

A Review on Critical Discourse Analysis*

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Abstract—Critical Discourse Analysis (CDA), a new branch of modern linguistic researches rose abroad in recent years, aims to reveal the interrelationship among language, ideology and power. During the thirty years' development process, studies of CDA present different characteristics in different phases. So far, both in China and abroad, great achievements concerning CDA has been made. Through reviewing the multiple perspective studies of CDA at home and abroad, classical theories and analytical approaches related to CDA are elaborated, some new trends of CDA are also discussed and explained. The aim of this paper is to help scholars to get a comprehensive understanding of the development of CDA, with the ultimate purpose of promoting related academic researches.

Index Terms—critical discourse analysis, review, development, new trends

I. INTRODUCTION

Critical Discourse Analysis (CDA), a kind of discourse analysis methods, is a new branch of modern linguistic researches rose abroad in recent years. Among various studies of CDA, researchers' focus was put not only on what language is, but also on why language presents to be such a state. In other words, CDA tries to explore the meaning of discourse and how such kind of meaning is produced by discourse. Through the surface level of language form, CDA aims to reveal the influence of the ideology on discourse, the counteractive influence of discourse on the ideology, and how the two elements derive from and serve for social structure and power relations. In a word, it aims at revealing the relationship between language, ideology and power. CDA takes Systematic Functional Linguistics (SFL) which is proposed by M.A.K Halliday as its main theoretical foundation. Besides, it also absorbs the research achievements of many other subjects such as psychology, sociology, ethnology, mass media, etc. and combines them with the study of linguistics, which attracts the attention of more and more scholars of different fields.

To study discourse in a critical perspective began in the late 1970s, and developed later on in the turn of the century. So far, both in China and abroad, great achievements concerning CDA has been made. Through reviewing the multiple perspective studies of CDA at home and abroad, the purpose of this paper is to help scholars to get a comprehensive understanding of the development of CDA, with the ultimate purpose of promoting related academic researches.

II. REVIEW OF CRITICAL DISCOURSE ANALYSIS STUDIES IN THE WEST

In the past few decades, numerous linguists have contributed a lot to the development of CDA. Especially in the west, related monographs and papers have been published continuously. The well-known representatives include Fowler, Kress, Fairclough, Wodak, van Dijk, etc. On the basis of M.A.K. Halliday's Systematic Functional Linguistics, not only the theoretical studies but also the discourse analytical approaches concerning the study of CDA have been developed by a number of scholars, who have made great contribution to the development of CDA and put their own analytical approaches forward. This part is mainly an overview of abroad studies and theories of CDA, which is analyzed through the following sections: the origin of CDA, studies in the 1980s, in the 1990s and early 21 century, and the new trends of CDA development.

A. *The Origin of Critical Discourse Analysis*

When it comes to the origin of CDA, "Critical Linguistics" can never be ignored. It's believed that the rise of CDA has its root in Critical Linguistics. Specifically speaking, CDA can be seen as a development of Critical Linguistics, which broadens the criticism perspective in discourse analysis studies (Tian Hailong, 2006).

The term "Critical Linguistics" was first coined in the book *Language and Control* (Fowler et al., 1979) written by Roger Fowler and Gunther Kress in 1979. Fowler and Kress are two acknowledged pioneering linguists in the study of Critical Linguistics. In their book, Halliday's SFL was adopted as the fundamental theoretical framework, based on which they conducted their researches from the following perspectives: over-lexicalization, classification, modality and transitivity. According to Fowler and Kress, Critical Linguistic Analysis can be a "powerful tool for the study of

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ideological processes, which mediate relationships of power and control" (Fowler et al., 1979, p.186). What's more, the research focus of Roger Fowler's studies is mainly put on the theories and methodologies, while Gunther Kress contributes a lot to the specific application of critical linguistic theories. Kress believes that CDA is a kind of linguistic instrument, which should be used and can be applied to practical discourse analysis situations, e.g. the analysis of popular discourse. In this period, through the employment of the analytical method of social and linguistic analysis, Roger Fowler, Gunther Kress, and many other critical linguists conducted a series of researches on how discourse functions in both the political process and the ideological process.

