

market demonstrates a clear-cut interest in fluent Arabic language speakers. Despite all of the above, the Slovak (and Central European) market still lacks appropriate teaching materials which would be an answer to the market demands. The new textbook is, therefore, a great contribution to Arabic language teaching. It offers a fresh, communicative approach which provides prospective learners with a step-by-step exposure to both linguistic and cultural encounters between Slovakia (Europe) and the Arab world. Having mastered the book, the learner will be able to read and understand simple Arabic texts; to translate and to write short compositions and to hold a simple conversation on everyday topics. Thus, the book prepares students for mastering not only the linguistic difficulties of MSA, but it also paves the way for them to become autonomous and self-possessed intercultural mediators between European and Arab culture.

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### **New Contribution to the Survey of Discourse Analysis**

Bhatia, V. K., Flowerdew, J., & Jones, R. H. (Eds.) (2008). *Advances in Discourse Studies*. London and New York: Routledge.  
ISBN 978-0-415-39809-1.

The publication *Advances in Discourse Studies*, edited by Vijay K. Bhatia, John Flowerdew and Rodney H. Jones, published by Routledge in 2008, brings together contributions from top scholars in the field of discourse. It is intended for academics dealing with linguistics, sociology, psychology, cultural and translation studies, as well as a source for students who can consider major approaches to the study of discourse and see its interdisciplinarity. Its main focus is on varying aspects of language use that covers conversation analysis, ethnographic-based discourse analysis, corpus-based and multimodal discourse analysis, as well as genre analysis, critical discourse analysis and mediated discourse analysis. Although in some sense these distinct approaches to discourse analysis differ from each other in terms of the objectives they serve, they are not developing in isolation, as all of them pay some attention to text and the social context. The book has a sophisticated composition providing a clear introduction to each section, followed by particular contributions and suggestions for further work, including recommended reading and case studies.

In the first approach, conversation analysts Paul Drew and Traci Curl explore the connections between syntactic form and interactional circumstances which are considered important to open up significant aspects of the interface between CA and core linguistic areas. The following study of the same approach by Maurice Nevile called “Being out of order” deals with overlapping talk that can cause trouble with airline pilots’ work. They are concerned with the sequential organisation of actions, and turn-taking, they work with their concept of the adjacency pair and view context as constructed through conversational moves.

Editors themselves explain why they start their approaches with conversation analysis and point out that “the approach to analysis and the theoretical principles of CA have been extremely important in the development of other approaches to discourse.” (2008, p. 19)

In the second section Ethnographic-based discourse analysis, the analysts consider conversations as part of a wide range of data including interviews with participants and the researcher’s subjective impressions. Their analysis relies less on actual analysis of linguistic data and more on text-external social and contextual factors. Graham Smart demonstrates how ethnographic approaches can be applied to the study of discourse use in a large financial organisation (the Bank of Canada). Together with his colleague, he also examine tertiary educational settings to understand the students’ shifts from the discursive practices expected of them at the university to those expected of them in the world of work. Based on their results, they suggest an investigation of environmental discourse. In her contribution, Angel Lin concentrates on using ethnography in the analysis of pedagogical practice.

The following three contributions dealing with reactions to criticism of corpus-based discourse analysis discuss various topics. David Y. W. Lee points to the gaps between corpus-based linguists and those who consider themselves as discourse analysts. He suggests the creation of specialised corpora designed around genres. Douglas Biber introduces his multi-dimensional analysis, then presents a study which investigates variation within a restricted discourse domain. He shows how corpus linguistics can identify discursive features in large texts. Lynne Flowerdew responds to the issue of context (lack of contextual features), examines the relationship between corpora and context through a study of a specialised corpus of environmental reports.

