



## OFFICIAL COMMUNICATIONS DISCURSIVE CRITICAL ANALYSIS: RESEARCH OF SCIENTIFIC PRODUCTIONS

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### ABSTRACT

This work refers to a review of the Brazilian literature in electronic databases, whose main objective was to verify and analyze the productions on discursive critical analysis in official communications. Based on this principle, a bibliographic survey was carried out in the electronic databases of Scientific Electronic Library Online - Scielo. The research was based on the authors: Bakhtin (2003), Fairclough (2008), Queiroz (2009) among others. Initially, this article was guided by these descriptors: discursive critical analysis in official communications. We found seven (7) studies in the study area of this study. Among these 01 book published, 02 master's dissertations and 04 articles. It was verified that four regions were contemplated, being 03 (three) in the South, 02 (two) in the Center-West, 01 (one) in the Southeast region and 01 (one) in the Northeast region. We hope to contribute to a mapping of the literature already developed in the area of Critical Discursive Analysis in official texts, in order to know and explore what has already been produced on the subject mentioned.

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### INTRODUCTION

This article has the main objective to map existing research in the area of Critical Discursive Analysis (ACD) with emphasis in the textual genres, covered by the so-called technical writing, also known as official writing, which will have a more profound study later<sup>1</sup>. The bibliographic study was carried out by a survey of the electronic databases of the Scientific Electronic Library Online - Scielo, in order to verify the written productions on the studies of Critical Discursive Analysis, proposed by Norman Fairclough (2008) and on the official writing. Often we use official administrative correspondence for communication. And to know the Brazilian panorama in relation to the textual productions on discursive critical analysis in official essays is that we justify this research.

<sup>1</sup>The contents, reflections and analyzes presented in this article will be part of a larger work, that is, of my doctoral research, whose main objective will be to analyze, from the critical discursive conception, the official genres produced by the servants of an institution of education of the Federal Administration, the Federal Institute of Sertão Pernambucano.

According to Bakhtin (2003), certain types of documents such as officers, military orders, greetings and social congratulations, among others, are standardized. Even so, these texts are not stable, they change and are open to the conditions of use. According to Queiroz (2009), Bakhtinian thinking admits the classification of genera in primary and secondary. The first are those that are part of the daily life of people and are the spontaneous relationship, that is, they are the genres of family conversation, spontaneous narratives, day-to-day activities. Secondary genres are those that appear in more complex situations of use, that is, those that are used in scientific, artistic, political, philosophical, religious and other activities. Given this, we realize that the primary and secondary genera are totally interrelated and that between them there is an interdependence in such a way that the use of one presupposes the use of the other. With regard to the organization of this article, we will present a brief discussion about the origin of Critical Discursive Analysis, and then about the developments of the genre and the official writing. Subsequently, come the methodological procedures used and the results and discussion of the research.

**The critical analysis of discourse:** In the early 1970s, a form of discourse and text analysis was developed that identified the role of language in the structuring of power relations in society (FAIRCLOUGH, 2001). However, we cannot fail to notice that, in the previous decade, some movements began studies on the importance of social change as a perspective of analysis. In Britain, a group of linguists extended a "critical linguistics" by articulating the theories and methods of textual analysis of Halliday's "systemic linguistics" with theories on ideologies (PEDROSA, 2009). Pêcheux and Jean Dubois developed an approach to discourse analysis in France, in view of the work of the linguist Zellig Harris and the reworking of Marxist theory on ideology by Althusser, who became known as Analysis of the French Discourse (PEDROSA, 2009). In presenting these two strands, we observe that the former emphasizes linguistic analysis, however, with little emphasis on the concepts of ideology and power. The second highlights the social perspective, relegating linguistic analysis. One and the other present a static view of power relations, highlighting the "role played by the ideological shaping of linguistic texts in the reproduction of existing power relations" (FAIRCLOUGH, 2001). What happens is that the struggles and transformations of power have not gained attention due to language itself and its important role (PEDROSA, 2009). In the year 1990, due to the categorical studies of some theories in Discourse Analysis (AD), the Critical Discourse Analysis (ACD) arises. A landmark in the establishment of this new strand in linguistics was the publication of Van Dijk's *Discourse and Society* in 1990. However, it is important to add earlier publications such as "Language and Power" by Norman Fairclough in 1989; "Language, Power and Ideology" by Ruth Wodak in 1989; and Teun van Dijk's work on racism, "Prejudice in Discourse," in 1984. In January 1991 was an important month for the linguistic area, having as background a small symposium in Amsterdam. Interestingly, they presented different study approaches. Thus, this type of analysis arose with a group of scholars, of international character and heterogeneous, but closely interrelated. Several names, now relevant to the ACD, met for two days: Teun van Dijk, Norman Fairclough, Gunter Kress, Theo van Leeuwen and Ruth Wodak (PEDROSA, 2009). Currently, Critical Discourse Analysis (ADC) is a discipline that proposes to use the linguistic analysis for the study of social processes, social changes (FAIRCLOUGH, 2001).