As the pioneering scholars of Critical Linguistics, Roger Fowler and Gunther Kress have opened up new approaches for the follow-up linguists and scholars to dedicate themselves into the development of CDA. Their explanations of key terms and concepts, of the analytical viewpoints and theoretical framework related to CDA are employed by many linguists in their own studies. In the past few decades, all of them have contributed a lot to the development of CDA.

B. Studies in the 1980s

In the early 1980s, while Fowler shifted his focus in the study of Critical Linguistics and concentrated mainly on the interdisciplinary studies of literary criticism and linguistics, it seemed that CDA studies developed at a relatively low speed. In 1985, Gunther Kress published an article entitled *Discourse, Texts, Readers and the Pro-nuclear Arguments*, in which he proposed his own ideas to develop Critical Linguistics. He argued that the tendency of critical linguistic studies is to be reader-oriented, that is, to realize the function of criticizing the social ideology throughout the usage of existing research achievements. Later on, in 1986, the book *Linguistic Criticism* written by Fowler was published, and the next year, Fowler wrote an article named *Notes on Critical Linguistics*, which represented his research focus returned back to the study of CDA.

In contrast, in the last few years in the 1980s, the study of CDA seemed to get into a phase of rapid development. The studies and research monographs which can be seen as the forming symbols of such a phase are represented by several books—*Prejudice in Discourse* (van Dijk, 1984), *Language, Power and Ideology* (Wodak, 1989), *Language and Power* (Fairclough, 1989).

The birth of CDA theory can be comprehended from two aspects. On the one hand, it retains the term "critical", as it insisted on the critical essence of the former studies; on the other hand, using "discourse analysis" instead of "linguistics" indicated that CDA is not restricted to the traditional Halliday's SFL framework, as it accepts the concept of "discourse" from social science. In other words, CDA carries on the critical feature of Critical Linguistics, remedies the shortcomings of Critical Linguistics, and thus broadens the analytical approaches used in discourse analysis from a critical perspective.

C. Studies in the 1990s and Early 21 Century

In 1990, an academic journal—*Discourse & Society* was founded as an interactive platform of academic exchange for scholars and linguists to publish their reviews and articles related to CDA. This academic journal was promoted by Teun van Dijk, who is a professor of University of Amsterdam in Netherlands. In January, 1991, Teun van Dijk, Norman Fairclough, Gunther Kress, Theo van Leeuwen, and Ruth Wodak got together in Amsterdam and successfully held the seminar of Critical Discourse Analysis, which made it possible for different schools of CDA study to directly communicate and exchange their ideas.

According to the different focuses of research in CDA, it is worth noting that there are different approaches of CDA studies. For example, Fairclough takes sociology, social semiotics, and SFL as the theoretical and linguistic foundation of his studies; Ruth Wodak places discourses into the historical context (including society and politics), and develops CDA from the historical perspective as his historical-discourse analysis approach; van Dijk places particular emphasis on text linguistics and cognitive linguistics, and concentrates on analyzing discourses in a social cognitive approach; Paul Chilton's critical discourse analytical approach is rooted in developmental psychology and cognitive science. Discussions below are the brief induction of each of their studies in this period.

1. Norman Fairclough

Norman Fairclough is an acknowledged founder in the study field related to Critical Discourse Analysis. Actually, the term Critical Discourse Analysis (CDA) is derived from Critical Language Study, whose characteristics are discussed by Fairclough in 1989 in his book, *Language and Power*. This book is regarded as a landmark in the developmental history of CDA.

