

The following are the key terms used in Fairclough's approach (Fairclough 1992a, b, c, 1993, 1995a, b, 2000, 2001, 2003) of CDA: The first term that is crucial in a understanding of cDA is text, which in Fairclough's words refers to "the written or spoken language produced in a discursive event" (Fairclough, 1993, p. 138). emphasizes the multi- semiotic character of texts and adds visual images and sound – using the example of television language as other semiotic forms which may be simultaneously present in texts (see Fairclough, 1995a) The key term is genre, which, for Fairclough, is "the use of language associated with a particular social activity" (Fairclough, 1993, p. 138).