In this way, it allows a more comprehensive analysis of the social context in which the text (discourse) is found, since it works with a multidisciplinary perspective, in transdisciplinarity and interdisciplinarity. For it can be included in the analysis of language, in discourse analysis, not only in linguistic (grammatical) matters, but also and as Fairclough affirms "relevant social and political thinking, to develop a social theory of language" (2001). The ACD proposes to study language as a social practice and, for this, considers the crucial role of the context. This type of analysis is concerned with the relationship between language and power. It is possible to define it as a discipline that deals fundamentally with analyzes that explain the relations of domination, discrimination, power and control, in the way they are manifested through language (WODAK, 2003). In this perspective, language is a means of domination and social force, serving to legitimize the relations of power established institutionally. According to Pedrosa (2009) in *Critical Discourse Analysis*, descriptions and theorizations of processes and social structures responsible for the production

of a text are necessary "as a description of social structures and processes in which groups or individuals, as historical subjects, create meanings in their interaction with texts" (WODAK, 2003).

**Communication through the official writing genre:** In speaking and acting socially, we use the genres, that is, our discourse is shaped by the activities we perform, by our language practices and by our human doing (Queiroz, 2009). Thus, the communication of the Public Power (Public Administration) occurs through the genre official correspondence (Official Writing). The Public Administration makes use of official correspondence to communicate with public entities, private and with the citizens. Thus, in view of Bakhtin's thinking, human activities emerge various types of genres that stabilize and evolve within each activity and, thus, the elaboration of texts by the public power is carried out by the genre of the official writing with respect to normative acts or communications. According to Queiroz (2009), if there is such a relation between genders and human activities it is because they are not always defined as fixed models and properties, they are dynamic and differ depending on the actions of the subjects. In addition, we adhere to Miller's (2000) view that a gender approach based on situational criteria (eg, what gender demands serve, for what purposes it is used) portrays rhetorical practice more clearly. Up until because the functionality of the genre leads to certain formal choices and content, thus enunciating the composition of the text in its entirety. Thus, in relation to the genre of official writing, it is not a question of privileging the form, neglecting content or vice versa, it is a question of analyzing them together, seeking to identify the relation between these aspects as well as the functionality that the user's choices, both in terms of content regarding structure, have for the action that gender plays (ALVES; MONTEIRO, 2013).

## MATERIALS AND METHODS

This research deals with a review of the Brazilian literature to know the Brazilian panorama in relation to the textual productions on discursive critical analysis in official essays. For this, a bibliographic survey was carried out in the electronic data base of Scielo, using as search descriptors the keywords: critical discursive analysis in official essays. This survey was conducted on January 21, 2019. According to Gil (2002, p.44), "[...] bibliographic research is developed on the basis of material already elaborated, consisting mainly of books and scientific articles". Its main advantage is that it allows the researcher to cover a much broader range of phenomena than he could directly research (GIL, 2002). The purpose of the bibliographic research is to put the researcher in contact with what has already been produced and registered about the research topic. Thus, in addition to allowing the survey of the studied subject to be surveyed, the bibliographic research also allows the theoretical deepening that guides the research.