In *Language and Power*, Fairclough introduces his thoughts and definitions of some key concepts about CDA, for instance, discourse, power, ideology, social practice, common sense, etc., which are closely related to his analytical approach of CDA. From the viewpoint of Fairclough, who absorbs much from the SFL theory and Sociological theory, language is argued as social practice instead of simple linguistic phenomenon that is independent from society. Therefore, he argues that language should be studied as discourse, both in speaking and written forms. In addition, he also discusses about "text", which is seen just as a part of people's communicating process. From the perspective of CDA, Fairclough claims that through analyzing language, its ultimate purpose is to raise people's consciousness towards exploitative social relations (Fairclough, 1989, p.4).

Then, on the basis of the theoretical discussions of CDA, Fairclough (1989) put forward his Three-Dimensional Approach of CDA for the first time, which is revised into a new version presented in his another book named *Discourse and Social Change* published in 1992.

In the initial Three-Dimensional Approach, Fairclough suggests that there are three dimensions of discourse, which are text, interaction, and context respectively. The following figure (Figure 1) shows the above three dimensions in more detail.

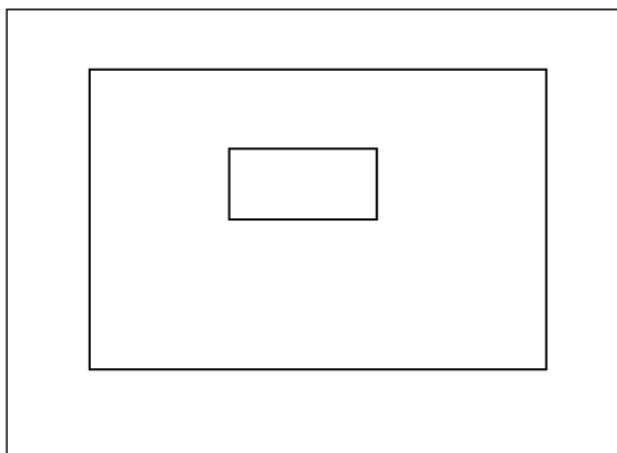


Figure 1. Discourse as text, interaction and context (Fairclough, 1989, p.25)

Later on, in 1992, based on the initial Three-Dimensional Approach, Fairclough makes some modifications and proposed the new three dimensions of discourse—text, discursive practice, and social practice, as is shown in Figure 2.

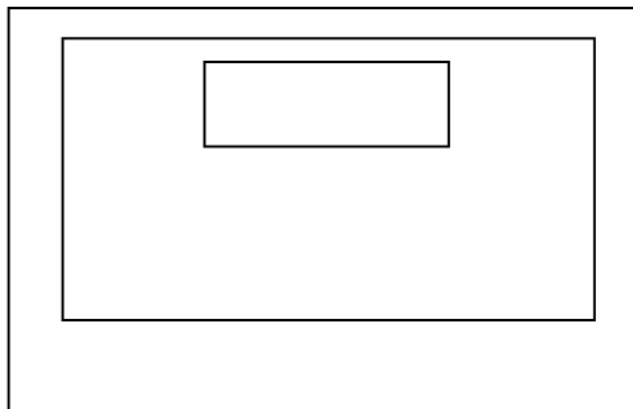


Figure 2. Discourse as text, discursive practice and social practice (Fairclough, 1992a, p.73)

The above analytical approach indicates that text is the production of communication process, or discursive practice. The process of the production of text includes the production, distribution and consumption throughout discursive practice, all of which are influenced or determined by social practice. In other words, the relation between social practice and text is mediated by the discursive practice through production, distribution and consumption.

In addition, Fairclough also distinguishes the three steps or stages along with the three dimensions of discourse when conducting studies with the theory of CDA, which are the description stage, the interpretation stage, and the explanation stage. He argues that when dealing with CDA, the first step is to describe the formal and structural characteristics of the text, while to interpret the connections between text and interaction follows, and to explain the connections between interaction and social context comes as the last step (Fairclough, 1989, p.26).

