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FEUC FACULDADE DE ECONOMIA  
UNIVERSIDADE DE COIMBRA

**FIRST DEGREE IN INTERNATIONAL RELATIONS**  
**Discourses and Practices in the EU**  
**2020/2021**

**Lecturers:** Alexandre Sousa Carvalho [asousacarvalho@fe.uc.pt] and Clara Keating [clarakeating@ces.uc.pt]

Office hours: to be arranged by email

*This course is part of the lecturing activities promoted in the framework of the Jean Monnet Centre of Excellence.*

**(1) Learning goals**

The curricular unit aims at fostering grounded knowledge on discourses and practices in the EU, linking them to the use of new technologies in the construction of knowledge spaces. The proposed contents aim at providing the students with a better and more rigorous comprehension of the concepts and their application in the area of discursive meaning and construction of meaning, in order to analyse processes of narrative-building and their implications. In this sense, particular attention is given to the consolidation of fundamental concepts that allow the students to attain the specific and general objectives, namely the comprehension and analysis of the discourse and practices of the EU and their concrete application to relevant case studies. The analytical dimension of the new technologies and the way these impact in narrative-building is also of relevance, allowing the analysis of dynamics and their implications in the development of discourse and practices in the EU.

**(2) Assessment:**

Assessment in this course will be carried out through two main tasks: a written piece of work (70%), and oral presentations (30%). The writing assignment will consist of an essay of 2500 words up to 3500 words, to be delivered until April 28th, where it is expected students apply the learned tools provided by the first five lectures on a case-study of their choosing. The oral presentations will take place from lecture 6 onwards and will comprise an analysis provided by the student of a topic of his/her interest. It is expected the student making an oral presentation will engage the class in discussion. Oral presentations and ensuing discussion can take up to 1 hour at the most. An indicative setlist of themes and topics will be provided by the lecturers in Nonio for both written and oral assignments

**(3) Syllabus:**

1. Discursive meaning and construction of meaning
2. Knowledge practices
3. The EU's discourse: unpacking the process of narrative-building
4. Analysis of case studies of EU discourse

5. EU practices: defining spaces for intervention?
6. Analysis of case studies of EU practice
7. Discourses, practices and the use of new technologies: challenges and opportunities

## PLANNING

### Lecture 1

**17 February:** Syllabus, readings and assessment.

Getting acquainted:

Who am I?

Where do I come from? My training and my background.

Why am I here? Why did I select Discourses and Practices in the EU?

What about "Discourses and Practices" would I like to see explored in the course?

Most importantly: think of an empirical example, an actual instance of some "Discourse or Practice in the EU". Bring it along to share with the group.

### Lecture 2

**24 February:** Introducing discourse studies.

What do we talk about when we talk about 'discourse'. Multiple understanding so 'language', 'discourse' and 'semiosis'. Discourse as social practice: differentiating texts, events and practices.

#### Readings:

Angermuller, J., et al. (2014). Introduction to The\_Discourse Studies Reader: Main\_currents\_in\_theory\_and\_analysis. Amsterdam, Philadelphia: John Benjamins. 1-14

### Lecture 3

**3 March:** What discourse studies for social sciences? Analyzing the *critical* conditions for producing, receiving and circulating discourses: critical approaches to discourse studies.

#### Readings:

Fairclough, N. (2001) Critical Discourse Analysis as a method in social scientific research. In Wodak, R. & Meyer, M. (eds.) *Methods for Critical Discourse Analysis* (Introducing Qualitative Methods series) 1st edition. London: Sage

Fairclough, N. (2003) *Analysing Discourse: Textual analysis for social research*. London and New York: Routledge



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Fairclough, N. (2008) A dialectical-relation approach to critical discourse analysis in social research. In Wodak, R. & Meyer, M. (eds.) *Methods for Critical Discourse Analysis* (Introducing Qualitative Methods series) 2nd edition. London: Sage

#### Lecture 4

**10 March:** Digging deeper into texts and textualities. Texts as ways of acting (genres), ways of representing (discourses), ways of identifying (styles). Analysing texts collected by students.

A) exploring genre as structures and forms of action and interaction: chains, mediation, legitimation.

B) exploring discourses and representations of worlds (themes, points of view) and of social events (e.g., representations of social actors),

C) exploring styles and identities (e.g., by modality and evaluation).

#### Readings:

Fairclough, N. (2003) *Analysing Discourse: Textual analysis for social research*. London and New York: Routledge

#### Lecture 5

**17 March:** Beyond textuality and onto social practice. Bringing together genres, discourses and styles. Framing textual analysis within broader critical discourse approaches: mediation and the circulation of discourses across social practices and situated events and activities (interdiscursivity and recontextualization).

#### Readings:

Fairclough, N. (2003) *Analysing Discourse: Textual analysis for social research*. London and New York: Routledge. 200-220.

