



Agency Patterns Guidelines

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Introduction

This document provides guidelines for the agency analysis of discourses. The purpose of agency analysis is to produce an agency model, that is, a representation of the beliefs, desires and intentions of each speaker in the text.

This document is designed as a pattern reference, that is, it describes what to do when a certain pattern is found during agency analysis. Guidelines are given in the form of situation/solution pairs, thus indicating what solution must be applied when a particular situation is found. Also, examples are used throughout.

This document includes a standard question set that is provided as part of the IAT/ML methodology. If the questions in this set are modified, or other questions are added, specific guidance would need to be developed.

Please see the *IAT/ML Analysis Process Guidelines* document for additional context and process-oriented guidance, and the *IAT/ML Technical Specification* document for specific details.

Writing Questions

This section provides guidelines related to the design and wording of questions.

These guidelines are necessary only if you intend to add to or modify the questions in the IAT/ML standard question set.

Phrasing

Questions must be clear, succinct and self-contained. Avoid direct references to other questions, and phrase them in such a way that each can be understood in isolation.

Questions must be formulated as interrogative sentences that require a short response. Use a question mark at the end.

Questions can be of different types depending on the kind of response that is expected. For some questions, the expected response is a short text, such as in “What is the intention of each speaker?”. For others, it is an element from a list, such as in “What is the genre of the text?”. And for others it is a list of items, such as in “What are the agents in the text?”. See the following sections for details on each question type.

In addition, questions may require separate sub-responses for different scopes, such as in “Who are the friends of each agent according to each speaker?”. Here, the expected response is a list of items for each previously identified agent. See *Scopes*, page 8, for additional details on questions having multiple scopes.

Phrasing
Situation
A new question must be written, or an existing one modified.
Solution
Phrase the question in a clear, succinct and self-contained manner. Use an interrogative sentence. Write it so that the expected response is a short text, an element from a list, or a list of items. Consider that different sub-responses may be needed for different scopes.

Short-Text Questions

Short-text questions require a response in the form of a short text, such as “What is the intention of each speaker?”.

When writing a short-text question, apply the general advice related to phrasing (see *Phrasing*, page 5). In addition, make sure that the question can be reasonably responded by writing a few lines or one paragraph at most.

Short-Text Questions
Situation
A new short-text question must be written, or an existing one modified.
Solution
Apply the general advice for phrasing questions. Make sure that the question can be answered by a few lines or a paragraph at most.

Option List Questions

Option list questions require a response in the form of one or more choices from an option list, such as “What is the genre of the text?”. The option list is provided together with the question, so that the analyst responding the question can see the available choices and select the best one.

When writing an option list question, apply the general advice related to phrasing (see *Phrasing*, page 5). In addition, create an option list from which the analyst responding the question will have to select the response. Decide whether the question must be responded with a single option from the list or whether it allows multiple options.

Option List Questions	
Situation	A new option list question must be written, or an existing one modified.
Solution	Apply the general advice for phrasing questions. Provide an option list together with the question, and decide whether responses will allow multiple simultaneous options.

Itemised Questions

Itemised questions require a response in the form of a list of items, such as “What are the agents in the text?”. The analyst responding the question must list as many items as necessary to respond the question.

When writing an itemised question, apply the general advice related to phrasing (see *Phrasing*, page 5). In addition, make sure that the question is phrased in plural, to convey the sense that multiple items are expected as a response.

Itemised Questions	
Situation	A new itemised question must be written, or an existing one modified.
Solution	Apply the general advice for phrasing questions. Phrase the question in plural to convey the fact that multiple items are expected as a response.

Grouping

As described under *Organising Questions*, page 10, questions are likely to be grouped into a hierarchical structure depending on aspects such as their degree of interpretativeness and the issues they address.

When you write a new question, or modify an existing one, you must place it into the right group. To determine what group is the best, look at the following factors:

- Can the question be easily responded by reading the text? If this is so, it probably has a low degree of interpretativeness. If not, you may need to place it into a high degree of interpretativeness group.
- Are different analysts working on the same text likely to obtain the same response, or very similar responses, to the question? Again, if this is so, then the question probably has a low degree of interpretativeness. If not, you may need to place it into a high degree of interpretativeness group.

- What is the expected response to the question describing? This will indicate what group the question should be placed in.

