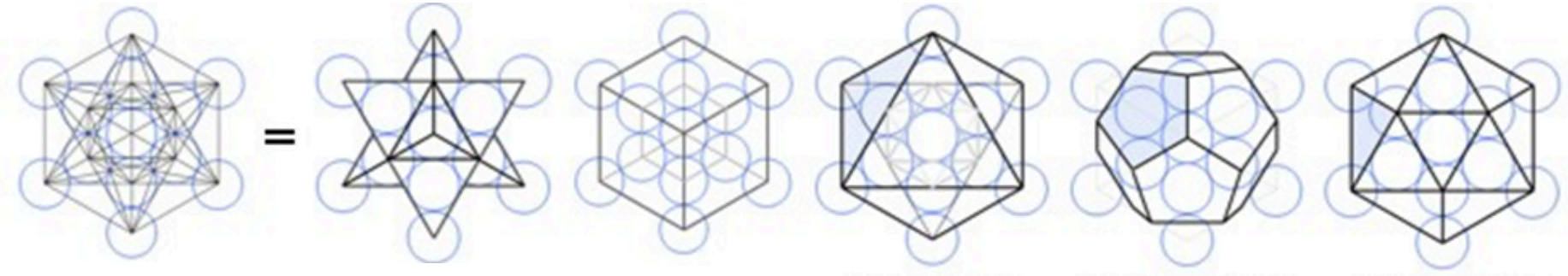

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META PERSPECTIVES
(how language is being used)
Language is used as theoretical framework / tool to study other phenomena

QUALITATIVE RESEARCH METHODS

L A N G U A G E

I. Organization of Language [METHODOLOGY, practical aspects]

- Will render the type of method, the kind of thesis
- Will render the quality of argument developed in a thesis

IIa. Language of Organization (Meta) [LINGUISTICS]

- Will render the theoretical perspective from which you choose to analyse your data
- Will illustrate how language can reveal / uncover the workings of organization ideology through rhetoric / discourse. Methods include *discourse analysis (CDA, SFL, CA, narratology, rhetoric), visual semiotics.*

IIb. Language of Organization (Non-Meta) [SOCIAL SCIENCE]

- Language as object of study within organizations, i.e. the study of language as *strategy, multilingualism* in corporations, language as *power,* language in *marketing,* language as gender marker in corporations, language in *corporate identity, corporate culture* etc.

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M A P P I N G
PERSPECTIVES
W I T H L A N G U A G E
Photo by R.S. Slavin

MAPPING PERSPECTIVES: PROUNOUN CHART

	Subject Pronouns	Object Pronouns	Possessive Adjectives	Possessive Pronouns	Reflexive Pronouns
1st person	I	me	my	mine	myself
2nd person	you	you	your	yours	yourself
3rd person (male)	he	him	his	his	himself
3rd person (female)	she	her	her	hers	herself
3rd person (neuter)	it	it	its	NA	itself
1st person (plural)	we	us	our	ours	ourselves
2nd person (plural)	you	you	your	yours	themselves
3rd person (plural)	they	them	their	theirs	themselves
Pronoun placement	___ saw the cat.	The cat saw ___.	That's ___ cat.	The cat is ___.	(S) saw (reflex.) in the painting.

