Example of discourse analysis introduction

Since the 1970s, Mountaintop removal has increasingly become a source of coal mining throughout the Appalachian region. Mountaintop removal (MTR) is a form of surface mining where “tops of mountains are removed exposing the seams of coal…the earth from the mountaintop is then dumped in the neighboring valleys” (US Environmental Protection Agency). The process includes clearing of vegetation off the mountaintops, blasting to mountaintops, digging, dumping waste in surrounding valleys, processing the coal, then reclamation (End Mountaintop).

Around the mountaintop removal sites lay communities of people that have to deal with the repercussions of the mining on a day-to-day basis. For this analysis, I am going to focus specifically on the people of West Virginia. Since West Virginia is one of the poorest states in the nation, getting their voices heard can be quite difficult for the citizens surrounding the mountaintop removal projects. Being one of the least privileged states, the communities within has the most to lose with the mountaintop removal. A main purpose of their discourse is to relay the harm that mountaintop removal is causing for the environment and the health of the community. However, their fight puts them up against large coal companies, which often have much louder voices.

Example of discourse analysis early body paragraph

In 2003, the city of Cincinnati took upon itself to clean up OTR. This process included the creation of a sixty-man crime fighting task force code-named Vortex, Operation Ceasefire (a program that reaches out to gang members), and a city created redevelopment corporation called the Cincinnati Center City Development Corporation or 3CDC for short. These organizations have been credited with reducing crime and
creating a new sense of community through the process of gentrification, architectural preservation and economic growth through the development of local businesses.

Although the standard of living in Over-the-Rhine has increased and the local economy has picked up, the city of Cincinnati and the OTR community is split about the recent gentrification process. Much discourse exists between the advocates of gentrification and those who oppose it. Through specific types of discourse, the two opposing communities spread their sometimes heated messages to persuade the public that the opposing community is destroying the history and identity of Over-the-Rhine and that they must stop further development of their actions.

**Example of discourse analysis body paragraphs**

Discourse communities consist of attorneys, courts (judges), juveniles, and other entities that rely on a variety of methods to communicate their positions on reform. The most prominent communities, comprised of attorneys and other legal professionals, are the most active in spearheading litigation conducive to juvenile justice system reform. In the discussion surrounding the juvenile justice system, two areas of reform are most frequently debated: (1) the indiscriminate use of shackles on juveniles in the courtroom and (2) the limits on judicial discretion in cases involving the mandatory transfer of juveniles to the adult court system. The issue of shackling has spurred one of the most emotionally charged debates regarding the juvenile justice system today. The United States Supreme Court has ruled that adult criminal defendants cannot be bound by handcuffs, ankle cuffs, or belly chains in court, unless deemed necessary. In the juvenile justice system, however, the use of restraints (pictured on the right), more commonly referred to as “shackling”, is standard. Juveniles remain shackled, unless a motion is
filed by their attorney to the courts asking for the juvenile to be unrestrained during court proceedings. While the extent to which juveniles are restrained varies from state to state, the debate focuses on whether the practice is justified and in the best interest of juvenile defendants, especially those who are not accused of committing violent crimes.

**Example of genre analysis body paragraph**

A specific genre used to spread visibility of the Sons of Confederate Veterans is through their use of license plates in a handful of states. Like many plates, ones for the SCV raise visibility of the organization to the public along with an annual renewal fee, depending on the state’s SCV division, raised by the use of such a plate. The plates are available in 9 states: Georgia, Tennessee, Virginia, Louisiana, Maryland, Alabama, North Carolina, Mississippi, and South Carolina (Lindenberger). In addition, many other SCV divisions attempting to make the plates available for members in other states. This genre is simple and bears standard details of a license plate, the only difference being a SCV logo presented on the plate. However, this genre is not widely seen by Americans on roadways. According to a Post and Courier newspaper of Charleston, SC as of 2014 there were only 62 SCV plates in the county and only 200 plates across all of Virginia (Slade). However, the greatest benefit of these plates is the legal backlash that the SCV encounters in many states. Despite the minuscule number of plates on the roads, the Sons of Confederate Veterans
have been involved in legal disputes across states and even to the Supreme Court defending their plates. These cases have caused much more recognition for this genre nationally and most famously in *Walker v. Texas Division, Sons of Confederate Veterans*, which saw the court strike down the plates at a 5-4 margin (SCOTUSBlog). However, through this legislation the SCV have successfully gained entry into the public forum and have elevated their beliefs to be received by more Americans through their legal defense of these plates. Like other fringe groups, controversy is effective in gaining notoriety and while some members of SCV may not appreciate the means of their national attention, it has certainly made the group more present in contemporary America.

**Example of genre analysis body paragraph**

The World Health Organization utilizes infographics present health information through the WHO webpage. Infographics rely heavily on pictorial aspects to engross the observer in the important material. The purpose of this genre is to present health advice in an engaging way that will be easy to understand and share. This information can be presented as a step-by-step process when coming in contact with a disease, such as with the Ebola infographic here (Figure 3). This type of infographic gives simple instructions on how to protect oneself without necessarily stirring up the controversy and fear often associated with Ebola. The graphics are easy to understand
since they do not contain any complex graphs as with the data genre, and are not threatening to viewers. No scientific language is used that would confuse or scare a viewer either. These attributes clearly show that this genre is created for the general public, both to encourage health and safety, and to avoid contributing to the discourse of fear.