## Contents

_Acknowledgements_  
viii  

**Introduction**  
1  

### PART ONE: FOUNDATIONS AND BUILDING BLOCKS

**Editor's Introduction**  
Margaret Wetherell  
9  

1. **Themes in Discourse Research: The Case of Diana**  
Margaret Wetherell  
14  

2. **From Saussure to Critical Sociolinguistics: The Turn Towards a Social View of Language**  
Gunther Kress  
29  

3. **Wittgenstein and Austin**  
Jonathan Potter  
39  

4. **Goffman, Garfinkel and Conversation Analysis**  
John Heritage  
47  

5. **The Ethnography of Speaking: Sapir/Whorf, Hymes and Moerman**  
Kristine Fitch  
57  

6. **Language, Struggle and Voice: The Bakhtin/Volosinov Writings**  
Janet Maybin  
64  

7. **Foucault: Power, Knowledge and Discourse**  
Stuart Hall  
72  

### PART TWO: SOCIAL INTERACTION

**Editor's Introduction**  
Simeon J. Yates  
82  

8. **Footing**  
Erving Goffman  
93  

9. **Lecture 1: Rules of Conversational Sequence**  
Harvey Sacks  
111
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Author(s)</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>The Construction of 'Delicate' Objects in Counselling</td>
<td>David Silverman</td>
<td>119</td>
</tr>
<tr>
<td>11</td>
<td>Interethnic Communication</td>
<td>John Gumperz</td>
<td>138</td>
</tr>
<tr>
<td>12</td>
<td>The Relativity of Linguistic Strategies: Rethinking Power and</td>
<td>Deborah Tannen</td>
<td>150</td>
</tr>
<tr>
<td></td>
<td>Solidarity in Gender and Dominance</td>
<td>(continued)</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Just Say No? The Use of Conversation Analysis in Developing a</td>
<td>Celia Kitzinger and Hannah Frith</td>
<td>167</td>
</tr>
<tr>
<td></td>
<td>Feminist Perspective on Sexual Refusal</td>
<td>(continued)</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>PART THREE: MINDS, SELVES AND SENSE MAKING</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Editor's Introduction</td>
<td>Margaret Wetherell</td>
<td>186</td>
</tr>
<tr>
<td>14</td>
<td>Unfolding Discourse Analysis</td>
<td>Jonathan Potter and Margaret Wetherell</td>
<td>198</td>
</tr>
<tr>
<td>15</td>
<td>Discursive, Rhetorical and Ideological Messages</td>
<td>Michael Billig</td>
<td>210</td>
</tr>
<tr>
<td>16</td>
<td>The Multivoicedness of Meaning</td>
<td>James Wertsch</td>
<td>222</td>
</tr>
<tr>
<td>17</td>
<td>Emotion</td>
<td>Derek Edwards</td>
<td>236</td>
</tr>
<tr>
<td>18</td>
<td>Self-Narration in Social Life</td>
<td>Kenneth Gergen</td>
<td>247</td>
</tr>
<tr>
<td>19</td>
<td>Positioning: The Discursive Production of Selves</td>
<td>Bronwyn Davies and Rom Harré</td>
<td>261</td>
</tr>
<tr>
<td>20</td>
<td>Gender Difference and the Production of Subjectivity</td>
<td>Wendy Hollway</td>
<td>272</td>
</tr>
<tr>
<td></td>
<td><strong>PART FOUR: CULTURE AND SOCIAL RELATIONS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Editor's Introduction</td>
<td>Margaret Wetherell</td>
<td>284</td>
</tr>
<tr>
<td>21</td>
<td>Social Semiotics</td>
<td>Robert Hodge and Gunther Kress</td>
<td>294</td>
</tr>
<tr>
<td>22</td>
<td>Principles of Critical Discourse Analysis</td>
<td>Teun Van Dijk</td>
<td>300</td>
</tr>
</tbody>
</table>
23 Textualizing Global Politics
   Michael Shapiro 318

24 The Spectacle of the Other
   Stuart Hall 324

25 The Construction of an LD Student: A Case Study in the Politics of
   Representation
   Hugh Mehan 345

26 The Tavistock Programme: The Government of Subjectivity and
   Social Life
   Peter Miller and Nikolas Rose 364

CONCLUSION

27 Debates in Discourse Research
   Margaret Wetherell 380

Index 400