

2026.10.15

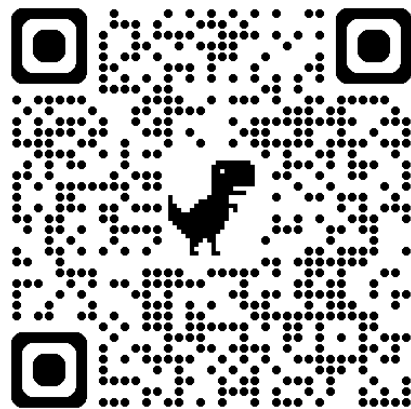
CMNS 3500
Power and
Language

WORDS
ARE
POWERFUL.

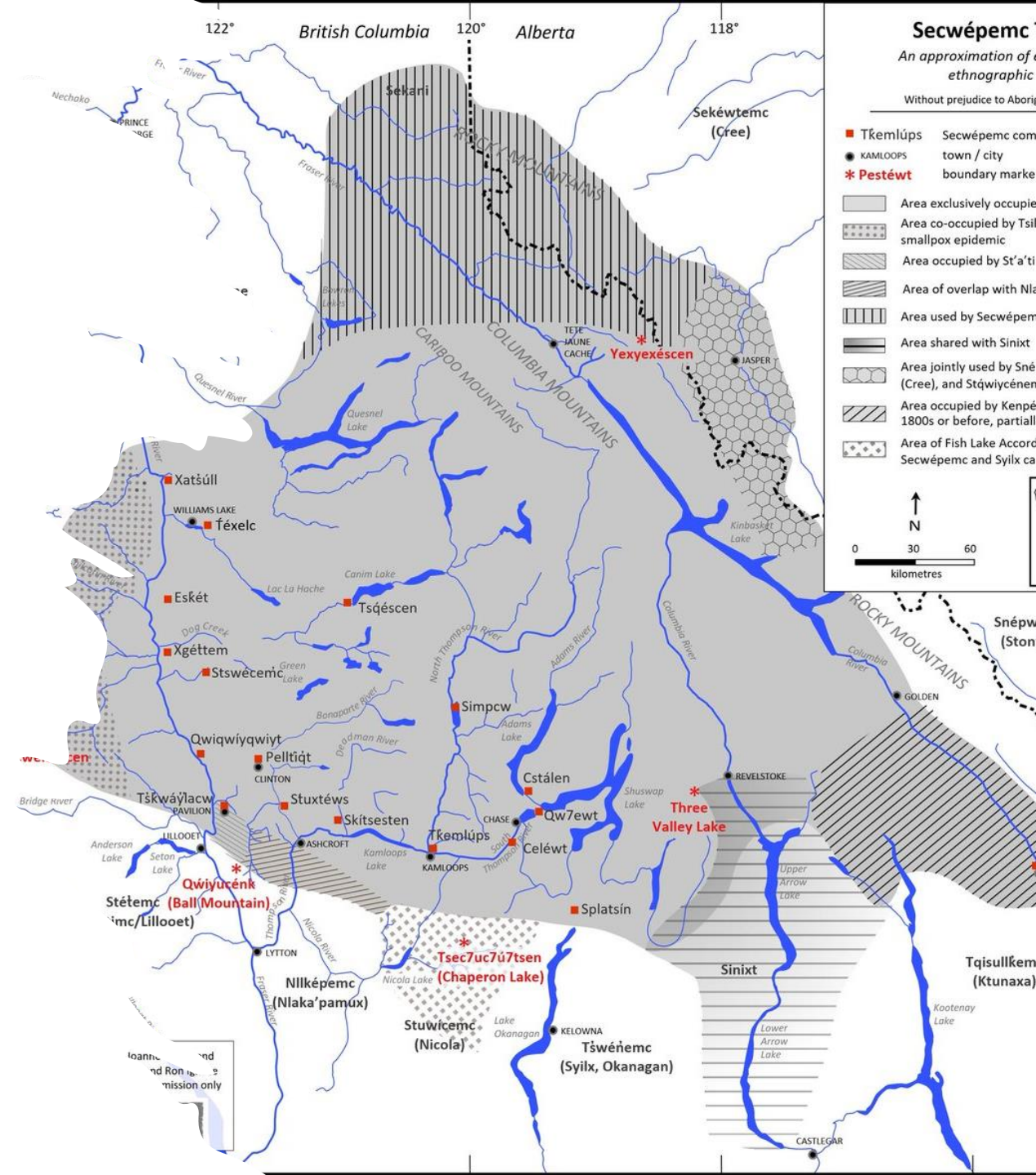
News and events

Every Monday 9:30-10:15
Every Wednesday 2:00-2:45
1522 Old Main
Yoga for Self Regulation

October 17, 2026
Kamloops Civic Election
TRUSU information site:



Source: nativeland.ca



Where we're going today...



Sign up for your panel time slot



Co-write our AI agreement



Intro to CDA: two newspapers, one pandemic

Catching up from Tuesday

Panels

Form today, by time slot.
Whoever picks the same
slot is your panel.

The reading

We work through Mai &
Jocuns together in class.

We'll refer to it again next
week

Deadlines

Nothing moves. Summary
