

Ethnography of Communication Mini-Analysis Paper

This mini-analysis paper requires you to analyze discourse using a cultural approach, specifically Ethnography of Communication (EC). You should have had a bit of in-class practice using this method, and some in-class and written practice with similar conversational methods such as interactional sociolinguistics and cultural discourse analysis. The goal of this paper is to apply the EC method to original data you have gathered to make a claim about what the discourse is accomplishing in that conversation. In doing this you should

- develop discourse analysis skills and appreciate how shared background contexts can shape the meaning of discourse;
- learn to analyze discourse in a particular way that focuses on how specific aspects of discourse construct cultural group membership, identity, and situated meanings;
- prepare for the final paper.

This guide will outline the requirements, instructions, and grading for the mini-analysis paper. Specifics of the content, organization, and format of the paper will be described. Further explanations can be solicited during lecture, in office hours, or by email to roblesj@uw.edu.

Requirements

<i>Due date</i>	<i>Monday, February 17, 11:59pm</i> The Canvas deadline is bit stricter than I am, and will mark your submission “late” even if it’s submitted just a few seconds after 11:59pm; however, I am able to see the exact time of submission, and being a few minutes after this deadline is not a problem. Later papers will lose points. Papers will not be accepted after 9am February 18 th except in extreme circumstances.
<i>Page length</i>	<i>2 full pages</i> Page length does not include data excerpts, reference list, or any extra spaces. Make sure your format is correct to get the most accurate sense of your page length. “2 full pages” means 2 pages—not a page and a half, for example. Try not to go too far past 2 pages. Your instructors may not have time to finish reading your paper if it is too long, and this may affect your grade.
<i>Content</i>	<i>Ethnography of communication analysis of data</i> You should apply course concepts from lecture and readings to original data you have gathered, including potentially your transcript and/or observations or other discourse, using the ethnography of communication method, to make a claim about something going on in your data. Details about content are elaborated in the content section under “Instructions” below.
<i>Organization</i>	<i>Introduction with thesis, body, conclusion</i> Your paper should have a brief (half page or less) introduction in which you state your thesis; a body in which you describe your data and the method you’re applying to it, and apply course and lecture concepts to examples from transcribed and/or observed data and/or interviews; and no more than a few sentences summarizing and concluding the paper. Details about organization are elaborated in the organization section under “Instructions” below.
<i>Format</i>	<i>Simple APA format and college-level writing</i> Your paper must look a certain way. Your transcript will retain its original format from the revised and formatted version of your transcript assignment. Details about format and writing are elaborated in the format section under “Instructions” below.

Instructions

Before you begin your paper, make sure you have not been absent for any lecture or Friday section classes. If you have, check with a classmate to make sure you didn't miss any important material or announcements or clarifications about this assignment. Also make sure you have not omitted any readings so far and that you have good notes for your readings. Check the "reading notes" discussion thread on Canvas to see if there's anything you've missed from readings. If you had troubles with practice analyses, either in class or during previous homework, make an appointment with your instructor to resolve any confusion.

As you start analyzing your data (the transcript and recording it is based on), be sure to keep in mind the tools we have learned so far in the Gee (2011) text. You should think through all of them, however, there are a few which are particularly important to the EC method:

- **Fill-in/Frame/Deixis/Context is Reflexive:** EC is all about the importance of context in shaping and being shaped by communication, so all of the tools which take different angles on context would be helpful. These tool encourages you to consider what background you don't know or can't know just from the content of talk (fill-in), what extra background information you may need to discover to understand the situation (frame), how specific words in the conversation might offer clues about the context (deixis), and how the way people talk continually creates and re-creates the sense of what the context is (context is reflexive). The goal of these tools is to look at how the situation, the place, the history, and other elements of context are affecting and affected by what people say.
- **Vocabulary/Sign Systems and Knowledge:** Vocabulary such as slang or jargon, and sign systems such as certain languages or dialects, are important speech codes by which people can be identified as sharing a certain cultural background. These tools encourage you to identify terms and ways of talking through which people "member" or participate in group memberships, and what unspoken assumptions, knowledge, beliefs and norms are reflected by these ways of talking.
- **Identities/Relationships/Activities:** Identities, relationships, and activities are often not stated explicitly when people communicate. These tools encourage you to think about how people talk to display their roles, personalities, closeness/distance to others, and what they are doing/trying to do/think others should be doing in the current moment. From a cultural perspective, these aspects of context are guided by particular norms depending on the backgrounds of the people involved.