If you cannot find a clear group for a question, you may need to create a new one or adapt an existing one. Please refer to *Guidance*

Questions are expected to be responded by an analyst working on a text. Then, responses are to be summarised in terms of beliefs, desires and intentions. To aid in these tasks, you should provide some guidance on how to respond each question and how to use the produced responses. There are four kinds of guidance that you should provide:

- **General.** General guidance includes tips and advice on what clues and markers in the text the analyst should look for in order to respond the question. For example, general guidance for the question “What is the main thesis in the text for each speaker?” could be “If you have done argumentation analysis of the text, this question can be responded by carrying out an argumentation structure analysis and selecting the final thesis of each speaker having the highest cogency”. General guidance should also include any definitions or descriptions of the necessary concepts employed by the question (such as “main thesis” in the previous example) that may not be readily understood by the analyst.
- **Beliefs.** Beliefs guidance includes information on how to use the responses to the question in order to gain knowledge on the speaker’s beliefs.
- **Desires.** Desires guidance includes information on how to use the responses to the question in order to gain knowledge on the speaker’s desires.
- **Intentions.** Intentions guidance includes information on how to use the responses to the question in order to gain knowledge on the speaker’s intentions.

Most questions are likely to benefit from general guidance. However, only some questions will contribute to the description of the beliefs, desires and intentions of speakers, and therefore only these will need beliefs, desires and intentions guidance. Questions that need a significant degree of interpretation and which are speaker-scoped are more likely to contribute towards these.

Guidance
<p>Situation</p> <p>A new question must be provided with guidance for analysts.</p>
<p>Solution</p> <p>Write some general guidance on how to obtain the necessary information to respond the question.</p> <p>If responses to the question may contribute to determining the beliefs, desires and intentions of the associated speaker, then write some specific guidance for beliefs, desires and/or intentions.</p>

Organising Questions, page 8, for guidance on how to do this.

Grouping
<p>Situation</p> <p>A new question must be placed in the right group.</p>
<p>Solution</p> <p>Find a group for the question according to its degree of interpretativeness and the issue it addresses. If no group can be found, create a new one or adapt an existing one.</p>

Scopes

Some questions may require multiple responses, one for each speaker, agent, or element in a list. For example, “What is the main thesis of each speaker?” requires that you provide a separate response for each speaker in the text. The question “How is each place beneficial to each agent?” requires that you provide a response for each combination of an agent and a place. Each individual thing for which a response is required is called a *scope*. In the first example, each speaker in the text constitutes a scope; in the second example, each agent and place constitute a scope. The required scopes, if any, must be clearly stated in the question, usually through words such as “each”.

There are three kinds of scopes:

- **Speakers.** If your question must be responded for each speaker in the text, mark it as such. The analyst responding the question will need to identify the speakers in the text and write a response for each one.
- **Agents.** If your question must be responded for each agent in the text, mark it as such. The analyst responding the question will need to identify the agents in the associated context and write a response for each one.
- **Other entities.** If you want your question to be responded for each of a list of entities, create an entity list and give it a meaningful name and description. Almost any kind of entity can be used as a scope, such as places or organisations, for example. The analyst responding the question will need to list the entities of that kind according to the text, and write a response for each one.

When you write a new question, determine whether it is unscoped (that is, it must be responded for the whole text) or scoped for speakers, agents, and/or other entities. If scoped for entities, create the necessary entity list.

Scoping Questions

Situation

A new question must be properly scoped.

Solution

Determine whether the question is scoped for speakers, agents, other entities, or any combination of these, and mark it so. If scoped for entities, create the necessary entity list. Phrase the question so that its scopes are clearly visible.

Guidance

Questions are expected to be responded by an analyst working on a text. Then, responses are to be summarised in terms of beliefs, desires and intentions. To aid in these tasks, you should provide some guidance on how to respond each question and how to use the produced responses. There are four kinds of guidance that you should provide:

- **General.** General guidance includes tips and advice on what clues and markers in the text the analyst should look for in order to respond the question. For example, general guidance for the question “What is the main thesis in the text for each speaker?” could be “If you have done argumentation analysis of the text, this question can be responded by carrying out an argumentation structure analysis and selecting the final thesis of each speaker having the highest cogency”. General guidance should also include any definitions or descriptions of the necessary concepts employed by the question (such as

“main thesis” in the previous example) that may not be readily understood by the analyst.

- **Beliefs.** Beliefs guidance includes information on how to use the responses to the question in order to gain knowledge on the speaker’s beliefs.
- **Desires.** Desires guidance includes information on how to use the responses to the question in order to gain knowledge on the speaker’s desires.
- **Intentions.** Intentions guidance includes information on how to use the responses to the question in order to gain knowledge on the speaker’s intentions.