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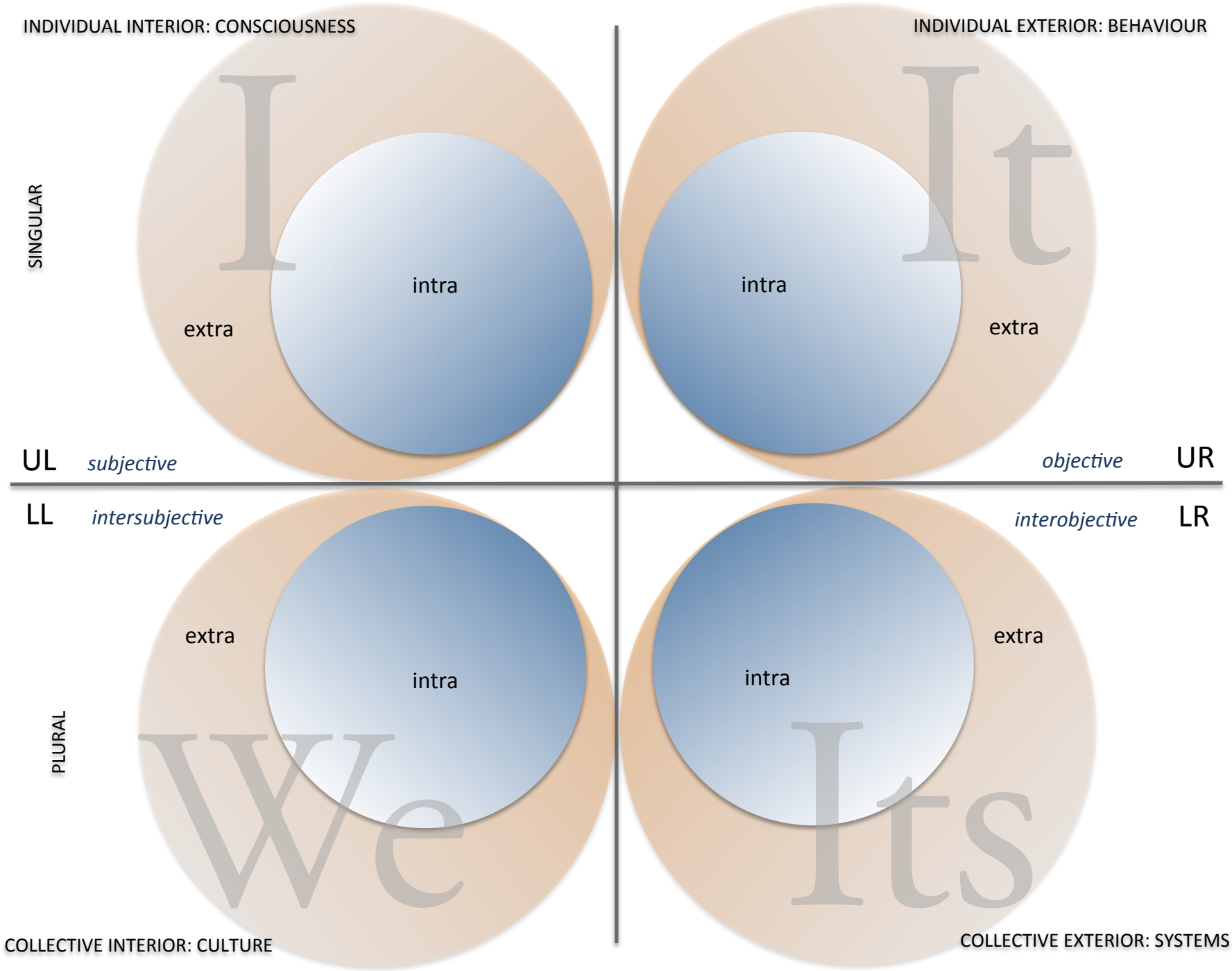
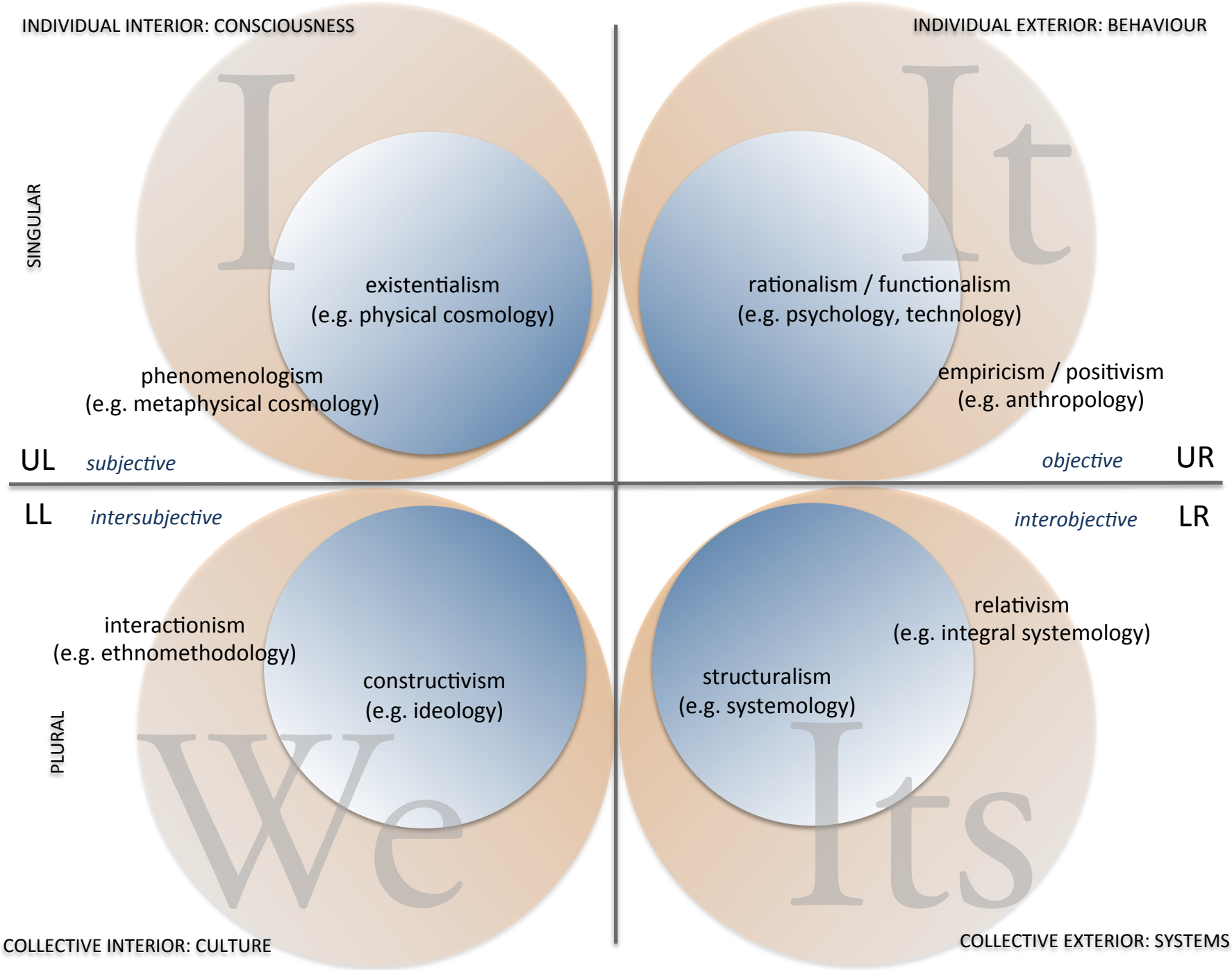