Fairclough (1992, 1995) and Chouliariki & Fairclough (1999) investigate the advances of CDA by explaining its usefulness and importance in exposing the discursive nature of some contemporary changes in society (Wodak, 2001, p.6). In terms of genres of discourse, Fairclough is interested in the study of media discourse, which he sees as playing a constructing role to the audiences. While in recent years, he turns his focus on some new genres of discourse, e.g. discourses related to global capitalism, new-capitalism, and neo-liberalism. The achievements of Fairclough lies in his respectable amount of work, to name a few, *Language and Power* (1989), *Discourse and Social Change* (1992a), *Critical Discourse Awareness* (1992b), *Media Discourse* (1995a), *Critical Discourse Analysis* (1995b), etc.

2. Ruth Wodak

Ruth Wodak is another famous figure in the study of CDA, who has proposed various studies on particular discourses related to discrimination, prejudice, racism, etc. in society. The historical-discourse analysis approach of CDA is developed by Wodak, who conducted a study on the anti-Semitism discourses in 1990, and which emphasizes the role of historical context in discourse analysis.

Wodak's definition of discourse is similar with that of Fairclough. She argues that language that both in speaking and written form is a kind of social practice, which means that discourse has two forms of expression—speeches and writings. One of the distinguished features that set the historical-discourse analysis approach apart from other approaches is its emphasizing on the historical contexts of discourse in the explaining and interpreting process. Wodak's studies place particular emphasis on racial discrimination and political discourses (Reisigl & Wodak, 2001), and her analytical approach is on the base of ideas from the Frankfurt school, and on sociolinguistics in the Bemsteinian tradition (Wodak, 1995, p.209). Therefore, through absorbing ideas and thoughts from other subjects, this approach works on the strength of large amounts of empirical data from an interdisciplinary perspective. That is to say, it integrates the existed knowledge of both the historical context and the social-political backgrounds, with a further exploration of the ways in which diachronic changes happen towards particular genres of discourses.

Besides, Wodak and Ludwig claim that power and ideology, another two important concepts in the field of CDA, are always embedded in discourse. When there are no power relations, or when there are no connections between values and norms, the interaction, or we say discourse, will not exist (Wodak & Ludwig, 1999). Therefore, listeners or readers who have different positions and ideologies may act differently towards the same discourse. As a result, power and ideology are argued to taken into consideration in CDA.

In 2000, Wodak, in cooperation with van Dijk, conducted a study of parliamentary discourses in six European countries on the immigration issue. The findings of their study also indicate that some arguments towards the issue are dependent on the particular context. More recently, she allocated more energy to investigate identity politics and the decision-making patterns in European Union (Wodak, 2011, p.62).

3. Teun A. van Dijk

Teun A. van Dijk regards discourse as a communicative event, a kind of manifestation pattern of a variety of meanings. He places particular emphasis on text linguistics and cognitive linguistics, and concentrates on analyzing discourses in a Social Cognitive Approach. In terms of cognition, it's not hard to understand that this approach creatively introduces the study of cognition into the analytical studies in the field of CDA by exploring the interrelationship between cognitive phenomenon and discourse structures, as well as social structures. In other words, it is the discourse, cognition and society that formulate the triangle model in terms of van Dijk's Social Cognitive Approach. Another standpoint hold by van Dijk is that the relationship between discourse and its context is a key issue in CDA. The relationship between discourse and context is not a kind of determination, and there is an adjusting layer between these two elements. Van Dijk believes that it's the social representation that plays such an effective role as the adjusting layer, which includes knowledge, attitude, ideology, etc. and is embodied in the discourse by the cognitive mental model.

