

A Critical Discourse Analysis of a College Faculty Recruitment Brochure

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Abstract: Norman Fairclough presents his version of Critical Discourse Analysis with a five stage analytical framework (Yates, Taylor and Wetherell, 2001: 236). Central to this macro frame is to identify the social problem that has a semiotic aspect (Stage 1), the obstacles (Stage 2), whether the problem is needed (Stage 3), resolutions to the problem (Stage 4), and how the researcher's interpretation can "contribute to emancipatory change" (Stage 5) (Yates, Taylor and Wetherell, 2001: 239). The purpose in this paper is to illustrate how a critical analysis of a text generated by an educational institution encodes the values of that institution and that these values "are *assembled* out of diverse features, "on the spot," as we speak, listen, and act" (Gee, 1999: 46). It is also the purpose to identify conflicted values embedded in the text as part of the broader discourse.