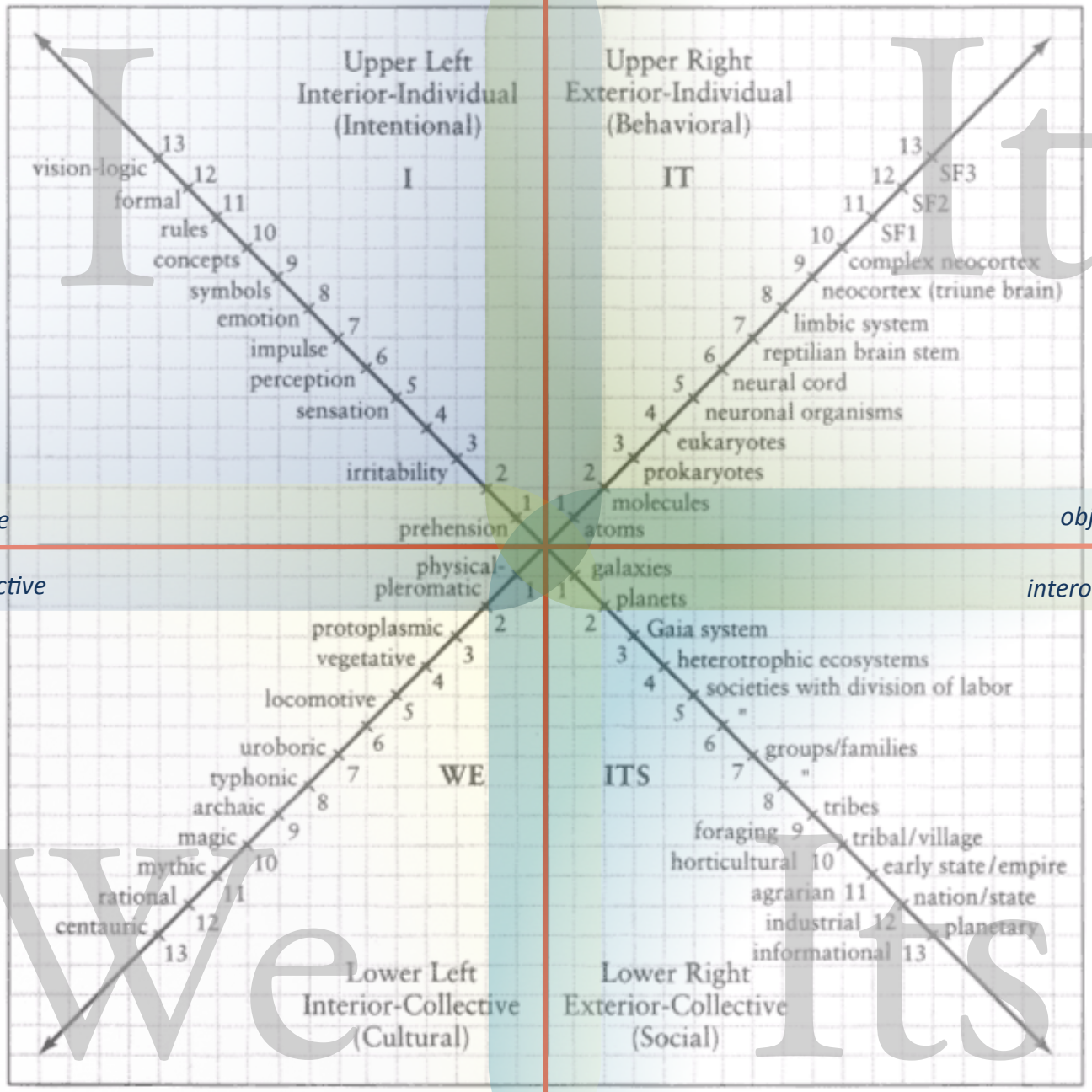