Rather than using the term Critical Discourse Analysis (CDA), he prefers to use Critical Discourse Studies (CDS). He argues that Critical Discourse Study combines various methods and ideas from psychology, critical linguistics, social sciences and humanities, thus it is not only a method (van Dijk, 2009, p.62). In order to make further discussions, van Dijk introduces and defines some of the key notions related to cognition, such as cognition, cognitive process, ideology, etc. in his books (van Dijk, 2009, p.64-65). However, an important point that needs more attention is that the so-called Social Cognition Approach is not simply restricted to the social and cognitive studies. To be specific, it also explores the mental representation of discourse user, the production process and comprehension process of discourse, as well as the ideologies shared by society. For example, in van Dijk's studies on racism (1984, 1987, 1991) and ideology (1998), both social and mental phenomena are investigated through his analytical approach.

Recently, van Dijk attaches more attention on the reproduction of social inequalities and the abuse of power. Besides, he also makes great efforts to explore the importance of context on discourse production and discourse understanding by presenting his context models. What he firmly believed is that it is context models that managed the ways in which we produce and receive discourses. The following are some of the masterpieces of van Dijk: *News as Discourse* (1988), *Racism and the Press* (1991), *Discourse, Power and Access* (1995), *Political Discourse and Ideology* (2000), etc.

III. REVIEW OF CRITICAL DISCOURSE ANALYSIS STUDIES IN CHINA

Compared with the developments of more than thirty years in the western countries, the studies of CDA in China stay as a relatively new research field. Although great achievements have been made and more and more interests have been attached to this field, it is far from enough and further explorations still need to be made. Generally speaking, in China, researches of CDA experience two stages, or in other words, related research achievements can be analyzed from the following two aspects: theoretical studies and empirical studies. While many researches are remains characterized by borrowing foreign analytical approaches and theories, more and more Chinese scholars show great interest in the empirical studies in recent years.

A. Theoretical Studies

CDA is a relatively new field of linguistic study in China. Tracing back to the year of 1995, it was the article *A Survey of Critical Linguistics* written by Chen Zhongzhu, a professor from Peking University, that be regarded as the beginning of CDA in China. In his article, Chen explained theories of CDA from four perspectives, which are the philosophical and linguistic basis of CDA, some key concepts related to CDA, such as language, discourse, context, etc., the linguistic analytical approaches applied in CDA, e.g. the transitivity system, the transformation system, etc., and the developments of CDA studies. Chen gave Chinese linguists and scholars a comprehensive review of CDA for the first time, and caught their attention into this field.

Another important figure contributed much to Chinese CDA studies is Xin Bin, who is a professor of Nanjing Normal University. In 1996, he published an article entitled *Language, Power and Ideology: Critical Linguistics*, in which he gave further explanations of CDA theory, its aims and analytical tools, as well as how to conduct CDA studies by showing examples and real cases. Later, Xin published several articles and books concerning the study of CDA, among which the most outstanding one was the book *Critical Linguistics: Theory and Application* (Xin Bin, 2005). In this book, Xin elaborated on the relationship among language, ideology and power, the methodologies applied in CDA, CDA of English media discourse, and intertextuality. With a focus on the methodologies of CDA studies, Xin elucidated the reason why CDA took Halliday's SFL as its theoretical and methodological foundation: firstly, SFL investigates the ideographic function of language constituents in texts in terms of semantic meaning; secondly, SFL has the qualities of social semiotics in essence; thirdly, ideas of register, context, cohesion, etc. in SFL provide theoretical framework and specific methods for CDA to examine the discourse structures and the relationship between discourse and context (Xin Bin, 2005). He also explained the detailed methodology of conducting CDA from the perspectives of classification, transitivity, modality, and transformation.

What's more, Xin keeps on conducting studies in these years and contributes a lot to the theoretical development of CDA. In his article *Language, Text and Power* (Xin Bin, 2003), Xin investigates what power is and how it is manifested by discourse. He states that power is the ability to manipulate and to control others, and power relations can be realized through the use of language. Later, Xin attaches his attention to the socio-cognitive approaches of CDA and argues that CDA can absorb much from cognitive linguistics and cognition studies, such as the theory of figure and ground, trajector and landmark, the prototype theory, the prominence view, etc. (Xin Bin, 2007). More recently, Xin Bin and Gao Xiaoli reviews the goal, methodology, and developing trends of CDA (Xin Bin & Gao Xiaoli, 2013), which enriches the theoretical studies of CDA in China.