#### Lecture 6

**24 March: Political communication and the strategic use of language.**

#### Essential Readings:

McIlwain, Charlton D. (2007), "Race, Pigskin, and Politics: A Semiotic Analysis of Racial Images in Political Advertising", *Semiotica*, 167-1/4, pp. 169-192.

### Supplementary Readings:

- Condor, S., Tileaga, C. and Billing, M. (2013), "Political rhetoric". In Huddy, L., Sears, D.O. and Levy, J.S. (eds.) *Oxford Handbook of Political Psychology*. Oxford: Oxford University Press, Chapter 9, pp. 262-300.
- Eshbaugh-Soha, Matthew (2015) "Traditional Media, Social Media, and Different Presidential Campaign Messages." In Farrar-Myers, Victoria A. and Justin S. Vaughn (eds.) *Controlling the Message*. New York: New York University Press [texto para discussão]
- Chadwick, A. (2007) "Digital Network Repertoires and Organizational Hybridity", *Political Communication*, 24(3), pp. 283–301. doi:10.1080/10584600701471666.

**31 March:** *Easter break*

### Lecture 7

**7 April: Political discourse, computational propaganda and disinformation.**

#### Readings:

- Morgan, S. (2018) "Fake news, disinformation, manipulation and online tactics to undermine democracy", *Journal of Cyber Policy*, 3(1), pp. 39-43.
- Howard, Philip N. (2020), *Lie machines: How to save democracies from troll armies, deceitful robots, junk news operations and political operatives*, New Haven & London: Yale University Press, pp. 1-81.

### Lecture 8

**14 April: Emotions, Technopolitics and Foreign Policy.**

#### Readings:

- Bleiker, Roland and Hutchison, Emma. 2008. "Fear No More: Emotions and World Politics", *Review of International Studies*, 34, 115-135.
- Kupatadze, A. and Zeitzoff, T. 2021. "In the Shadow of Conflict: How Emotions, Threat Perceptions and Victimization Influence Foreign Policy Attitudes", *British Journal of Political Science* (2021), 51, 181-202.
- Kurban, Can et al. 2017. "What is technopolitics? A conceptual schema for understanding politics in the digital age", *Revista de Internet, Derecho y Política*, 24, 3-20.
- Sasley, Brent E. 2011. "Theorizing States' Emotions", *International Studies Review*, 13, 3, 452-476.

### Lecture 9

**21 April: What are "European values"? What does it mean to be European?**

#### Essential Readings:

- Cantat, C. (2015), "Narratives and counter-narratives of Europe. Constructing and contesting europeanity", *Cahiers Mémoire et Politique*, 3, 5-30.
- Hall, Stuart (1992) "The West and the Rest: Discourse and Power".  
<https://analepsis.files.wordpress.com/2013/08/hall-west-the-rest.pdf>
- Lawrence, Jessica C. (2013) "The EU in Crisis: Crisis Discourse as a Technique of Government", *Netherlands Yearbook of International Law*, December 2013



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<https://www.researchgate.net/publication/287874666> The EU in Crisis Crisis Discourse as a Technique of Government

#### Supplementary Readings:

Rose, Richard. (2018) "Referendum challenges to the EU's policy legitimacy – and how the EU responds", *Journal of European Public Policy*, Volume 26, Issue 2: pp. 207-225  
<https://doi.org/10.1080/13501763.2018.1426034>

Steiner, George. (2004) *A Ideia de Europa*, Lisboa: Gradiva. Excerpt available in English at  
<https://www.opendemocracy.net/en/can-europe-make-it/idea-of-europe/>

#### Lecture 10

**28 April: The Communication Strategy of the EU in Portugal. Guest speaker from the European Commission delegation in Lisbon [TBC]**

#### Readings:

#### Lecture 11

**5 May: Austerity case study.**

#### Practical Exercise – Compare and analyse:

Barroso; J. M. Durão: (2008) "Remarks of President Barroso on financial crisis",  
[https://ec.europa.eu/commission/presscorner/detail/en/SPEECH\\_08\\_479](https://ec.europa.eu/commission/presscorner/detail/en/SPEECH_08_479)

Barroso; J. M. Durão: (2013) "Restoring confidence", Speech by President Barroso at the State of the Union conference, Florence, 09-05-2013.

[https://ec.europa.eu/commission/presscorner/detail/en/SPEECH\\_13\\_397](https://ec.europa.eu/commission/presscorner/detail/en/SPEECH_13_397)

#### Essential Readings:

Howcroft, Susan (2012) "The Discourse of the European Financial Crisis from Different Perspectives", *RUA-L. Revista da Universidade de Aveiro*, n.º 1 (II. série): p. 299-319  
<https://proa.ua.pt/index.php/rual/article/view/9583>

Schmidt, Vivien. (2014) "EU leaders' ideas and discourse in the Eurozone crisis: A discursive institutionalist analysis", in Caterina Carta and Jean-Frederic Morin (eds.) *EU Foreign Policy through the Lens of Discourse Analysis: Making Sense of Diversity*, Farnham: Ashgate.