## RESULTS AND DISCUSSION

Our first gauging of the data takes into consideration the general aspect of the research around the term "critical discursive analysis in official writing." 07 (seven) studies were identified, distributed in 03 different journals, being 02 in Master Dissertation, 01 in book and 04 articles in annals of journals and congresses, as detailed in the Table 1 below.

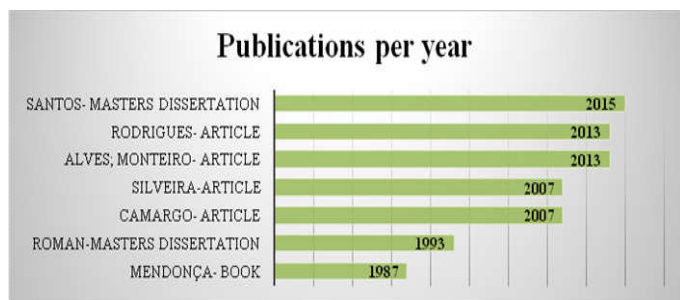
Table 1.

Author	Job title	Period, year, volume / number, pagination	Study group
Hudson Nogueira Santos	THE CORDIAL OFFICE: Systemic-Functional Analysis of Genres of Official Writing Principle of Impersonality: A study of the linguistic marks that corroborate for the manifestation of this principle in texts of the public administration.	Master's Dissertation presented at the University of Brasilia / 2015	Brasília-DF
Thalita Oliveira Rodrigues/2013		Paper submitted to the University of Brasilia / 2013.	Brasilia-DF
Ismael Paulo Cardoso Alves; Beatrice Nascimento Monteiro/2013	Gender conception in official writing manuals	Article published in <i>Entrepalavras</i> - ano 3, v. 3, n. 2, p. 224-237, ago/dez 2013	Fortaleza-CE
Gladys Quevedo-Camargo	Linguistic - discursive analysis of competences in an institutional text	Article published in <i>Revista X</i> - v. 2, n.0 2007	Paraná-PR
Maria Inez Matoso Silveira/2007	Critical and socio-rhetorical analysis of the enunciative elements of the trade - textual genre of official correspondence	Paper presented at the International Symposium on Textile Genres, 2007, Tubarão. Anais do 4º Siget. 2007. v. Único. p. 1451-1460.	Tubarão – SC
Artur Roberto Roman	The language of written administrative communication of the Bank of Brazil - A sociolinguistic interpretation.	Masters dissertation. Postgraduate Course in Portuguese Language Linguistics, Federal University of Paraná / 1993	Curitiba-PR
Neide de Souza Mendonça	Language bureaucracy - how to simplify administrative texts	Book. Publisher Pioneira, 1987.	São Paulo-SP

Source: Elaborated by the authors with data derived from the journal database SCIELO-2019.

Observing the different areas of publication, it is noticed that the discursive studies have attracted the attention of researchers from several areas of the social sciences. According to Fairclough (2000), this interest is due, on the one hand, to recent theorizations of modernity, centered largely on the role of language in modern social life and, on the other hand, on the 'linguistic turn in recent social times'. "In this sense, language-based social theorizations are directed toward a concrete process experienced in contemporary social practices: social life is increasingly mediated by texts, and the role of texts in social life is increasingly evident in all fields of human activity, such as culture, politics, and economics (Fairclough, 2006). From this point on, it was necessary to know how often the publications of this theme are studied per year. Graph 1 below shows the frequency in publications. We observed that studies began to emerge in 1987 and records were found by the year 2015. The years with the highest frequency of publications were those of 2013 and 2007. Most of the mentioned studies were published in different years.