Besides the great efforts that have been made by the above mentioned scholars, there are some other prestigious Chinese scholars who contributed a lot to the developments of CDA. In the article *The Review of Critical Discourse Analysis* published by Ding Jianxin and Liao Yiqing (2001), the linguistic foundation of CDA, the relations among language, discourse and power, and inspirations to pedagogy were investigated. Through illustrating the major issues of Critical Discourse Analysis, they argued that CDA was social compared with mainstream linguistics. Also in 2001, Ji Yuhua illustrated the main methods of CDA from the following three aspects: Systemic Functional Grammar, intertextuality and the discourse-historical method. Later, Ji (2009) published an article in which he classified and analyzed the definition of discourse from different perspectives, namely, structural and grammatical perspective, functional and semantic perspective, sociolinguistic and pragmatic perspective, sociopolitical and ideological perspective. In the same year, Ji Weining and Xin Bin co-authored an article entitled *On Fairclough's Theory of Critical Discourse Analysis*, which presented detailed explanations of Fairclough's main ideas as well as the inadequacy of his theory.

B. Empirical Studies

Along with the theoretical studies of CDA, a multitude of articles had come into being with increasing speed. In the article *Critical Discourse Analysis: Theoretical Reviews and a Case Study*, Dai Weihua and Gao Jun (2002) not only discussed the theoretical foundations such as the concept, principles, etc. of CDA, but also did real case studies through employing the framework of CDA in the final part of this article, which was very helpful in developing the empirical studies of CDA. Similarly, two years later, Dai Weihua and Chen Yujun investigated the influence exerted by ideology on the writing process, and further argued that CDA has special advantages in analyzing public discourses.

From the above discussion, it is clearly noticed that a large amount of theoretical studies have been done in these years, which paved the way for the further developments of CDA in China. During the developing period of CDA, an important fact that need to be put emphasize is that scholars are no longer confined to review western theories, but many of them try to conduct case studies of CDA, that is, to analyze real discourses within the Critical Discourse Analysis framework. In terms of empirical studies, or case studies, a great number of researches on different types of discourses, such as political discourse, media discourse, advertisement discourse, etc. have been conducted by some Chinese professors and scholars from the perspective of CDA. We can get lots of articles that are already published on periodicals or master thesis related to empirical studies of CDA. For instance, large quantities of works had been done from various perspectives as advertising discourse (e.g., Yin Baolian & He Weina, 2008; Zhou Jing, 2010; Zhao Xia & Zhu Xiaoping, 2010; Wei Ping & Liu Qunfang, 2010; Yu Jianhong, 2011; Wang Yixin, 2013; Li Ying, 2014), media discourse (e.g., Xiao Xiangming, 2005; Liu Juan, 2007; Hou Xiaojing, 2007; Tang Lan, 2008; Lu Zong, 2009; Liu Yuhan, 2010; Ren Li, 2011; Zhou Pei, 2011; Yang Sisi, 2014; Yin Qiuxue, 2014), political discourse (e.g., Zeng Yaping,

2009; Fan Qian, 2010; Wei Shanhua, 2010; Zhao Linjing, 2011; Song Qiang, 2012; Fang Chenchen, 2012; Fei Yao, 2013), etc.