Most questions are likely to benefit from general guidance. However, only some questions will contribute to the description of the beliefs, desires and intentions of speakers, and therefore only these will need beliefs, desires and intentions guidance. Questions that need a significant degree of interpretation and which are speaker-scoped are more likely to contribute towards these.

Guidance
Situation
A new question must be provided with guidance for analysts.
Solution
Write some general guidance on how to obtain the necessary information to respond the question. If responses to the question may contribute to determining the beliefs, desires and intentions of the associated speaker, then write some specific guidance for beliefs, desires and/or intentions.

Organising Questions

This section provides guidelines related to the organisation of questions in hierarchical groups.

These guidelines are necessary only if you intend to modify the way in which questions are organised in IAT/ML, for example by adding questions to the standard question set.

Degree of Interpretativeness

Some questions may be easy to respond by reading the text, such as “What terms are emphasised in the text?”, whereas other questions may need a larger degree of interpretation by the analyst in order to obtain a response, such as “What are the interests of each agent within the figured world?”.

Unless you have very few questions of the same degree of interpretativeness, it is recommended that questions are arranged from the least to the most interpretative, so that you tackle them in this order. To achieve this, it is good idea to organise questions into two large groups:

- **Direct questions.** This group includes questions that require no or little interpretation, and whose responses are usually objectively and straightforwardly available from the text.
- **Interpretative questions.** This group includes questions that require significant interpretation by the analyst, and whose responses are defined by the text but also by its environment, speakers, situation and other contextual aspects.

You may add extra groups if you have many questions or if you want to establish a finer sequence of interpretativeness degree.

Degree of Interpretativeness
Situation Questions must be arranged according to their degree of interpretativeness.
Solution Arrange questions in two or more groups, from the least to the most interpretative.

Addressing Issues

Different questions address different issues, such as what agents appear in the text, what situations are portrayed, what kind of rhetoric is used, etc.

It is recommended that questions are grouped by issue by creating subgroups of the same degree of interpretativeness. To achieve this, you can use sub-groups such as the following:

- **Direct questions:**
 - **Form.** This subgroup includes questions related to the surface form of the text, such as emphasis or highlights.
 - **Themes.** This subgroup includes questions related to theses and themes dealt with by the text.
 - **Rhetoric.** This subgroup includes questions related to the tone, lexical choices and metaphors used in the text.
- **Interpretative questions:**
 - **Agents.** This subgroup includes questions related to the agents that appear in the text.

- **Situations.** This subgroup includes questions related to the situations in which agents are portrayed to be in the text.
- **Rhetoric.** This subgroup includes questions related to strategies, hypotheses and intentions of the speakers.

Addressing Issues

Situation

Questions must be arranged according to the issues they address.

Solution

Arrange questions in groups and subgroups of similar degree of interpretativeness.

Responding Questions

This section provides guidelines related to the process of responding questions in general. For advice on how to respond the questions in the IAT/ML standard set, please see *Standard Question Set*, page 17.

Also, bear in mind that developing good responses to many of the questions is much easier if ontological and argumentation analyses of the text being analysed have been already carried out.

Responses must always be anchored to the text. This means that you should indicate, as part of your response, what elements in the text support it.

Short-Text Responses

Many questions require a response in the form of a short text, such as “What is the figured world in the text?”.

Respond questions like this by writing a few lines at most, and never more than a paragraph. Ensure that your response addresses what the question is about and stays focused, avoiding digressions or unnecessary clarifications.

Short-Text Responses

Situation

A question must be responded with a short text.

Solution

Write the response as a few lines of text, never more than a paragraph. Make sure that you address the question and focus on what it requests.

Option List Responses

Many questions require a response in the form of a choice from a particular option list, such as “What is the genre of the text?”.

Respond questions like this by selecting the best option from the associated list. The question may allow for multiple options, so select more than one if allowed and appropriate.

Option List Responses

Situation

A question must be responded with an option from a list.

Solution

Select the best option from the associated list. If the question allows it, you may be able to select multiple options.

Itemised Responses

Many questions require a response in the form of a list of items, such as “What agents or agent types are mentioned in the text?”.

Respond questions like this by writing a list of items. There may be one or more items, or even none. Each item must be a single phrase of a few words. Ensure that each item is an instance of

what the question is asking for. For example, in the example above, make sure that each item is in fact an agent or agent type.

Itemised Responses

Situation

A question must be responded with a list of items.