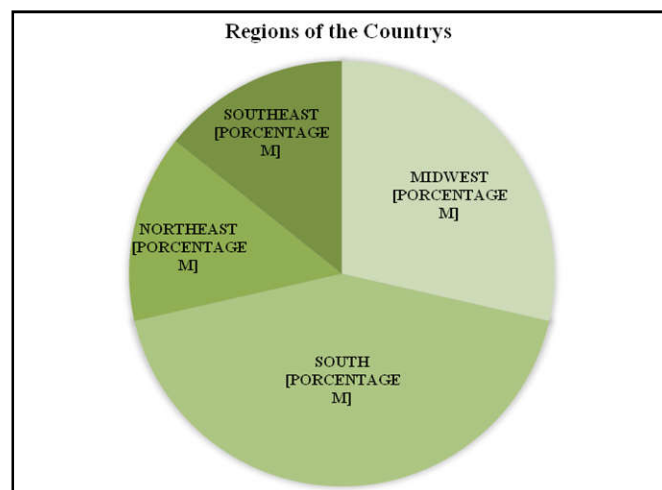
We understand that the genera respond to certain socio-communicative needs and, besides establishing a taxonomic system, the study of the genres allows the investigation of how the users use the language to act in the society.



Source: Prepared by the authors with data derived from the journal database SCIELO-2019

Graph 1. Publications per year SCIELO in the area of Critical Discursive Analysis in official newsrooms

According to the chart below. After surveying the universe of the number of publications per year of articles, the next point to be seen by the survey were the regions of the country where the studies were published. We report four regions: 03 (three) in the South, 02 (two) in the Midwest, 01 (one) in the Southeast and 01 (one) in the Northeast. After verifying the regions, the present article focused on the visualization and thorough reading of the studies, in order to ascertain the pragmatic understanding of gender and also of the discursive critical analysis.



Source: Prepared by the authors with data derived from the journal database SCIELO-2019

Graph 2. Regions that presented publications in SCIELO in the studied area

Fairclough (2003) proposes a relation between action and genres, representation and discourses, identification and styles - genera, discourses and styles are relatively stable ways to act, to represent and to identify respectively. Discursive analysis is an intermediate level between the text itself and its social context: events, practices, structures. So the critical analysis of discourse must be simultaneously the analysis of how the three kinds of meanings are realized in linguistic aspects of texts and the connection between social event and social practices. Checking what genres, discourses and styles are used and how they are articulated in the texts. According to Fairclough (2000), the concepts of gender, discourse and style in critical discursive analysis facilitate the desirable movement between structure and action, since they are categories that point to both the continuities and the concrete instantiations of the interaction. We can also point out the discursive critical analysis within the methodological process of research on the use of its data processing techniques, content analysis and discourse analysis in some of the studies found, such as de

Santos (2015), Rodrigues (2013). Such techniques require that the researcher have a strong experience in data processing, but also requires a level of social perception and exhaustion of the researcher, which is why the number of studies found decreases year by year in the field of scientific research in the Administration.

### Final considerations

This article sought to make a survey about the productions about the genre of official writing in organizational environments of the public administration with the purpose of publicizing the studies carried out in the area. When we speak of textual productions, questions arise about ideological marks, customs present in the speeches uttered, as well as their identities established and attributed in official communications, influences of the personality linked to these identities, as a mark of the individual in the Public Administration. However, this study did not intend to answer these questions, to which will remain for the next studies that will be produced the theme. We verified a certain lack in research directed at critical discursive analysis within the scope of Public Administration, thus demonstrating the need for new research. Since the studies in this area have much to contribute as they shed light on the administrative activities of the public sector, which are of interest to the population, offering ways of knowing, monitoring and controlling the actions of the Public Administration. Also, contribute effectively to the writing of administrative files. This training influences the quality and efficiency of services provided to society. We hope with this article to contribute to a mapping of the literature already developed in the area of discursive analysis in official essays. Subsequently, the contents, reflections and analyzes presented in this article will be part of a broader work, that is, a doctoral research.

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