Discourse Analysis and Ideology Training Course

Professional Development Training Course Outline

Category	Political Science and International Relations	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Discourse Analysis and Ideology Training Course delves into the powerful relationship between **language**, **power**, and **social reality**. We'll explore how discourse analysis provides the essential tools for deconstructing the subtle ways language shapes our perceptions, reinforces social structures, and reproduces **ideology**. In an increasingly polarized and information-saturated world, the ability to critically analyze and understand the underlying ideological messages in media, political rhetoric, and everyday communication is no longer a specialized skill but a crucial form of **critical literacy**.

Through a blend of theoretical frameworks and practical applications, this course will empower you to become a skilled interpreter of the social world. We will move beyond the surface of what is said to uncover the hidden meanings, power dynamics, and **dominant narratives** that influence individual and collective behavior. The training is designed to equip professionals and academics alike with the advanced analytical capabilities needed to navigate and influence today's complex communicative landscapes.

Programme Curriculum

Discourse Analysis and Ideology Training Course

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Course Objectives

Upon completion of this course, you will be able to:

1. **Deconstruct** complex **social phenomena** by applying core principles of discourse analysis.
2. **Identify and articulate** the role of **ideology** in shaping public opinion and policy.
3. **Analyze** the construction of **identity** and **power relations** in various media texts.
4. **Evaluate** different **critical discourse analysis (CDA)** frameworks to suit diverse research questions.
5. **Uncover** the ideological underpinnings of **political rhetoric** and **populist movements**.
6. **Apply** multimodal discourse analysis to **visual and aural communication**.
7. **Conduct** a **corpus-assisted discourse analysis** to examine large-scale linguistic patterns.
8. **Formulate** effective communication strategies that counter **hegemonic discourses**.
9. **Interpret** the interplay between **language**, **culture**, and **context** in global communication.
10. **Critique** the representation of marginalized groups in **mainstream media**.
11. **Recognize** the influence of **neoliberalism** and other ideologies on everyday language.
12. **Develop** an ethical framework for engaging in **discourse intervention**.
13. **Master** qualitative and quantitative research methods for **textual and social analysis**.

Target Audience

1. Researchers and academics in social sciences, humanities, and communication studies.
2. Journalists and media professionals seeking to enhance their critical reporting skills.
3. Policy analysts and public relations specialists who need to understand public opinion and messaging.
4. Educators and curriculum designers interested in promoting critical thinking and media literacy.
5. Marketing and corporate communication professionals aiming to analyze brand narratives and consumer behavior.
6. NGO and social justice advocates who need to deconstruct and challenge oppressive discourses.
7. Political scientists and strategists studying political communication and voter behavior.
8. Graduate students preparing for theses or research projects involving qualitative methods.

Course Outline

Module 1: Foundations of Discourse and Ideology

- Defining Discourse.
- Theories of Ideology
- Power and Knowledge.
- Practical Exercise
- **Case Study:** Analyzing the **neoliberal ideology** embedded in corporate mission statements and annual reports.

Module 2: Critical Discourse Analysis (CDA) Frameworks

- Fairclough's Three-Dimensional Model
- Van Dijk's Socio-Cognitive Approach.
- Wodak's Discourse-Historical Approach.
- Practical Exercise.
- **Case Study:** A comparative analysis of media coverage of a social protest across a conservative news outlet and a progressive one, using a CDA framework to reveal ideological biases.

Module 3: Textual and Multimodal Analysis

- Lexical Choices and Metaphor
- Transitivity and Representation
- Multimodal Discourse Analysis.
- Practical Exercise
- **Case Study:** Deconstructing a political advertisement, analyzing the interplay between spoken words, visuals, music, and emotional appeal.

Module 4: Discourse and Social Identity

- The Construction of Self and Other
- Stereotypes and Othering
- Discourse of Populism
- Practical Exercise
- **Case Study:** Analyzing the media discourse surrounding a refugee crisis, focusing on how migrants are portrayed and the ideological work this performs.

Module 5: Media and Digital Discourse

- News Media and Framing.
- Social Media and Algorithmic Discourse
- Fake News and Misinformation
- Practical Exercise
- **Case Study:** Investigating the discursive strategies used to spread a debunked conspiracy theory on Twitter (X) or Facebook.

Module 6: Political and Policy Discourse

- Rhetoric of Persuasion
- Policy Documents as Ideological Texts.
- The Discourse of Crisis
- Practical Exercise.
- **Case Study:** Deconstructing the language used in a government budget proposal to reveal underlying ideological priorities regarding spending and social welfare

Module 7: Applied Discourse Research and Methodology

- Corpus-Assisted Discourse Analysis (CADA).
- Ethnographic Discourse Analysis.
- Ethical Considerations in Research
- Practical Exercise.

- **Case Study:** Using a corpus of environmental news articles to identify recurring keywords and phrases that reveal shifts in the dominant discourse around climate change.

Module 8: The Future of Discourse Analysis

- AI and Automated Discourse Analysis
- Discourse and Social Change
- Discourse and Populism
- Practical Exercise.
- **Case Study:** Analyzing the discourse of a successful social movement, identifying how it built solidarity and challenged the dominant narrative.

Training Methodology

This course employs an immersive, multi-modal training approach to ensure a deep and practical understanding of the subject matter. The methodology includes:

- Expert-Led Lectures.
- Interactive Workshops.
- Case Study Analysis.
- Policy Simulation.
- Multimedia Resources.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

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