Although the empirical studies of CDA seem to be conducted from different perspectives and various types of discourses are analyzed, a common aim of those studies is to uncover the ideological assumptions hidden in different types of discourses, thus to enhance people's political and social awareness. More recently, concerning the studies and developments of CDA, some of the empirical studies draw more attention on the relationship between CDA and other disciplines, for instance, sociolinguistics, psycholinguistics, pragmatics, and so on. Representative scholars and their studies have widened the analysis perspective of CDA. Dai and Gao argues that psychology and cognition are two significant components that need to be taken into consideration for further studies of CDA, as they employ the cognitive approaches to investigate discourse production and components of discourse. Tian Hailong (2006) combines CDA with pragmatic and societal studies to examine power relations and the features of power; while Wu Zongjie and Hou Song (2012) make detailed discourse analysis to explore the Confucian wisdom through a CDA point of view, which contributes a lot to both the development of CDA and the study of Chinese cultural heritage. In China, the empirical studies and interdisciplinary studies of CDA have flourished on the basis of previous theoretical studies, which have opened up new approaches in discourse analysis.

IV. NEW TRENDS OF CRITICAL DISCOURSE ANALYSIS

Since CDA has caught more and more attention of scholars and linguists both at home and abroad, the studies of CDA is developing into a new phase. Therefore, an interdisciplinary subject, Critical Applied Linguistics, is born and as a result of the combinational study of CDA and various other disciplines, e.g., Critical Linguistics, Critical Pedagogy, Critical Sociolinguistics, Critical Sociology, Critical Language Awareness, etc. Through reviewing a multitude of research work related to CDA, some new trends of present and future directions of CDA research can be analyzed and discussed as follows.

A. *Corpus Linguistic Approach*

One of the new trends in the field of CDA studies benefits a lot from the contributions of corpus linguistics. Through absorbing inspirations from corpus linguistics, a corpus linguistic approach is developed in CDA. For example, some linguists and scholars conduct interdisciplinary studies of CDA and corpus linguistics to detailed analyze the ideologies hidden in specific political and news discourse, and make further argument to point out the significance of corpus linguistic approach in reveal the relationship between language and power (e.g. Stubbs, 1996; Baker, 2008; Kandil, 2009; Salama, 2011). In recent years, some Chinese scholars and professors are also aware of the trend of combining CDA with corpus linguistics, such as Qian Yufang (2008, 2010), Tang Liping (2011), Zhu Xiaomin (2011), etc. They conducted critical discourse analysis studies (e.g. analysis of terrorism discourse appeared in newspapers, analysis of reports on government work, etc.) on the foundation of corpus. An advantage of such an analysis approach lies in that the analyzing subject, the discourse, is the most typical and representative linguistic pattern that retrieved from a great number of discourses, rather than the individual discourse selected by the researcher under the analysis framework of a corpus linguistic approach. Therefore, by applying approaches of corpus linguistics, such as collocation, key word, distribution, etc., the structure and regular patterns of language can be reflected in the discourse, along with the critical discourse analysis of the discourse, the influence of ideology on language and society can also be revealed.

B. *Cognitive Linguistic Approach*

As early as in the 1990s, some CDA scholars (e.g. van Dijk, Wodak) argued that language and society are not directly combined with each other, while human brain serves as the mediation between these two elements. Therefore, they emphasized the significance of cognition which consists of various elements such as knowledge, memory, emotion, etc. and mediates between social structure and personal language. Similarly in China, more and more scholars turn their concentration into the cognitive studies of CDA (e.g., Ji Yuhua & Chen Yan, 2007; Zhang Hui & Jiang Long, 2008; Zhang Hui & Zhang Tianwei, 2012; Xin Bin, 2007, 2012; Wang Wei & Zhang Hui, 2014; Hu Xuhui & Chen Xinren, 2014).