Solution

Write the response as a list of zero, one or more items, where each item is a brief phrase. Make sure that each item directly addresses what the question is asking for.

Unscoped Responses

Many questions require a response that pertains to the whole text being analysed, such as “What are the major conflicts in the text?”. These questions take the text as a whole, without any distinction between different speakers that may be part of it.

To tackle questions like this, start by reading the whole text to gain an impression of its overall content. If the text involves multiple speakers (such as in an interview or a debate), think of how each speaker is contributing to the whole. Then, sketch your response and make sure that it does not exclude any relevant points. In particular, make sure that your response integrates the contributions of all the speakers, if this is the case. Finally, re-read your response and ensure that it is addressing what the question asks for and that it constitutes a genuine and fair account of the text as a whole.

Unscoped Responses

Situation

A question must be responded for the whole text.

Solution

Read the whole text and think of how different speakers (if this is the case) contribute to it. Sketch your response and make sure it integrates contributions by all the speakers. Check that your response addresses what the question is asking for and that it constitutes a genuine and fair account of the whole text.

Scoped Responses

Many questions require a response that focuses on a particular scope within the text being analysed, such as “What are the central entities for each speaker?”. These questions take one scope in turn, and aim to provide a distinct response that is independent of those of other scopes. For example, two participants in a debate may emphasise different concepts as central to their positions. When you attempt to respond questions like this, you must focus first on one scope, write your response, and then repeat for the next scope, and so on, thus obtaining different responses to the question, one per scope.

If you are using a question set containing speaker-scoped questions, you will need to identify and list the speakers in the text before you attempt to respond these questions. Similarly, if the question set contains agent-scoped questions, you will need to identify and list the agents mentioned in the text. Finally, if the question set contains questions scoped for other kinds of entities, you will need to identify and populate the associated entity lists. For example, if the question set contains a “Places” entity list, you will need to find and list the relevant places that are mentioned in the text.

Then, to respond a scoped question, start by reading the whole text to gain an impression of its overall content. Then, look at what kinds of scopes the question refers to, such as speakers, agents, or other entities. Then, select one scope and highlight the associated text so that it clearly stands out. If possible, hide or dim out text that is unrelated to this scope. If the question has multiple scopes, select one individual combination. Read the text in focus once or twice. Then, sketch your response and make sure that it addresses what the question asks for, and that it constitutes a genuine and fair account of the text from the perspective of the selected scopes. Finally, repeat the whole process for the next scope (or combination of scopes) until you finish.

Speaker-Level Responses

Situation

A question must be responded for each scope in the text.

Solution

Make sure that you have listed the relevant speakers, agents and/or entities.

Read the whole text to get an overall understanding. Select a scope (or combination of scopes for multi-scoped questions) and highlight the associated text so that you can read it in isolation. Sketch your response and make sure it addresses what the question is asking for, and that it constitutes a genuine and fair account of the text in relation to the selected scopes. Repeat for the next scope or combination until you finish.

Summarising Results

This section provides guidelines related to the process of summarising responses to questions in order to describe the beliefs, desires and intentions of speakers.

Describing Speaker Beliefs

The responses to many speaker-scoped questions can contribute towards characterising the beliefs of the associated speaker. For example, responses to the question “How is each agent portrayed by each speaker?” are likely to provide information on what each speaker believes about each agent, in terms of how they see them and expect them to behave. Questions that are expected to contribute towards belief characterisation provide specific guidance in this regard.

To describe speaker beliefs, carry out the following process for each speaker in the text. Find the responses to all the questions labelled as contributing towards belief characterisation and for the target speaker. Read them carefully and draft a summary that describes the overall beliefs of the speaker. Revise the text and ensure it is concise and complete. Then move to the next speaker and repeat the process until all the speakers have been dealt with.

Describing Speaker Beliefs	
Situation	The beliefs of each speaker in the text must be described.
Solution	For each speaker, find responses to questions that contribute to belief characterisation for that speaker, and summarise them into a concise and complete text.

Describing Speaker Desires

The responses to many speaker-scoped questions can contribute towards characterising the desires of the associated speaker. For example, responses to the question “What actual or hypothetical situations are compatible with the main thesis for each speaker?” are likely to provide information on what each speaker desires, in terms of what situations are enabled or fostered by their discourse. Questions that are expected to contribute towards desire characterisation provide specific guidance in this regard.

