Narrative Inquiry and Discourse Analysis Techniques Training Course

Professional Development Training Course Outline

Category	Research and Data Analysis	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s dynamic research landscape, Narrative Inquiry and Discourse Analysis Techniques have emerged as critical tools for unpacking complex social realities, interpreting human experiences, and understanding cultural narratives across various contexts. Narrative Inquiry and Discourse Analysis Techniques Training Course empowers researchers, educators, policy analysts, and communication experts to harness the power of storytelling, language patterns, and discourse structures to reveal hidden meanings, power dynamics, and social constructs. By integrating qualitative research methodologies, critical discourse analysis, and thematic narrative strategies, participants will gain the expertise to conduct in-depth analysis of texts, interviews, media content, and social conversations.

This course offers a comprehensive, hands-on approach to mastering qualitative data analysis, narrative methods, discourse analysis frameworks, and interpretive research paradigms. Through interactive sessions, practical case studies, and analytical tools, participants will develop advanced skills in crafting research narratives, decoding societal discourses, and contributing to scholarly and applied research. Whether in academia, policy development, media studies, or organizational research, mastering these methodologies is essential for generating impactful insights and influencing knowledge production.

Programme Curriculum

Narrative Inquiry and Discourse Analysis Techniques Training Course

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Course Objectives

1. Understand core concepts of Narrative Inquiry and Discourse Analysis.
2. Apply qualitative research methods to analyze narratives in diverse cultural settings.
3. Master critical discourse analysis (CDA) for evaluating power relations in language.
4. Explore identity construction through narrative forms and discursive practices.
5. Enhance skills in thematic coding and narrative structuring of qualitative data.
6. Analyze media, political speeches, and social media using discourse analysis tools.
7. Develop expertise in interpreting multimodal texts and visual narratives.
8. Integrate reflexivity and positionality in narrative research.
9. Employ software like NVivo for qualitative and discourse data analysis.
10. Design and conduct ethical, culturally sensitive narrative research projects.
11. Translate discourse analysis findings into actionable insights for policy and practice.
12. Build capacity for academic publishing in narrative and discourse research.
13. Critically evaluate contemporary narrative research and discourse studies.

Target Audiences

1. Academic Researchers
2. Social Scientists
3. Media and Communication Specialists
4. Policy Analysts and Planners
5. Educators and Curriculum Developers
6. Cultural Studies Scholars
7. NGO and Development Practitioners
8. Postgraduate Students

Course Duration: 5 days

Course Modules

Module 1: Foundations of Narrative Inquiry

- Introduction to narrative research methodologies
- Understanding narrative structures and storytelling
- Key theorists and conceptual frameworks
- Types of narratives in qualitative research
- Ethical considerations in narrative inquiry
- **Case Study**: Analyzing life histories in community research

Module 2: Discourse Analysis Fundamentals

- Definition and evolution of discourse analysis
- Language, power, and ideology in discourse
- Approaches to discourse analysis (Foucault, Fairclough, Gee)

- Analyzing spoken and written discourse
- Tools and techniques for discourse examination
- **Case Study**: Political discourse in election campaigns

Module 3: Critical Discourse Analysis (CDA)

- Principles of CDA and social critique
- Power relations and institutional discourses
- Strategies for decoding media texts
- Framing theory and agenda-setting in media
- Applying CDA in policy analysis
- **Case Study**: Media portrayal of refugees and migration

Module 4: Thematic and Narrative Coding Techniques

- Techniques for coding qualitative data
- Identifying patterns and emerging themes
- Use of NVivo and other qualitative tools
- Structuring narratives for analysis
- Visualizing data with thematic maps
- **Case Study**: Interview analysis in education research

Module 5: Identity and Cultural Narratives

- Exploring identity through personal stories
- Cultural narratives and societal norms
- Intersectionality in narrative research
- Memory, history, and narrative identity
- Language and representation of identities
- **Case Study**: Narratives of gender and empowerment

Module 6: Multimodal and Visual Discourse Analysis

- Introduction to multimodal analysis
- Visual storytelling and semiotics
- Analyzing images, videos, and social media content
- Integrating text and visual data in analysis
- Ethical issues in visual data research
- **Case Study**: Social media narratives in activism

Module 7: Reflexivity, Positionality, and Ethics

- Understanding reflexivity in research practice
- Researcher positionality and bias mitigation
- Ethics in narrative and discourse research
- Building trust with research participants
- Data privacy and informed consent
- **Case Study**: Ethical dilemmas in fieldwork with marginalized groups

Module 8: Designing and Communicating Narrative Research

- Crafting compelling research narratives
- Writing for academic and policy audiences
- Visual presentation of discourse analysis findings
- Strategies for publishing qualitative research
- Translating research into practice and advocacy

- **Case Study**: Communicating discourse analysis to policy stakeholders

Training Methodology

- Interactive lectures and guided discussions
- Practical hands-on data analysis exercises
- Group workshops and peer collaboration
- Use of qualitative research software (e.g., NVivo)
- Analysis of real-world case studies across sectors
- Mentorship on research design and academic writing

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

Start Date	End Date	Location	Price
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:

Register Online Now

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