proposal still due Fri Oct
23, 9:00 a.m.

Panel sign-up: how it works

1

Pick one slot (in Moodle)

Choose a time you can make on Oct 27 or 29. Three seats per slot.

2

Meet your panel

The other two names in your slot are your co-panelists.

3

Swap contact info

Today, before you leave. You'll email them your summary proposal on Oct 23.

Co-writing our AI agreement

In your new panel trio

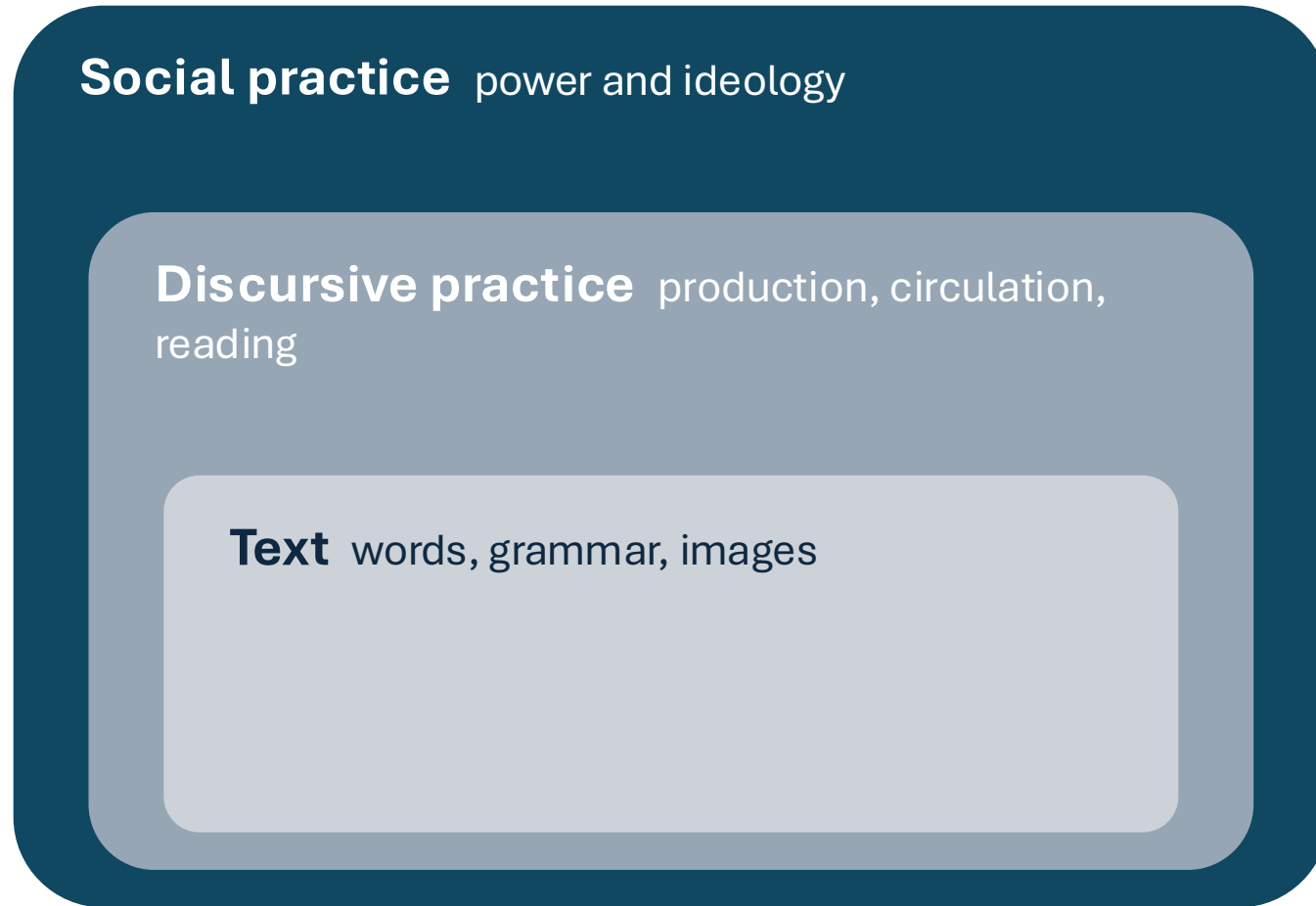
- Open the draft and read it through once
- Add at least one suggestion and one comment
- When does AI support your thinking, and when does it replace it?
- What should disclosure look like for your panel and Project 3?
- What would make this agreement fair to everyone in the room?