To describe speaker desires, carry out the following process for each speaker in the text. Find the responses to all the questions labelled as contributing towards desire characterisation and for the target speaker. Read them carefully and draft a summary that describes the overall desires of the speaker. Revise the text and ensure it is concise and complete. Then move to the next speaker and repeat the process until all the speakers have been dealt with.

Describing Speaker Desires	
Situation	The desires of each speaker in the text must be described.
Solution	For each speaker, find responses to questions that contribute to desire characterisation for that speaker, and summarise them into a concise and complete text.

Describing Speaker Intentions

The responses to many speaker-scoped questions can contribute towards characterising the intentions of the associated speaker. For example, responses to the question “What is the intention of each speaker in producing the text?” are likely to provide information on what each speaker aims to achieve, in terms of what actions they propose or what scenarios they facilitate. Questions that are expected to contribute towards intention characterisation provide specific guidance in this regard.

To describe speaker beliefs, carry out the following process for each speaker in the text. Find the responses to all the questions labelled as contributing towards intention characterisation and for the target speaker. Read them carefully and draft a summary that describes the overall intentions of the speaker. Revise the text and ensure it is concise and complete. Then move to the next speaker and repeat the process until all the speakers have been dealt with.

Describing Speaker Intentions

Situation

The intentions of each speaker in the text must be described.

Solution

For each speaker, find responses to questions that contribute to intentions characterisation for that speaker, and summarise them into a concise and complete text.

Standard Question Set

This section provides guidelines related to the process of responding questions in the IAT/ML standard question set.

General Definitions

The following concepts are used throughout the question set.

- An **entity** is a thing in the world, of any kind. Entities are often conveyed by noun phrases. For example, in the heading “People abandoned their homes”, the terms “People” and “their homes” refer to two different entities.
- An entity is **central** if it is of crucial importance to a speaker, that is, if much of the discourse of the speaker revolves around it.
- An **agent** is an entity that has beliefs, desires and intention, as well as the capability to act in their pursue. Agents include humans, human groups, and some animals. Non-agents include inanimate objects and abstract ideas.
- A **figured world** [3], sometimes called a mental model [1], is “a socially and culturally constructed realm of interpretation in which particular characters and actors are recognized, significance is assigned to certain acts, and particular outcomes are valued over others”. The ontology associated with the text being analysed can provide a good idea of the corresponding figured world.

1 Questions with a Low Degree of Interpretativeness

These questions require no or little interpretation, and their responses are usually objectively and straightforwardly available from the text and its immediate context.

1.F Form

This subgroup includes questions related to the surface form of the text, such as emphasis or highlights.

1.F.1 What is the genre of the text?

<i>Concepts</i>	A genre is a set of socially-agreed-upon conventions regarding text structure, themes or style.
<i>Type</i>	Option list (single)
<i>Scope</i>	None
<i>Guidance</i>	Look at the structure, themes and style of the text. Look also at the text source.
<i>Beliefs</i>	n/a
<i>Desires</i>	n/a
<i>Intentions</i>	n/a

1.F.2 What parts exist in the text?

<i>Concepts</i>	Parts are sections or divisions that are clearly distinguished in the text, such as chapters in a book, headings in a journal article, or the introduction, exchange and conclusion rounds in a formal debate.
<i>Type</i>	Itemised
<i>Scope</i>	None

<i>Guidance</i>	List the names of the parts that exist in the text.
<i>Beliefs</i>	n/a
<i>Desires</i>	n/a
<i>Intentions</i>	n/a

1.F.3 What entities appear in the title and other singular elements?

<i>Concepts</i>	Singular elements include headings of different levels, figure captions, side boxes and similar elements in the text.
<i>Type</i>	Itemised
<i>Scope</i>	None
<i>Guidance</i>	If you have done ontological and argumentation analysis of the text, this question can be easily responded by looking at those denotations that exist in the singular elements of the text and which refer to atoms or categories in the ontology.
<i>Beliefs</i>	n/a
<i>Desires</i>	n/a
<i>Intentions</i>	n/a

1.F.4 What associations between entities appear in the title and other singular elements?

<i>Concepts</i>	Associations are connections between things in the world, of any kind. Associations are often conveyed by verb phrases. For example, in the heading “People abandoned their homes”, the word “abandoned” refers to an association between “People” and “their homes”. Singular elements include headings of different levels, figure captions, side boxes and similar elements in the text.
<i>Type</i>	Itemised
<i>Scope</i>	None
<i>Guidance</i>	If you have done ontological and argumentation analysis of the text, this question can be easily responded by looking at those denotations that exist in the singular elements of the text and which refer to associations or references in the ontology.
<i>Beliefs</i>	n/a
<i>Desires</i>	n/a
<i>Intentions</i>	n/a

1.F.5 What terms are emphasised by each speaker?