INDIVIDUAL INTERIOR: CONSCIOUSNESS
INDIVIDUAL EXTERIOR: BEHAVIOUR
SINGULAR
I
It
intra
extra
intra
extra
UL
subjective
objective
UR
LL
intersubjective
interobjective
LR
extra
intra
extra
intra
PLURAL
We
Its
COLLECTIVE INTERIOR: CULTURE
COLLECTIVE EXTERIOR: SYSTEMS


INDIVIDUAL INTERIOR: CONSCIOUSNESS
INDIVIDUAL EXTERIOR: BEHAVIOUR
SINGULAR
I
It
existentialism
(e.g. physical cosmology)
rationalism / functionalism
(e.g. psychology, technology)
phenomenologism
(e.g. metaphysical cosmology)
empiricism / positivism
(e.g. anthropology)
UL
subjective
objective
UR
LL
intersubjective
interobjective
LR
interactionism
(e.g. ethnomethodology)
relativism
(e.g. integral systemology)
constructivism
(e.g. ideology)
structuralism
(e.g. systemology)
PLURAL
We
Its
COLLECTIVE INTERIOR: CULTURE
COLLECTIVE EXTERIOR: SYSTEMS

ETHICAL

ECOLOGICAL



SINGULAR

PLURAL

UL *subjective*

UR *objective*

LL *intersubjective*

LR *interobjective*

SOCIAL

ENVIRONMENTAL

QUALITATIVE CONTENT ANALYSIS

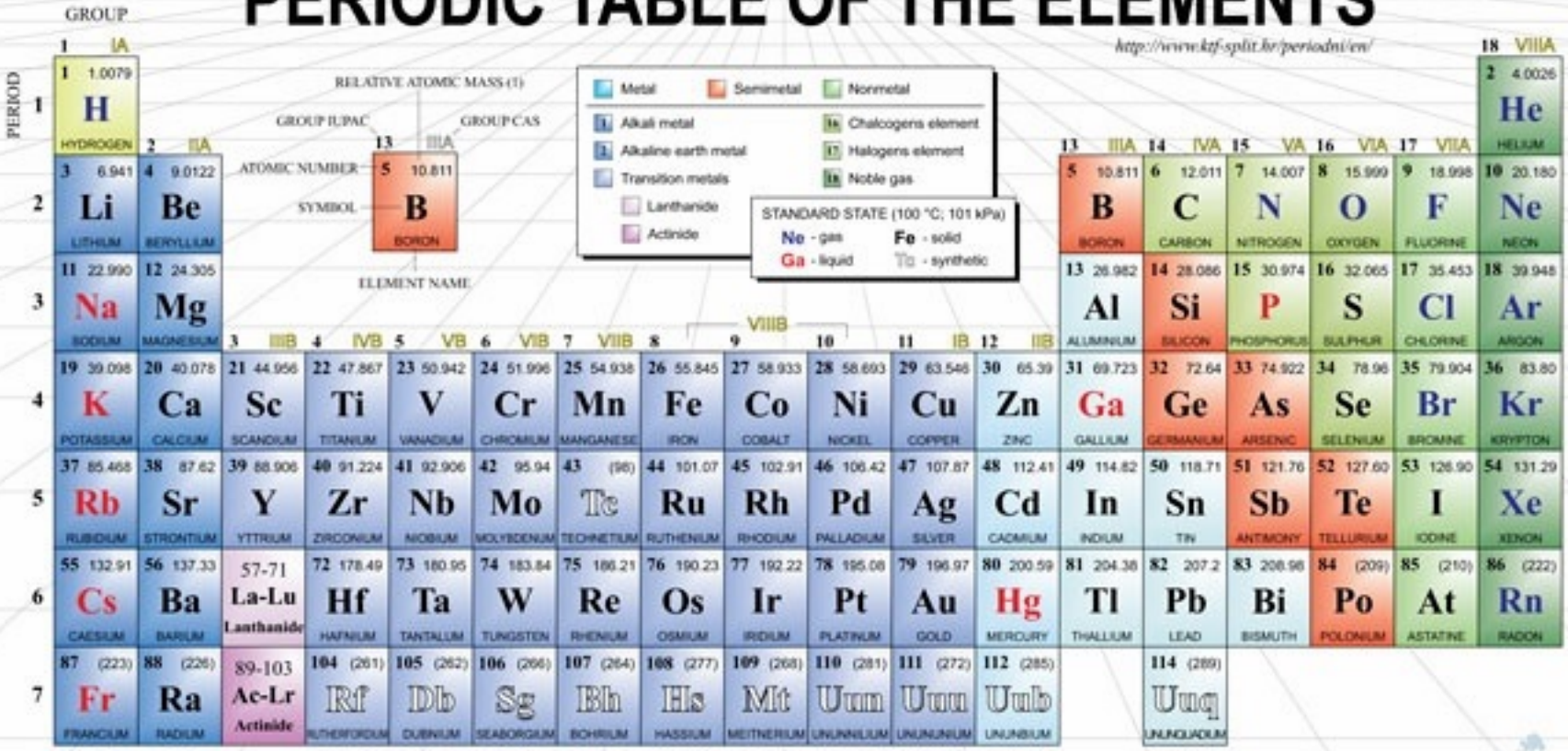
Linguistics

The science of language.

