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COGNITIVE DISCOURSE ANALYSIS: METHODOLOGICAL APPROACH FOR EXAMINATION OF MOTIVATIONAL SPEECHES

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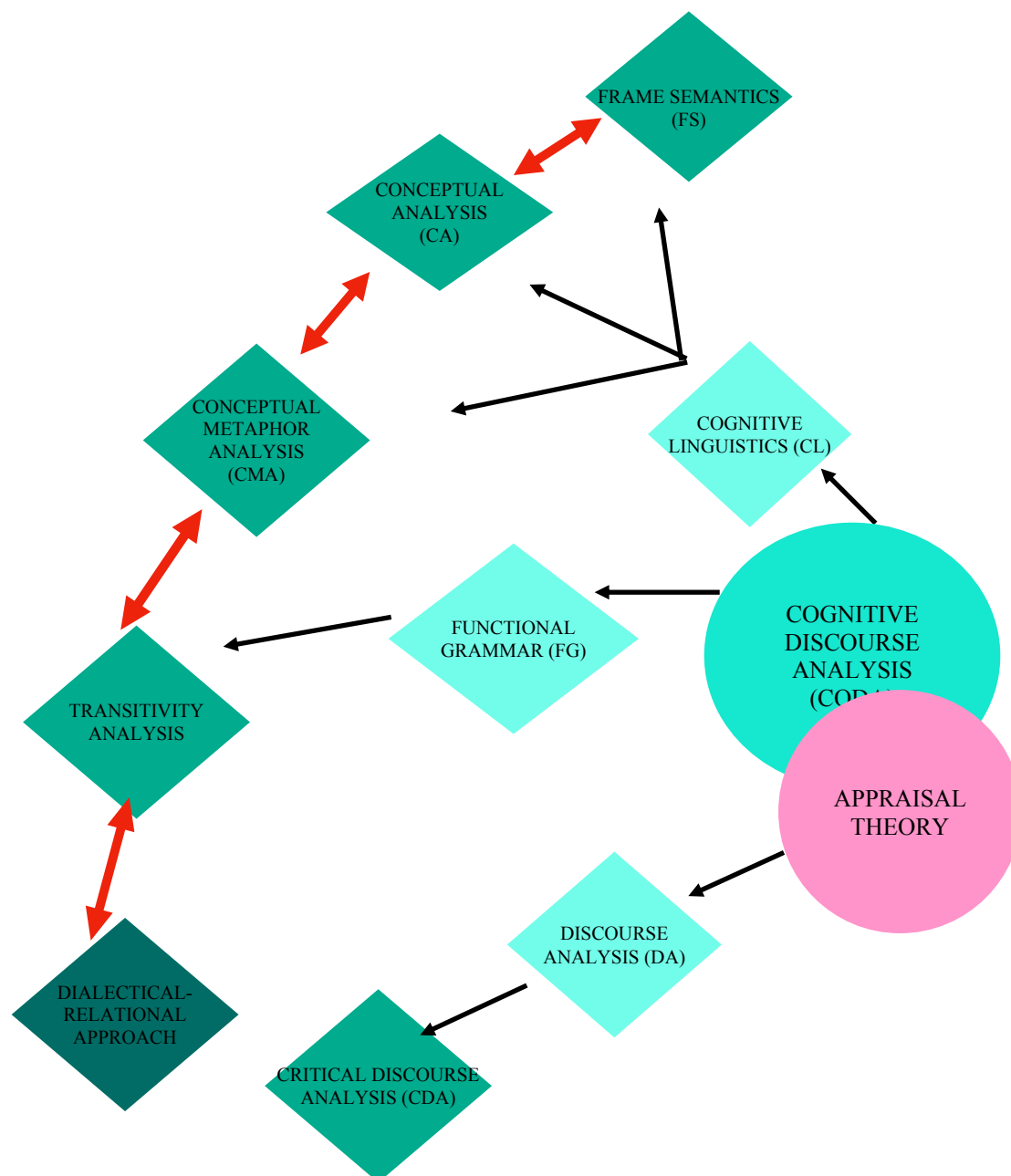
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The relationship between language and thoughts is regarded to have a systematic connection, however considerably complicated and multifaceted [7]. It is worthwhile pointing out that the language use is drawn upon the factual formulation and sequence of thoughts. Moreover, each verbal expression comes across the mind and undergoes the process of conveying logical meaning by virtue of thinking. Hence, undoubtedly, the foundation of words is completely based on the inner reflection of thoughts [9, p. 98].

Taking into consideration the aforementioned statement, the new methodological approach, namely Cognitive Discourse Analysis (CODA), was elaborated by Tenbrink in order to trace the systematic patterns of speaker's thoughts reflected in each verbal expression [10]. To explain, the purpose of CODA is to examine "verbalization of perceived scenes and events, spatio-temporal concepts, complex cognitive processes such as problem-solving, cognitive strategies, and heuristics" [9, p. 98].

On these grounds, then, the plain of Cognitive Discourse Analysis (CODA) is bottomed on two major structural methodological approaches such as Systemic Functional Linguistics [3; 4] and Cognitive Linguistics [5; 8].

Following this, CODA is taken as one of the principal tools for the examination of motivational speeches in the framework of public discourse. Meanwhile, the theoretical basis of the research project consists of three schemes for the analysis of emotions, transitivity, and conceptual metaphors. Consequently, the research accumulates two theories for the delineated analysis: Cognitive Discourse Analysis (CODA) developed by Tenbrink [10], and Appraisal Theory introduced by Martin & White [6]. On these grounds, then, CODA is aimed at figuring out the incorporated speaker's experience while Appraisal Theory serves to examine the thinnest shades of feelings and emotions within the verbal performances. To specify, *Scheme 1* demonstrates the theoretical basis of the research project on motivational speeches:



Scheme 1. The theoretical basis of the motivational speeches

As shown in *Scheme 1*, CODA is enhanced by Discourse Analysis, which is narrowed mainly to Critical Discourse Analysis [1; 2]. With regard to Functional Grammar which is observed as the first primordial approach embodied in this scheme, it is broadened by two other methods such as Dialectical-relational Approach and Transitivity Analysis [3; 4]. Accordingly, Cognitive Linguistics is strengthened by Frame Semantics [8], Conceptual Analysis (CA), and Conceptual Metaphor Analysis (CMA) [5] in order to receive accurate data deeply related to the cognitive aspect.

In conclusion, the combination of Cognitive Discourse Analysis and Appraisal Theory allows investigating all spectrum of peculiarities embodied in the layout of motivational speeches from the perspectives of emotion, transitivity, and conceptual

metaphors. As outlined previously, the theoretical basis of the research project is enhanced by the plethora of methods and approaches that make the examination more accurate and potentially fruitful.

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