As you develop a claim, ensure that you are drawing on the focus of this class—paying attention to the what, how, and when of discourse, seeing communication as action, and analyzing language-in-use. Also always be consistent with the method you are using. You may discover interesting elements in your data, and some may be things you can save for later papers, but you cannot use them if they veer off into another method (such as conversational or critical approaches). Also make sure any points you want to make about your data can relate to one overarching claim. You will not be able to say every possible thing that can be said!

When writing down your ideas you should use the vocabulary and point of view associated with the method as well as other relevant theories and vocabulary which relate to the points you make in the paper. Terms you actually discuss, apply, and use to describe your data might include particular theoretical ideas such as culture and interpersonal ideology, terms particular to your method such as the SPEAKING mnemonic, and terms which describe specific aspects of your data such as identity, narrative, person-reference, stance, jargon, dialect, conversational style, genre, and so forth. Any point you make, and any concepts you refer to, should be consistent with the method you are using. Back up any point you make by referring to specific details from your data, including quoting and using line numbers for anything transcribed.

When writing your paper, don't forget to check the requirements about how to organize it and how to format it. If you have any struggles with writing you should have at least one skilled friend look your paper over; you might also consider seeing the writing lab at the library.

Content

There is not one specific thing this paper has to be “about”—you might discuss identity, relationships, group belonging, exiting conversations, emotion displays, accents and dialects, word choice, stories, arguments, humor, taboo topics, revising statements—as long as the paper grounds any point you are making about one of these social/discursive phenomena in details from your transcript, with specific connections to cultural meaning and context. Specifically,

Your central claim should be something about how specific examples from the discourse in your data display and reinforce cultural meanings, specific to a particular group of people. Show how people are recognizable as members of a group or of different groups, how their ways of speaking reflect that (speech codes!), and what norms or values are reflected in those ways of speaking. While focusing on specifics from the data you have, your points should relate back to the group more generally as people who tend to have shared expectations and ways of acting.

Your analysis of data should use details from any data and observations you have, always referring to specific quotations or actions or line numbers. When making points about anything you assert is happening in the data, you should use vocabulary which is associated with EC, and may also use concepts associated with cultural approaches in general (such as contextualization cues, dialect, conversational style) as well as theories and concepts that are related to or describe whatever you're focusing on in your paper. To be doing an “EC” analysis you should consult and cite the ethnography of speaking chapter in the Cameron (2001) text, Saville-Troike (2003), websites such as the one you looked at in a Friday class (and any others you find helpful), and lecture/lecture notes as well as any non-required reading you do on your own time.

Organization

The paper needs to be organized in a particular way so that the structure of the paper is clear and easy to follow. This paper will be organized in a simplified version of how discourse analysis papers are organized in professional academic research which will also help you know where and how to discuss aspects of the content. This is outlined below.

Introduction (half page or less)

1. You should have a short **introduction** that introduces the reader to the main topic or focus of the paper. Try as much as possible to have a specific, engaging first sentence(s): just like in person, first impressions make a difference in papers, too! Don't be super vague (like “Communication is all around us”) or super boring (“This is a paper applying conversation analysis to a transcript”) or talking more about the class than your ideas (“In this class I learned that...”) or jumping in too quickly without context (“My recording was of two friends...”). Your introduction should thereafter include what method you are applying (conversation analysis) and what data you are applying it to (transcript of a recording), but you do not need to describe these in detail—just a quick mention so that it's clear right away what materials the paper will use to make its claim. Speaking of claim...
2. Your introduction should have a thesis in or at the end of it. A thesis is a statement about what an essay is going to do. You want to preview what the point of your

analysis is going to be. At the very least your thesis should describe some of the points you are going to make in your paper. However, a better thesis will state a claim that you will support with your data. So the former would be something like “This paper will analyze speech codes” while the latter would be something like “This paper will show how a shared speech code reflects the group’s valuing of humor over seriousness.”