The study of the systems of language of its acquisition, its structure, its use i.e. universal grammar, unified theory, computer science, AI, bio-engineering etc.

The study of language in the brain – anthropology, psychology, neuroscience, biology, physiology, neurology etc.

PERIODIC TABLE OF THE ELEMENTS



http://www.ktf-split.hr/periodni/en/

LANTHANIDE

57	58	59	60	61	62	63	64	65	66	67	68	69	70	71
138.91	140.12	140.91	144.24	(145)	150.36	151.96	157.25	158.93	162.50	164.93	167.26	168.93	173.04	174.97
La	Ce	Pr	Nd	Pm	Sm	Eu	Gd	Tb	Dy	Ho	Er	Tm	Yb	Lu
LANTHANUM	CERIUM	PRASEODYMIUM	NEODYMIUM	PROMETHIUM	SAMARIUM	EUROPIUM	GADOLINIUM	TERBIUM	DYSPROSIUM	HOLMIUM	ERBIUM	THULIUM	YTTERBIUM	LUTETIUM

ACTINIDE

89	90	91	92	93	94	95	96	97	98	99	100	101	102	103
(227)	232.04	231.04	238.03	(237)	(244)	(243)	(247)	(247)	(251)	(252)	(257)	(258)	(259)	(262)
Ac	Th	Pa	U	Np	Pu	Am	Cm	Bk	Cf	Es	Fm	Md	No	Lr
ACTINIUM	THORIUM	PROTACTINIUM	URANIUM	NEPTUNIUM	PLUTONIUM	AMERICIUM	CURIUM	BERKELIUM	CALIFORNIUM	EINSTEINIUM	FERMIUM	MENDELEVIUM	NOBELIUM	LAWRENCIUM

(1) Pure Appl. Chem., **73**, No. 4, 667-683 (2001)

Relative atomic mass is shown with five significant figures. For elements have no stable nuclides, the value enclosed in brackets indicates the mass number of the longest-lived isotope of the element.

However three such elements (Th, Pa, and U) do have a characteristic terrestrial isotopic composition, and for these an atomic weight is tabulated.

Editor: Aditya Vardhan (adivar@nettlinx.com)

CONSONANTS (PULMONIC)

	Bilabial	Labiodental	Dental	Alveolar	Postalveolar	Retroflex	Palatal	Velar	Uvular	Pharyngeal	Glottal
Plosive	p b			t d		ʈ ɖ	c ɟ	k g	q ɢ		ʔ
Nasal	m	ɱ		n		ɳ	ɲ	ŋ	ɴ		
Trill	ʙ			r					ʀ		
Tap or Flap		ⱱ		ɾ		ɽ					
Fricative	ɸ β	f v	θ ð	s z	ʃ ʒ	ʂ ʐ	ç ʝ	x ɣ	χ ʁ	ħ ʕ	h ɦ
Lateral fricative				ɬ ɮ							
Approximant		ʋ		ɹ		ɻ	j	ɰ			
Lateral approximant				l		ɭ	ʎ	ʟ			

Where symbols appear in pairs, the one to the right represents a voiced consonant. Shaded areas denote articulations judged impossible.