The following approach to discourse analysis, which is rapidly developing at present, is that of multimodal discourse analysis. The two chapters discussing this emphasise a recent shift in multimodal discourse analysis away from the abstract concept of text and towards understanding it in connection with concrete social actions. The writers explore the relationship between multiple

and interacting semiotic modes used in particular concrete settings. Singrid Norris discusses the topic of personal identity construction and illustrates what a multimodal approach can offer to understand such a complex notion, while Carey Jewitt and Ken Jones show how multimodal micro-descriptions of how discourses are realised in the classroom and can contribute to discourse theory and to educational processes.

A gradual movement away from purely textual analysis of academic and professional genres towards critical genre analysis has been given by Vijay K. Bhatia. In his chapter, he suggests the notion of “generic versatility” and underlines the integration of “discursive practice” of professionals with their “professional practices”, thus providing the real context for enactment of genres. Carol Berkenkotter points to “the importance in genre analysis of the relationship between structural properties of institutions and individual communicative actions”. Both of these writers focus on interdiscursivity and relevant aspects of professional culture and neglect lexico-grammatical aspect, which is useful in pedagogical applications.

New directions for critical discourse analysis are offered by John Flowerdew and Lillie Chouliaraki. The former claims that as CDA emphasises language power, it may focus on strategies of resistance and how these may challenge inequality and discrimination. The latter deals with the connection between media texts and social action. She outlines the “analytics of mediation” a discourse analytical methodology that helps study how the media text is put together in language and image, thus showing how CDA is moving towards multimodal discourse.

In this book, mediated discourse analysis is presented as the newest approach to discourse. It shares with many other approaches to discourse an interest in intertextuality, the ways texts are dialogically connected with other texts. Ron Scollon illustrates how the concept of intertextuality has become elaborated in nexus analysis with a relatively simple problem. He identifies nine processes of transformation or resemiotisation through which the discourse can be transformed: action, practice, narrative, authorisation, certification, metonymisation, remodelisation, materialisation and technologisation. Rodney H. Jones explores the relationship between discourse and the historical body (Scollon’s “a compost heap of social practices”) and suggests how analysts can better understand not just how discourse is transformed into social practice within the historical body, but also the historical body itself becomes a discursive tool in social interaction. He attempts to explain that people “write” their historical bodies onto situations through their mediated actions, and how people “read” through their behaviour, their speech and bodily movements the

narratives of their past experiences, their present intentions and their future plans.

The editors of the book show different approaches to discourse analysis so that readers can understand the main questions upon which these approaches diverge and what they have in common. The publication is a unique survey of the most recent advances in methodology and approach to discourse analysis.

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### **East, West – What is Best?**

Gáfrik, R. (2012). *Od významu k emóciám. Úvaha o prínose sanskritskej literárnej teórie do diskurzu západnej literárnej vedy* (From Meaning to Emotions. A Reflection on the Contribution of Sanskrit Literary Theory to the Discourse of Western Literary Scholarship). Trnava: Universitatis Tyrnaviensis, 115 p.  
ISBN 978-80-8082-527-0

Western literary theory and criticism have never been so heterogeneous and multifaceted. The twentieth century brought intense concentration on the uniqueness of literature as well as its almost total dissolution in non-literary realities, purely formal or utterly ideological engagements, local or global representations. In addition to a long and steady growth of national canons, there were also attempts to see literary works as displaying and representing larger wholes. Robert Gáfrik's work is one of these attempts – exploring literary values in the transcultural or globalising contexts, rather than in narrower national or ethnic settings. Even a passing glance at its contents will show us that what he discusses really lies in the heart of current scholars' hopes and anxieties – globalism, orientalism, comparative poetics, world literature, as well as something which may appear rather different, but, upon closer inspection, also substantially contributes to the attempts mentioned to invent a new outfit for literature – the cognitive literary studies.

In his introductory chapter, "Literary Scholarship in a Global World", he points to the fact that the content of the concepts of "literature" and "world literature", as we know them in the Western world, cannot be taken to have a universal meaning, since they "originated at the end of the 18<sup>th</sup> century in Western Europe" (p. 9) and therefore they reflect the Western thinking on literature. The existence of other cultures also means the existence of other ways