Body (rest of paper)

1. Right after your introduction you should have few sentences (quarter of a page or less) that describe the method you are using (ethnography of communication) and the data you are applying it to (transcript excerpts, observations, or other data) in a bit more detail. You do not need to say everything, but just enough for the reader to have a basic understanding of what the method is and how it works, and what the data are—what you recorded, and what you transcribed from it. This does not need to be in a separate paragraph.
2. The rest of the body of your paper, and the majority of the length of your paper, should analyze your data using course concepts to make a claim. Specifically throughout your analysis,
 - a. Use 1-2 small examples of discourse, observations, interviews, transcript excerpts, or other data to make a claim about something going on in that data. You’ll only have a little over a page to do the analysis so you’ll have to really focus and make just ONE claim about ONE thing in the interaction. The idea is to go as in-depth as possible about some very specific points. Always refer to the line numbers when mentioning something from any transcript. Your claims should focus on the 1-2 examples, but you can back up points using selected quotations, observations, interviews, etc.
 - b. Use course concepts as you make your points about the data. You should be using central EC terms (such as SPEAKING, speech code, interpersonal ideology, etc.) when appropriate. You should use other terms as they relate to your points (such as speech act, face, narrative, discourse marker, etc.). You should NOT be trying to apply as many terms as possible. Always keep in mind the focus on language-in-use and use terms which fall under that viewpoint, for instance, “utterance” or “speech act” or “discursive practice” rather than “sentence.” Include in-text citations for concepts you use. Format for these is described in the format section below. You do not need to define every single term you use as long as it is clear how you are using the terms and clear how the concepts are demonstrated in the examples from your data. You might want to briefly describe any key terms you are using, like a central theoretical concept that’s at the heart of your paper. Do not use any direct quotations from readings.

Conclusion (a few sentences or less)

1. Your conclusion should be the last few sentences of the paper (it does not necessarily have to be its own paragraph). It should wrap up your paper in some way (don’t just stop abruptly!) and remind the reader of what your claim was (that you stated in your thesis and should have been reinforcing throughout your analysis) and how you showed it.

References list (2+ references)

1. You should at least cite the Cameron (2001) reading. Other appropriate sources you might cite include Saville-Troike (2003), Gee (2011), lecture, websites, non-required readings on our website, and sources you find on your own. Format for these is described in the format section below.

Format (and Writing)

The paper must be written to college-level standards, with few or no errors in grammar, punctuation, syntax, spelling, and so forth. Your style should be formal and academic—do not use slang or too many contractions (can't versus cannot), and try to write as much as possible as if you are a researcher engaging in inquiry, using your curiosity about conversation to guide you, rather than a student writing an assignment. It is fine to use the occasional “I” in this paper (especially to avoid passive constructions: “I will argue that” is better than “it will be shown that”), but make sure the paper is more about your claims and analysis than you personally (so “this paper demonstrates that” or “this analysis will investigate how” is even better). If you or people you know are in your data, pretend for now that that is not the case—refer to yourself, too, in the third person, as if you were someone else, and don't forget to use pseudonyms unless the data participants are famous or public figures.

The paper also needs to look a certain way on the page. This “look” is a simplified version of APA format, which is the basic format for all (non-rhetoric) communication research articles. This is listed below.

General Paper Format

1. The paper should have a title (centered, bold) with your name (centered, not bold) under it. You do not need to add other things like the course name or number, the date, and so on.
2. All text should be in Times New Roman 12 point font, double spaced, EXCEPT for the transcript excerpts. You should have no extra spaces between paragraphs and your text should be left-justified with indentations at the beginning of each paragraph. Your margins should be 1-inch ALL the way around the page.
3. Any transcript excerpts should be in Courier/Courier New, 10 point font, single-spaced. In addition to what you did for the transcript assignment, your excerpts should have all the transcript notations you should have added during your transcript revisions, and all the formatting you should have added during your transcript formatting, which you should have worked on during a couple Friday classes. This includes line numbers! Refer to the transcription guide for a complete description and example of what your excerpts should look like within your paper. The excerpts must be pasted into the body of your paper at the points at which you discuss them.
4. On the next page after the conclusion you should have the title “References” for your reference list. This should be centered and bold.

In-Text Citations

In-text citations should be enclosed within parentheses and should appear at the end of the appropriate sentence or paragraph, within the period. You should not have any direction quotations, nor should you refer to the author by name within the text of the paper. This means you must be careful to paraphrase fully and not accidentally plagiarize. The APA format for citing sources is the author's last name, followed by the year of publication. If there are two authors their names should be separated by an ampersand. If there are more than two authors they would be listed with commas as well. A few examples:

Lecture: A speech act is the social action accomplished in discourse (Robles, 2014).

Cameron text: A speech act suggests that whenever we say something, we are also doing something (Cameron, 2001).

Tracy & Robles text: A speech act is the social meaning of an utterance (Tracy & Robles, 2013).

Website: The idea behind a speech act is that talking makes social life happen (Antaki, 2011).

