

Power exists in different modalities (power of physical force, symbolic power...), can be used together to:

- Make people do something (coercion)
- Make people think they want to do something (manufacture of consent)

(Fairclough, 2014) 2 types of power:

- 1) Instrumental power: explicit and often imposed by a higher authority, does not allow choice and there are consequences if it is not followed
 - Institutional power: The ability or official authority to decide what is best for the societal good, with the capacity to exercise control over others
- 2) Influential power: tries to make people behave in a certain way or change their minds, no penalty for not following

Institutional talk: characterised by asymmetrical speaking rights and obligations, and a clearly defined hierarchical structure with participants being in clear roles

- Goal-oriented: driven by at least one participant
- Special constraint on what can and can't be said
 - A defendant at trial cannot ask questions
- Associated with inferential frameworks and procedures particular to specific institutional contexts
 - Initiation-Response-Feedback (IRF) framework used in schools by teachers
 - In a courtroom, questions are often accusations

(Bourdieu, 1977) Linguistic marketplace: the symbolic market where linguistic exchanges happen, taking place on three main levels: between the audience and the text, within the content of the text, and between texts found in a common group

- Linguistic capital: varieties in the market are assigned different market values, mostly based on the connotation of the linguistic variety
- There are different markets everywhere, society as a whole is considered to be the macro-market for language application while many micro-markets exist within society such as families and peer groups
 - Linguistic varieties hold different linguistic capital in different markets

(Bourdieu, 1991) Symbolic power: doesn't appear to be an exercise of power, comes from the type of language that is used

(Chomsky and Herman, 1998) Manufacture of consent using the media through 5 filters

- 1) Media ownership
- 2) Advertising income
- 3) Selection of news
- 4) How groups respond to the news
- 5) Creation of a common enemy
 - Note: "Propaganda" means that the state hides things from people so they do not know any alternatives

(Gramsci, 1971) The concept of hegemony: where dominant groups legitimate certain norms and ideas such that they tend to be associated with commonsense and intuition

Power in speech, a person in power is more likely to:

- Initiate / shift / manage topics
- Have more turns
- Interrupt: take over the conversation
- Use interrogatives
- Use (re)formulation to summarise
- Use imperatives: to give orders
- Use modifiers: to increase the likelihood of a preferred responses
- Use modal verbs of obligation / permission
- Use direct address / vocatives
- Use inclusive pronouns