In terms of employing cognitive linguistics theory into CDA, Hart is a significant figure who systematically combined CDA and cognitive linguistics together. In his monograph *Critical Discourse Analysis and Cognitive Science: New perspective on immigration discourse* (Hart, 2010), Hart discussed the relations between cognitive science and CDA by arguing that cognitive science gives us inspirations to explore the reason why language may have misleading guidance and may finally result in abuses of power and discrimination, which contributes a lot to the cognitive turning of CDA in a new decade. Moreover, another book edited by Hart published the next year provided new approaches of CDA from the cognitive perspective. The book, entitled *Critical Discourse Studies in Contexts and Cognition* (Harter, 2011), is actually a collective work of some intelligent scholars who are interested in both CDA and cognitive linguistics. The works investigate CDA from newly developed perspectives which concentrate on the combination of discourse analysis with cognitive pragmatics, cognitive semantics, social cognition, and so on, which undoubtedly promote the theoretical and methodological cognitive linguistic approach studies of CDA.

C. *Critical Multimodal Discourse Analysis/Multimodal Critical Discourse Analysis*

Over the past two decades, Multimodal Discourse Analysis (MDA) together with Critical Discourse Analysis (CDA), the two strands of discourse studies, have gained considerable attention in linguistics. Although these two strands of discourse studies have different focuses towards discourse analysis, as MDA mainly investigates different modes' meaning-making potential, their practical usage and interactions with each mode and with the social and cultural context, while CDA put more emphasize on exploring the relationship between language and power by studying how social ideologies are revealed from discourses, they do share some fundamental understandings, as both MDA and CDA view discourse as social and is interactive with certain social context. In this sense, there is a new trend which can be termed Multimodal Critical Discourse Analysis or Critical Multimodal Discourse Analysis (termed according to different concerns) emerged as a combination of MDA and CDA. David Machin and Mayr share their ideas of CDA from a multimodal point of view in their co-authored book *How to Do Critical Discourse Analysis: A multimodal introduction* (Machin & Mayr, 2012), which provides a new visual angle of CDA. Another representative book of such a trend is *Critical Multimodal Studies of Popular Discourse*, edited by Emilia Djonoy and Sumin Zhao and published by Routledge in 2014. In this volume, fourteen contributions of discourse studies are presented, which aim at promoting the establishment of the critical analysis of multimodal discourse as a clear academic field, as well as complementing the developments of CDA with employing theories of multimodality.

V. SUMMARY

Critical Discourse Analysis dedicates to explore the interrelationship among language, ideology and power, and has achieved a lot in developing its theoretical framework and analytical approaches. Meanwhile, a considerable newly emerged linguistic theories and approaches have continuously injected vitalities into both the theoretical and empirical studies of CDA, e.g., the corpus linguistic approach, the cognitive linguistic approach, the combinations of CDA with multimodal discourse analysis and a variety of other disciplines such as psychology, sociology, humanity, etc.

Through the above reviews and discussions of the orientation and development of CDA, significant achievements both in the theoretical category (theoretical basis and analytical approaches) and in the practical category (real applications of CDA theories in empirical studies) are presented from different perspectives. Lots of scholars and linguists make contribution to the theoretical innovation of CDA and develop some new analytical approaches which can offer valuable points of view in analyzing various types of discourses. Generally speaking, along with specific methodologies and research methods, each approach has its own theoretical position in developing CDA studies. As is noted by Kress, "Every theoretical approach in CDA is inherently interdisciplinary because it aims at investigating complex social phenomena which are inherently interdisciplinary and certainly not to be studied by linguistics alone". (Kress, 2007)

CDA has a relatively longer history in western countries than it has in China. Like other newly developed things, CDA has been criticized a lot by some scholars through its decades of development. Some critics hold the view that CDA tends to always develop itself along with the stream of linguistic development since it doesn't have solid theoretical foundations. Others question the unidirectional research process employed in CDA, which is seen as having little impact on linguistic theoretical construction and development. However, beyond the critical essence of these critical ideas to Critical Discourses Analysis, they are also beneficial to the development of CDA in the new developing phase, in that these critiques do provide new research methods, and broaden the horizons and fields for the study of Critical Linguistic Analysis. It's believed that by drawing strength from various disciplines that belong to different research fields, CDA will likely to free itself from its own limitations, thus shine a new life for its future developments.

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