References

The list of references at the end of your paper should only be those which you have cited within the paper. You need at least two sources listed, at least one of which must be Cameron (2001). You will list these in a simple/partial APA format (though feel free to do the full APA if you know it), alphabetically by the authors' last names. Note that your transcript is NOT a source, it's data—so you do not “cite” it nor list it as a reference. A few examples (yours would be double-spaced; the first example is website, the second and fourth are books, and the third is lecture):

Antaki, C. (2011). An introduction to conversation analysis:

<http://homepages.lboro.ac.uk/~ssca1/sitemenu.htm>

Cameron, D. (2001). *Working with spoken discourse*.

Robles, J. S. (Winter 2014). Conversation analysis.

Tracy, K. & Robles, J. S. (2013). *Everyday talk: Building and reflecting identities*.

Grading

All mini-analysis papers will follow the same rubric, which is very similar to the final paper rubric in terms of the criteria it's looking at. The rubric is on Canvas and will have points assigned for each category as well as specific comments for each criterion (when appropriate) and possibly other general comments. Here is a brief description of each criterion and how it will be assessed. Please visit your instructor during office hours if you have questions about grading. Each of these criteria corresponds to the elements just described in this guide.

Organization: “this paper is organized as directed, with the proper content in the proper section”: **5 points**

The organization component of your paper is worth 5 points of your grade. As long as you have few to no organization errors as required in the organization section (described earlier in this guide) you will get a full 5 points. However, if you are missing a major component or have recurrent errors, you will lose points, up to -5.

Format/writing: “this paper is written to college-standards with few to no errors, and is formatted (in terms of appearance, citing, referencing, transcript excerpts, etc.) according to most or all of the specifications in the assignment guide”: **5 points**

The format/writing aspect of your paper is also worth 5 points of your grade. As long as you have college-level writing with few to no errors, and have followed all the writing specifications as outlined in the format section earlier in this guide, you will get the full 5 points. However, if you have a major format or writing problem, or recurrent errors, you will lose points, up to -5.

Content: “this paper includes all the content required including a thesis and coherent analysis, accurate use of course concepts, convincing points made which are backed up with specifics from the data and explained, everything consistent with a discourse analytic approach and with the specific method employed”: **15 points**

The content portion of your paper is the most important part, and is therefore worth the greatest number of points in your grade. If you have included all of the content elements specified in this guide, including having a thesis and using course concepts to apply a discourse analysis method to your transcript excerpts, you will get 15 points. However you will lose points if you are missing elements of content, for example, if you have not explained how your transcript evidence

backs up the point you are making, or if you apply a concept incorrectly, up to - 15.

Extra Quality: “paper is especially well-written, makes interesting points, has an argumentative claim which is well-supported and evidenced, demonstrates sophisticated analytic skills, and/or uses concepts accurately and non-superficially”: **5 points**

The quality of your paper refers to the extent to which your writing and content goes above the basic requirements of this guide. This does not apply to the format or organization of the paper, but only to writing and content. These points are added to your paper if you have high-quality content and writing. For example, if your paper is engaging to read and well-argued, you may have points added, up to 5 points.

Note that unlike the other criteria, where points are subtracted if you have *not* fully accomplished the requirement, the quality criterion *adds* points if you have done more than basically accomplish the requirement. This is because although I expect all papers to be pretty good and to follow instructions, I do not expect everyone to do as excellently as the top people in the class. Some people will have a knack for this sort of paper or will learn a bit faster. To give them the same grade as someone who does not do as well would be as unfair as giving two people the same grade even though one person turned in something incoherent or heaven forbid plagiarized.

The goal of these mini-analysis papers is to offer you an honest assessment of your analytic skills so far in a consequential way. It is assumed that you have had enough practice beforehand with papers for which you received points just for attempting the analysis that you have had a chance to start learning your strengths and weaknesses and correcting them. It is also assumed that you will take seriously your performance on the mini-analyses and work hard to get a higher grade on the final by asking questions in class, paying attention to feedback, and meeting with your instructor to go over anything with which you need more assistance or guidance.

Though this guide has done its best to describe expectations in an explicit way, it is not possible to spell out every single specific aspect or option in a way that every one of the 90+ people in class will fully grasp. As with any lecture given in class, most people should find this guide sufficient, while some will find it more than was necessary and some will find it is not enough. You need to be self-directed about what *you* find clear and unclear about assignments, especially higher-stakes ones like the mini-analyses and the final, and be sure to ask questions in class, by email, and during office hours until you feel confident you know what is expected and how you can achieve your aims in the class.