<i>Concepts</i>	Emphasised terms are those that appear in bold or italics, or are underlined or highlighted in the text. In the case of oral documents, this may correspond to a higher pitch or louder speech, or signalled by paralinguistic cues.
<i>Type</i>	Itemised
<i>Scope</i>	Speakers
<i>Guidance</i>	List the terms that are emphasised by each speaker.
<i>Beliefs</i>	Emphasised terms point to concepts that play a central role in the speaker’s beliefs.
<i>Desires</i>	n/a
<i>Intentions</i>	n/a

1.T Themes

This subgroup includes questions related to theses and themes dealt with by the text.

1.T.1 What is the main thesis in the text for each speaker?

<i>Concepts</i>	The main thesis is a proposition that conveys the most important point in the text.
<i>Type</i>	Short text
<i>Scope</i>	Speakers
<i>Guidance</i>	If you have done argumentation analysis of the text, this question can be responded by carrying out an argumentation structure analysis and selecting the final thesis of each speaker having the highest cogency.
<i>Beliefs</i>	A speaker's main thesis expresses their central beliefs.
<i>Desires</i>	If the thesis is formulated as a deontic statement, it probably points to the speaker's desires.
<i>Intentions</i>	If the thesis is formulated as a statement in the future tense, it may point to the speaker's intentions.

1.T.2 What are the secondary theses in the text for each speaker?

<i>Concepts</i>	Secondary theses are propositions that convey very important points in the text in addition to the main thesis.
<i>Type</i>	Itemised
<i>Scope</i>	Speakers
<i>Guidance</i>	If you have done argumentation analysis of the text, this question can be responded by carrying out an argumentation structure analysis and selecting final theses with high cogency other than the topmost one, which would be the main thesis.
<i>Beliefs</i>	A speaker's secondary theses express important beliefs.
<i>Desires</i>	Theses formulated as deontic statements probably point to the speaker's desires.
<i>Intentions</i>	Theses formulated as statements in the future tense may point to the speaker's intentions.

1.T.3 What are the key foundations in the text for each speaker?

<i>Concepts</i>	Key foundations are propositions that support other propositions but are not supported themselves.
<i>Type</i>	Itemised
<i>Scope</i>	Speakers
<i>Guidance</i>	If you have done argumentation analysis of the text, this question can be responded by carrying out an argumentation structure analysis and selecting key foundations of each speaker having high foundation figures.
<i>Beliefs</i>	Key foundations often represent assumptions or unquestioned knowledge by the speaker, so they can point to unevaluated or dogmatic beliefs.
<i>Desires</i>	Key foundations formulated as deontic statements may point to the speaker's unquestioned desires.
<i>Intentions</i>	Key foundations formulated as statements in the future tense may point to the speaker's unquestioned intentions.

1.T.4 What are the major conflicts in the text?

<i>Concepts</i>	Conflicts are disagreements between speakers in the text.
<i>Type</i>	Itemised
<i>Scope</i>	None
<i>Guidance</i>	If you have done argumentation analysis of the text, this question can be responded by carrying out an argumentation structure analysis and selecting conflicts incoming to propositions with high attack figures.

<i>Beliefs</i>	A conflict with another speaker's beliefs often indicates what the conflicting agent does not believe.
<i>Desires</i>	A conflict with another speaker's desires often indicates what the conflicting agent does not desire.
<i>Intentions</i>	A conflict with another speaker's intentions often indicates what the conflicting agent aims to prevent.

1.T.5 What are the major contrasts in the text?

<i>Concepts</i>	Contrasts are oppositions of statements between speakers or by the same speaker.
<i>Type</i>	Itemised
<i>Scope</i>	Speakers
<i>Guidance</i>	You can look at transitions of the <i>Contrasting</i> type.
<i>Beliefs</i>	A contrast with another speaker's beliefs often indicates what the contrasting agent does not believe.
<i>Desires</i>	A contrast with another speaker's desires often indicates what the contrasting agent does not desire.
<i>Intentions</i>	A contrast with another speaker's intentions often indicates what the contrasting agent aims to prevent.

1.T.6 What are the most repeating ideas in the text?