<https://www.researchgate.net/publication/288157564> EU leaders' ideas and discourse in the Eurozone crisis A discursive institutionalist analysis

#### Supplementary readings:

Lawrence, Jessica C. (2013) "The EU in Crisis: Crisis Discourse as a Technique of Government", *Netherlands Yearbook of International Law*, December 2013

<https://www.researchgate.net/publication/287874666> The EU in Crisis Crisis Discourse as a Technique of Government

Menéndez, Agustín José. (2013) "The Existential Crisis of the European Union", *German Law Journal*, Volume 14, Issue 5, 01 May 2013, pp. 453 - 526. <https://cup.org/2LRtvWG>

## Lecture 12

12 May: Refugees case study.

### Essential Readings:

Radu, Loredana. (2016) “More or Less Europe? The European Leaders’ Discourses on the Refugees Crisis”, *Romanian Journal of Communication and Public Relations*, Vol 18 No 2(38): p. 21-37  
<https://journalofcommunication.ro/index.php/journalofcommunication/article/view/207/209>

Georgiou, Myria; Zaborowski, Rafal. (2017) “Media coverage of the “refugee crisis”: A cross-European perspective, Council of Europe Report DG1(2017)03. <https://rm.coe.int/media-coverage-of-the-refugee-crisis-a-cross-european-perspective/16807338f7>

### Supplementary readings:

Pierigh, Francesca. (2017) “Changing the Narrative: Media Representation of Refugees and Migrants in Europe”, WACC, November 2017. p. 15-34  
[https://www.refugeesreporting.eu/wp-content/uploads/2017/10/Changing\\_the\\_Narrative\\_Media\\_Representation\\_of\\_Refugees\\_and\\_Migrants\\_in\\_Europe.pdf](https://www.refugeesreporting.eu/wp-content/uploads/2017/10/Changing_the_Narrative_Media_Representation_of_Refugees_and_Migrants_in_Europe.pdf)

Kevin Smets, Jacinthe Mazzocchetti, Lorraine Gerstmans and Lien Mostmans (2019) “Beyond Victimhood: Reflecting on Migrant-Victim Representations with Afghan, Iraqi, and Syrian Asylum Seekers and Refugees in Belgium”, in Leen d’Haenens, Willem Joris and François Heinderyckx (eds.) *Images of Immigrants and Refugees in Western Europe: Media Representations, Public Opinion and Refugees’ Experiences*, Leuven: Leuven University Press. <https://www.jstor.org/stable/j.ctvh1dkhm>

## Lecture 13

19 May: Environment case study

### Essential Readings:

Hayes, Jarrod; Knox-Hayes, Janelle (2014) “Security in Climate Change Discourse: Analyzing the Divergence between US and EU Approaches to Policy”, *Global Environmental Politics* 14(2):82-101  
[https://www.researchgate.net/publication/265866316\\_Security\\_in\\_Climate\\_Change\\_Discourse\\_Analyzing\\_the\\_Divergence\\_between\\_US\\_and\\_EU\\_Approaches\\_to\\_Policy](https://www.researchgate.net/publication/265866316_Security_in_Climate_Change_Discourse_Analyzing_the_Divergence_between_US_and_EU_Approaches_to_Policy)

Oglesby, Cameron (2021) “The generational rift over ‘intersectional environmentalism’”, *Grist*, 10.02.2021. <https://grist.org/justice/intersectional-environmentalism-justice-language/>

### Supplementary readings:

European Council (n.d.), “Climate change: what the EU is doing”, <https://www.consilium.europa.eu/en/policies/climate-change/>

Light, John (2015) “Even Europe isn’t doing enough to meet its climate goals”, *Grist* 03.03.2015. <https://grist.org/climate-energy/even-europe-isnt-doing-enough-to-meet-its-climate-goals/>

Rueter, Gero; Russell, Ruby. (2017) “Europe's shocking failure to act on climate”, *Deutsche Welle*, 22.12.2017. <https://p.dw.com/p/2ppVb>

## Lecture 14

**26 May: Covid** Case study.

### Essential Reading:

Annelie Sjölander-Lindqvist, Simon Larsson, Nadia Fava, Nanna Gillberg Claudio Marciandò & Serena Cinque (2020) “Communicating About COVID-19 in Four European Countries: Similarities and Differences in National Discourses in Germany, Italy, Spain, and Sweden”, *Frontiers in Communication*, 13 November 2020.

<https://www.frontiersin.org/articles/10.3389/fcomm.2020.593325/full>

### Supplementary readings:

Seaman, John (ed.) (2020) “Covid-19 and Europe-China Relations: a country-level analysis” ETNC Special Report, European Think-Tank Network on China, 29 April 2020.

[https://www.ifri.org/sites/default/files/atoms/files/etnc\\_special\\_report\\_covid-19\\_china\\_europe\\_2020.pdf](https://www.ifri.org/sites/default/files/atoms/files/etnc_special_report_covid-19_china_europe_2020.pdf)

## Lecture 15

**31 May:** Closing arguments and discussion.