

### Week One: Intro to Discourse Analysis and Promotion

- **promotion is used to build discourse, but discourse is also used to build promotion**
- course is about how professionals build and rebuild discourses, an essential part of the work that communicators do

#### **Promotional Culture (singular)**

- the way in which promotion has flooded our world (singular)
- groups and individuals' growing focus on promotion which has become saturated
- growth of salesmanship beyond commercial operations, leading to a pervasive promotional culture
- the process of production, promotion and consumption has become integrated —> resulting in 'one vast, implosive and inter-connected promotional culture' (Wernick 1988)
- example: Havas Agency shows how promotion has crept into our daily lives

#### **Promotional Cultures (plural)**

- a global promotional culture is operating around the world
- there are many different promotional cultures with which we all interact
  - characterised by a broad range of promotional practices
  - shaped by society's different values, beliefs, customs, language, politics, geographies and historical backgrounds
  - operate on macro (product and service types) and micro (specific groups) levels
- renewed interest/appreciation of these cultures due to their increased visibility and ubiquity —> growth and relevance of promotion (more resources and time)
- promotional cultures have gained a higher cultural significance because they deliver promises and uphold the social contract —> help to maintain the relationship between citizens and the state and are thus indispensable
- example: Singapore Airlines emphasises the fact that every journey is made personal in their promotion

#### **Promotional Industries**

- term that refers broadly to activities related to promotional activities
- PR, advertising, branding, other marketing aspects, lobbying
- extensive (wide-ranging) and intensive (continuous and concentrated) —> permeate nearly every aspect of our lives
- example: ANZ uses a range of promotional techniques from the above areas like PR through its operations —> investment philosophy video shows that a company may not necessarily be in the promotional industries but still can make use of them within their own operations

#### **Promotional Intermediaries**

- diverse skilled practitioners are undertaking increasingly diverse promotional practices
- these workers are promotional intermediaries, those involved in presentations and representation in cultural production
- e.g. PR professionals, communication managers, branding specialists, copywriters etc
  - roles can converge
- often criticised for making people look better than they are, despite being needed at management level —> promotion is needed for robust decision making and effective management for internal and external publics
- has spread to occupations that used to have no promotional functions, as the need to promote is now much more common
- example: Singapore Airlines video about grooming and presentation professionals (which count as promotional intermediaries)

### **Professional Communicators**

- individuals who work in corporate communications, media, NGOS, the government, publishing, advertising etc
- much broader than promotion — accurately reflected the variety of work completed
- mastery of particular domains of knowledge, engaging in high-quality communication
- example: IABC is a group of professional communicators from different industries

### **Professional Communication**

- “intentional communication that has the objective of achieving strategic goals within organisational or professional contexts” (mainly responsibility of management or consultants) —> specific view
- less rigid view —> “high quality professional communication to meet an audience’s purposes and needs”
- **objects** — institutions (forms of media) and forms (posters, cards, graffiti etc) in which ideas and attitudes are transmitted and received
  - diverse promotional communications
- **processes** — the process of transmission and reception like conversations and meetings
  - diverse promotional communication
- example: Integrated Communications have objects (schedules and banners) and processes (video shoot or phone call)

### **Discourse as Conversation and Holding Forth**

- main understanding of discourse is connected to talk (often lengthy talk) —> speech, argument and holding forth
- so much of the work of professional communicators is discourse (conversation)
- example: breakfast television requires an understanding of conversation and how guests can engage in effective conversation (discourse is very polished and crafted by the selection of questions and the points made)

### **Little d Discourse**

- all about language in use e.g. analysing a conversation or story, looking at how language is used in those situations
- how speech and writing is built using things like pronouns and conjunctions or the ordering of clauses
- helps us understand the subtleties in communication — how people say things and how a conversation flows has meaning
- crucial for both building (constructing) and analysing (deconstructing) meaning

### **Big d Discourse**

- Anthony Scaramucci: constructing effective of little d discourse is important because it changes with time and can be important in running a company
- John McWhorter: deconstructs Donald Trump’s speech, which is unadorned

### **Promotion and Discourse: I**

- discourse and promotion reinforce each other
- professional communicators build discourse in society to get people to talk about certain things
  - discourse is a distinct tool from branding
  - used when developing wording and imagery
  - discourses strategically draw from current discourses circulating throughout society
- discourses are also used to build promotion
- example: the best copyright campaigns are truthful, honest and approach a subject matter in a real way, reflect the culture





















To resolve the issue, the communication management team needed to have a robust meeting that featured some heated disagreements

To finalise the approach for the campaign, the communication management team worked to find common ground and reach agreement