<i>Concepts</i>	By "ideas" here we mean something more complex than a mere entity, but not as over-arching as a position or statement. Ideas do not need to repeat literally; small variations of the same idea still qualify as the same idea being repeated.
<i>Type</i>	Itemised
<i>Scope</i>	None
<i>Guidance</i>	Look for propositions with many incoming rephrases, which often correspond to ideas that are repeated in the text. In addition, and if you have done ontological and argumentation analysis of the text, you can also carry out a denotation analysis and look at the ontology elements having a high number of denotations.
<i>Beliefs</i>	Ideas being repeated by a speaker may point to the speaker's central beliefs.
<i>Desires</i>	Ideas being repeated by a speaker may point to the speaker's central desires.
<i>Intentions</i>	Ideas being repeated by a speaker may point to the speaker's central intentions.

1.T.7 What are the central entities for each speaker?

<i>Concepts</i>	n/a
<i>Type</i>	Itemised
<i>Scope</i>	Speakers
<i>Guidance</i>	If you have done ontological and argumentation analysis of the text, this question can be responded by carrying out a denotation analysis and selecting the ontology elements referred to by a high number of denotations.
<i>Beliefs</i>	The central entities for a speaker are a good indication of what their main beliefs are about.
<i>Desires</i>	The central entities for a speaker are a good indication of what their main desires are about.
<i>Intentions</i>	The central entities for a speaker are a good indication of what their main intentions are about.

1.R Rhetoric

This subgroup includes questions related to the tone, lexical choices and metaphors used in the text.

1.R.1 What is the main tone for each speaker?

<i>Concepts</i>	The tone is sometimes called the <i>social language</i> [2].
<i>Type</i>	Option list (multiple): declarative, dogmatic, equidistant, experiential, expressive, informative, performative, prescriptive, scientific, sensationalist.
<i>Scope</i>	Speakers
<i>Guidance</i>	Determine the main tone for each speaker, choosing one or more options from the list.
<i>Beliefs</i>	n/a
<i>Desires</i>	n/a
<i>Intentions</i>	Dogmatic or prescriptive tones may indicate an intention to change existing situations.

1.R.2 What nouns are used to refer to the central entities by each speaker?

<i>Concepts</i>	n/a
<i>Type</i>	Itemised
<i>Scope</i>	Speakers
<i>Guidance</i>	Central entities for each speaker are available from the response to question 1.T.7. If you have done ontological and argumentation analysis of the text, this question can be responded by carrying out a denotation analysis and selecting the terms that are used by each speaker to refer to their central entities.
<i>Beliefs</i>	The connotations often associated to the nouns used by a speaker can provide information on the speaker's beliefs about the associated entities.
<i>Desires</i>	n/a
<i>Intentions</i>	n/a

1.R.3 What adjectives and verbs are associated to the central entities by each speaker?

<i>Concepts</i>	n/a
<i>Type</i>	Itemised
<i>Scope</i>	Speakers
<i>Guidance</i>	Central entities for each speaker are available from the response to question 1.T.7. If you have done ontological and argumentation analysis of the text, this question can be responded by carrying out a denotation analysis, searching the text for the terms used by each agent to refer to their central entities, and selecting the adjectives and verbs that appear nearby and in connection to said terms.
<i>Beliefs</i>	The connotations often associated to the adjectives and verbs used by a speaker can provide information on the speaker's beliefs about the associated entities.
<i>Desires</i>	n/a
<i>Intentions</i>	n/a

1.R.4 What relationships are described between the central entities and other entities by each speaker?

<i>Concepts</i>	n/a
<i>Type</i>	Itemised
<i>Scope</i>	Speakers

<i>Guidance</i>	Central entities for each speaker are available from the response to question 1.T.7. If you have done ontological and argumentation analysis of the text, this question can be responded by carrying out a denotation analysis, searching the text for the terms used by each agent to refer to their central entities, and finding verbal phrases that convey relationships of these entities to others that are not central.
<i>Beliefs</i>	The connotations often associated to the relationships used by a speaker can provide information on the speaker's beliefs about the associated entities.
<i>Desires</i>	n/a
<i>Intentions</i>	n/a

1.R.5 What are the major cognitive metaphors used by each speaker?