AI Agreement Draft

Also on the course readings page

What is critical discourse analysis?



Three questions CDA asks

What choices did this text make?

Who produced it, for which readers?

Whose view of the world does it make seem natural?

SFL handles the first question. CDA adds the other two.

Today's case: Mai & Jocuns (2023)

30

news reports

2

outlets: The New York Times and China Daily

3

phases of the pandemic

Phase 1

China's containment
Dec 2019 to Mar 10, 2020

Phase 2

First global outbreak
Mar to Sep 2020

Phase 3

Second global outbreak
Oct to Dec 2020

Mai, Y., & Jocuns, A. (2023). A critical discourse analysis of news reports on Covid-19 from The New York Times and China Daily. *Manusya: Journal of Humanities*, 26(1). <https://doi.org/10.1163/26659077-26010004>

Their toolkit

Language

- Overlexicalization: piling on words for one idea
- Personalization: who gets named and humanized
- Metaphor, especially war metaphor
- Quantification: which numbers get cited
- Quotatives: whose voices get quoted

Images

- Salience: what draws the eye first
- Framing: what's connected or cut off
- Information value: where things sit in the layout

Multimodal CDA after Machin & Mayr (2012). They cite Fairclough, but this is a different toolkit for the same critical question.

Same virus, two framings

The New York Times

“extreme measures”

“invisible enemy sprung from China”

China Daily

“Strict measures taken amid the outbreak”

“a people’s war against the epidemic”

Your turn: three layers, one phrase

1

Text

Which word choice or metaphor is doing the work? What would a neutral alternative be?

2

Discursive practice

Who wrote this, for which readers, through what kind of outlet?

3

Social practice

Whose view of the pandemic response does this make seem natural?

Be ready to share one sentence: “This phrase makes ____ seem natural, which serves ____.”

Preparing for next class

- Tuesday, October 20: drafting your summary proposal in class
- Bring your idea(s) you'd like to stay with through Project 3
- Read Mai & Jocuns (2023) in full: course readings page
- Friday, October 23, 9:00 a.m.: 250-word summary proposal due (Moodle, and email it to your co-panelists)