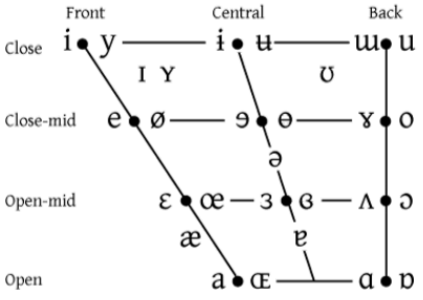
[kʰiːp kʰɑːm ən ţɹænskraɪb ɑn]

[aɪ lʌv lɪŋˈgwɪstɪks]

CONSONANTS (NON-PULMONIC)

Clicks		Voiced implosives		Ejectives	
ʘ	Bilabial	ɓ	Bilabial	’	Examples:
ǀ	Dental	ɗ	Dental/alveolar	pʼ	Bilabial
ǃ	(Post)alveolar	ʄ	Palatal	tʼ	Dental/alveolar
ǂ	Palatoalveolar	ɠ	Velar	kʼ	Velar
ǁ	Alveolar lateral	ʛ	Uvular	sʼ	Alveolar fricative

VOWELS



Where symbols appear in pairs, the one to the right represents a rounded vowel

OTHER SYMBOLS

ʍ Voiceless labial-velar fricative	ɕ ʑ Alveolo-palatal fricatives
w Voiced labial-velar approximant	ɺ Alveolar lateral flap
ɥ Voiced labial-palatal approximant	ʃ͡ʒ Simultaneous ʃ and x
ʜ Voiceless epiglottal fricative	Affricates and double articulations can be represented by two symbols joined by a tie bar if necessary
ʢ Voiced epiglottal fricative	
ʡ Epiglottal plosive	

k͡p t͡s

SUPRASEGMENTALS

ˈ	Primary stress	ˌfoʊnəˈtɪʃən	
ˌ	Secondary stress		
ː	Long	eː	
ˑ	Half-long	eˑ	
̆	Extra-short	ĕ	
.	Syllable break	ɹi.ækt	
‖	Major (intonation) group		
‿	Linking (absence of a break)		

TONES & WORD ACCENTS

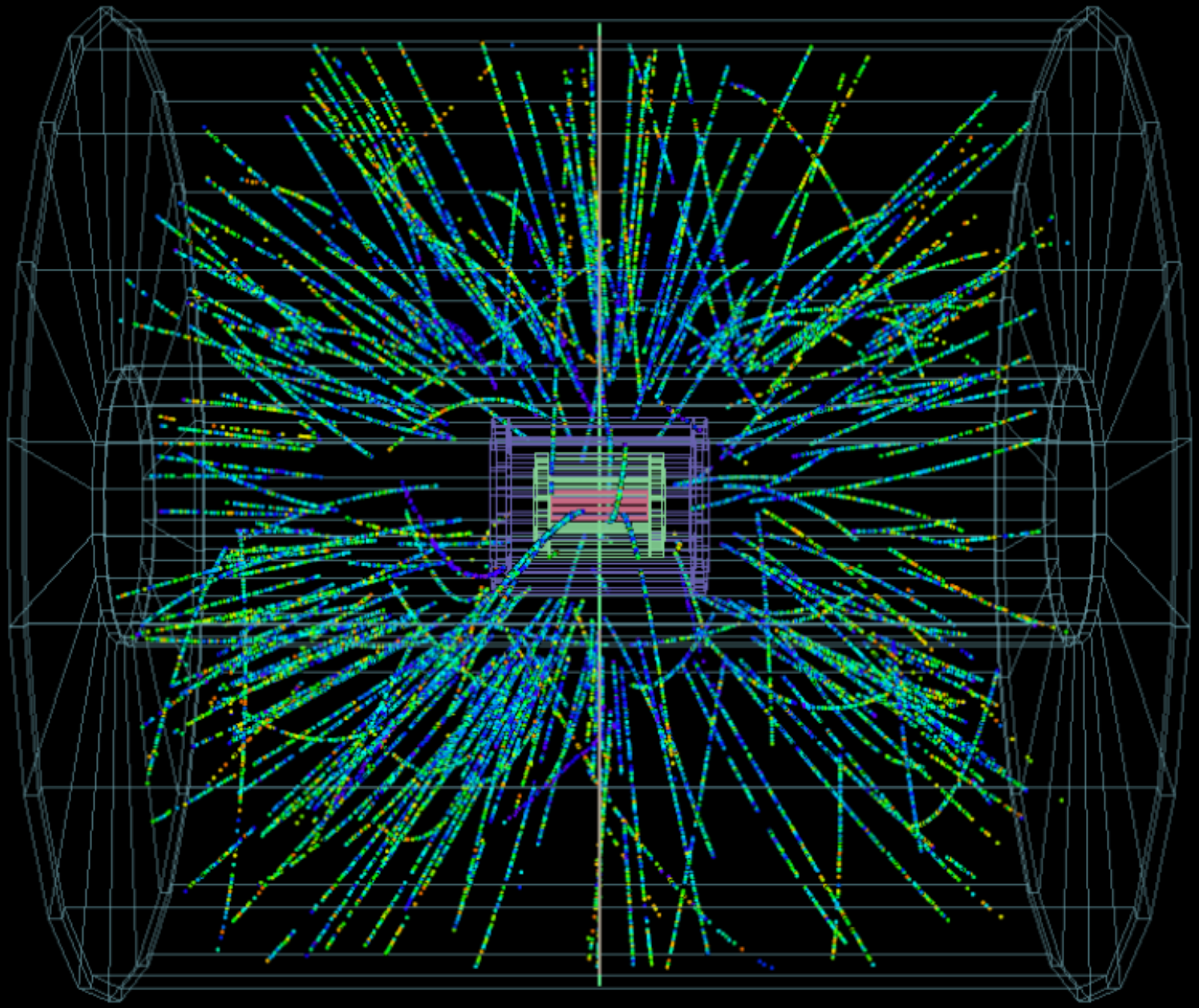
LEVEL		CONTOUR	
ő or ˥	Extra high	ě	↗ Rising
é ˦	High	ê	↘ Falling
ē ˧	Mid	ĕ	˥˩ High rising
è ˨	Low	ě	˩˥ Low rising
ȅ ˩	Extra low	ȇ	˥˩↓ Rising-falling
↓	Downstep	↗	Global rise
↑	Upstep	↘	Global fall

