

# THE INTERPLAY BETWEEN FRAMES

How the division in frames supports a multi-methodological approach to speeches

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## INTRODUCTION

- Every 'social practice' involves the construction of identity (Fairclough 2000: 168).
- The institutional and professional identities are prominently present in the speeches, which characterizes them as institutional discourse (Drew and Heritage 1992: 25).

Institutional identity:

- construction of company image
- speaker is the mouthpiece for the organisation (cf. Lammers 2000)

Professional identity:

- construction of speaker's identity
- speaker is presented as an expert (cf. Dyer and Keller-Cohen 2000)

Social practice: in this case:

- corpus of 40 informative presentations
- in professional setting: 8 seminar days
- each seminar day: 1 theme
- expert audience
- taped on video and transcribed

Research Question 1

## METHODOLOGY

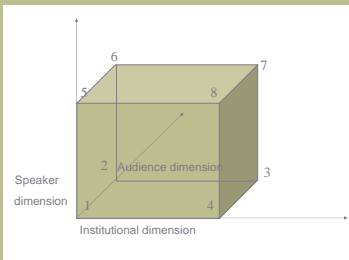
### 1 Qualitative analysis

- discourse analysis of transcription of the speeches
- no 'single coherent theory' in the field (Schiffrin, Tannen en Hamilton 2001: 5)
- focus on construction of identity, cf. studies by Schiffrin (1996) and De Fina (2000)

Role	Pronoun	Example
Speaker	I	"Euh, when I see the plans [...], I get scared [...]" (1.4, p2)
Institution	exclusive we	"So, who are we? Well, CFD is a company that is part of the VGT holding [...]" (1.5, p1)
Audience	you	"[...] if you move to such an all-in service [...]" (=audience as customer; 2.4, p5)

### 2 Quantitative analysis

- interesting contribution to the study of identity construction (Holmes 1997: 217)
- pronoun analysis is a good indication of this identity, cf. Chilton and Schäffner (1997) and Fairclough and Wodak (1997)
- pronouns are a handy tool for quantitative analyses, cf. Alber, O'Connell and Kowal (2002) and Suleiman, O'Connell and Kowal (2002)
- in every speech, there are **three roles** that can actively contribute to the content of the speech; these three roles form three dimensions, which constitute eight categories
- it is impossible to define the permanent boundaries at this point; after the quantitative analysis of the entire corpus, mathematical cluster analysis will be applied and then, the speeches will be divided in **eight categories**
- **frame analysis** forms the basis for making a division



### Frame analysis (Goffman 1974)

Only the 'content frame' is taken into account for this analysis

Exclusion of genre-specific elements, e.g. structure markers quotations.

### 3 Perception survey

- a lot of (Dutch) studies focus on the audience's perception of the speeches (De Jong and Andeweg 1997 and 2001 and Wannet and Gerritsen 2001)
- during the seminar days, the audience filled out questionnaires about the speeches
- in these questionnaires, the perception of the different constructions of identity was measured on a scale of 7

### TRIANGULATION

"[...] triangulation is similar to the common rule in journalism not to report anything that is ambiguous or controversial without at least two and preferably three sources to give it additional support." (Roth and Mehta 2002: 153)

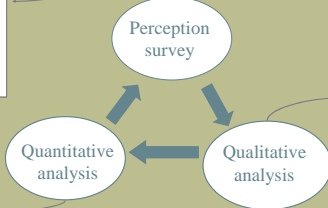
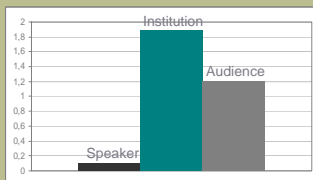
- ⇒ By using triangulation, credibility ↑ (Janesick 1998: 119)
- ⇒ Also interesting for discourse analysis, cf. Van Leeuwen and Wodak (1999)

Research Question 2

## GENERAL RESEARCH QUESTIONS

- How is identity constructed in this institutional context?
  - Institutional identity
  - Professional identity
- Is the use of different methodologies (triangulation) an asset in the study of discourse?
  - Do the similarities between the results from the different methods actually confirm the qualitative findings?
  - What are the grounds of the discrepancies in the results?
  - What other types of information do the quantitative data and the perception survey add to the qualitative findings?

## CASE STUDY



### Institutional dimension

- Institutional we, with a clear company presentation in the beginning
    - Euh, I refer to the workbook, where the strategy of 'The Company' is explained very briefly - half a page -, the ambitions that we have in the euh liberalized market [...].
  - Clear references
    - We are also a network-company [...].
  - The key assets (tradition and customer-friendliness) of the company are strongly stressed
- Audience dimension**
- Direct address to the audience with you
  - The audience is regarded as a customer
    - [...] if you were a big consumer [...].
    - [...] if you move to such an all-in service [...].

These two dimensions are linked together by the speaker in the following example, which is a clear indication of institutional identity construction.

- [...] that we try [...] to position ourselves as some sort of go-between for you as a customer [...].

The **conclusions** from the qualitative research suggest that the speaker takes a step down in favour of the company, which is put in the spotlight. The institutional identity is strongly built, by means of typical image building features (e.g. name dropping, stressing the key assets) and by putting the audience in the role of customer. This finding is reflected in the quantitative research. In the perception survey, we also see that the audience judged the speaker to have build quite a strong institutional identity.