‖ Major (intonation) group
‿ Linking (absence of a break)
↓ Downstep
↑ Upstep
↗ Global rise
↘ Global fall
etc.

DIACRITICS

Diacritics may be placed above a symbol with a descender, e.g. n̥̊

◌̥	Voiceless	n̥ d̥	◌̤	Breathy voiced	b̤ a̤	◌̪	Dental	t̪ d̪
◌̬	Voiced	s̬ t̬	◌̰	Creaky voiced	b̰ a̰	◌̺	Apical	t̺ d̺
◌ʰ	Aspirated	tʰ dʰ	◌̼	Linguolabial	t̼ d̼	◌̻	Laminal	t̻ d̻
◌̹	More rounded	ɔ̹	◌ʷ	Labialized	tʷ dʷ	◌̃	Nasalized	ẽ
◌̜	Less rounded	ɔ̜	◌ʲ	Palatalized	tʲ dʲ	◌ⁿ	Nasal release	dⁿ
◌̟	Advanced	u̟	◌ˠ	Velarized	tˠ dˠ	◌ˡ	Lateral release	dˡ
◌̠	Retracted	i̠	◌ˤ	Pharyngealized	tˤ dˤ	◌̚	No audible release	d̚
◌̈	Centralized	ë	~	Velarized or pharyngealized	ɫ			
◌̽	Mid-centralized	e̽	◌̝	Raised	e̝	(ɹ̝ = voiced alveolar fricative)		
◌̩	Syllabic	n̩	◌̞	Lowered	e̞	(β̞ = voiced bilabial approximant)		
◌̯	Non-syllabic	e̯	◌̘	Advanced Tongue Root	e̘			
◌˞	Rhoticity	ɚ	◌̙	Retracted Tongue Root	e̙			



A proton collides with a lead nucleus, sending a shower of particles through the ALICE detector. The ATLAS, CMS and LHCb experiments also recorded collisions (Image: ALICE/CERN). http://bit.ly/1hg5iVn.