<i>Concepts</i>	A cognitive metaphor is an understanding of an idea in terms of another [4]. For example, the idea of love can be described in terms of war, as in two people <i>fighting</i> for the love of another, one of them <i>winning</i> them over, or another one <i>surrendering</i> .
<i>Type</i>	Itemised
<i>Scope</i>	Speakers
<i>Guidance</i>	Find abstract concepts in the text, which usually are the most likely target for cognitive metaphors. Look for figurative language, including metaphors, analogies or personification. Identify the source and target domains, that is, the metaphorical ideas as opposed to the literal ones being conveyed. If you have done argumentation analysis of the text, responding this question can be helped by looking at asserting illocutionary forces of a metaphorical subtype.
<i>Beliefs</i>	The connotations often associated to the literal expression of the metaphors used by a speaker can provide information on the speaker's beliefs.
<i>Desires</i>	n/a
<i>Intentions</i>	n/a

1.R.6 What non-agent entities are given agency or human capabilities by each speaker?

<i>Concepts</i>	n/a
<i>Type</i>	Itemised
<i>Scope</i>	Speakers
<i>Guidance</i>	Find instances of personification or anthropomorphism. If you have done argumentation analysis of the text, responding this question can be helped by looking at asserting illocutionary forces of a metaphorical subtype.
<i>Beliefs</i>	Agency attributed to non-agent entities by a speaker may show that these entities play a central role in the speaker's beliefs, and that these entities exert significant power within the theme being analysed.
<i>Desires</i>	n/a
<i>Intentions</i>	Agency attributed to non-agent entities by a speaker may indicate that the speaker rejects responsibility for an action by transferring it to the entity.

2 Questions with a High Degree of Interpretativeness

These questions require significant interpretation by the analyst, and their responses are defined by the text but also by its environment, speakers, situation and other contextual aspects.

2.A Agents

This subgroup includes questions related to the agents that appear in the text.

2.A.1 What agents or agent types are mentioned in the text?

<i>Concepts</i>	n/a
<i>Type</i>	Itemised
<i>Scope</i>	None
<i>Guidance</i>	Find references to individuals, roles, communities, nations, ethnicities, organisations, institutions or other kinds of human groups in the text.
<i>Beliefs</i>	The mentioning of an agent by a speaker may point at the fact that the speaker believes that this agent plays an important role within the theme being analysed.
<i>Desires</i>	n/a
<i>Intentions</i>	The mentioning of an agent by a speaker may point at the fact that the speaker aims to involve them in the associated theme and give them some responsibilities or relevance.

2.A.2 What agents or agent types are not mentioned in the text?

<i>Concepts</i>	n/a
<i>Type</i>	Itemised
<i>Scope</i>	None
<i>Guidance</i>	Identify individuals, roles, communities, nations, ethnicities, organisations, institutions or other kinds of human groups that one would expect to find mentioned in the text, but are not. For example, imagine a text about Nazism that omits Hitler. This would be an example of an agent not mentioned in the text. If you have done ontological and argumentation analysis of the text, responding this question can be helped by running a denotation analysis and finding ontology elements with no denotations (i.e. “empty” elements).
<i>Beliefs</i>	The omission of an agent by a speaker may point at the fact that the speaker believes that this agent does not play an important role within the theme being analysed.
<i>Desires</i>	n/a
<i>Intentions</i>	The omission of an agent by a speaker may point at the fact that the speaker aims to liberate this agent from their role in the theme being analysed.

2.A.3 Of what agent type is each speaker?

<i>Concepts</i>	n/a
<i>Type</i>	Short text
<i>Scope</i>	Speakers
<i>Guidance</i>	The list of agent types is available from question 2.A.1. Determine which agent type best matches each speaker.
<i>Beliefs</i>	n/a
<i>Desires</i>	n/a
<i>Intentions</i>	n/a

2.A.4 How is each agent portrayed by each speaker?

<i>Concepts</i>	n/a
<i>Type</i>	Itemised
<i>Scope</i>	Agents, speakers
<i>Guidance</i>	The list of agent types is available from question 2.A.1. Find adjectives, attributes and properties of a positive or negative nature that are assigned by each speaker to each agent. Look also at modal constructions that may imply agent attributes.
<i>Beliefs</i>	The attributes assigned to an agent by a speaker describe the beliefs of the speaker about that agent.

Desires n/a
Intentions n/a

2.A.5 Who are mutually benefitted by each agent according to each speaker?

Concepts n/a
Type Itemised
Scope Agents, speakers
Guidance The list of agent types is available from question 2.A.1. For each speaker and agent, find relationships between the latter and the other agents that involve friendship, alliance, affinity, support, agreement, common interests or other kinds of mutually beneficial situations.
Beliefs The beneficial relationships assigned to an agent by a speaker describe the beliefs of the speaker about that agent.
Desires n/a
Intentions n/a

2.A.6 Who are exploited by each agent according to each speaker?

Concepts n/a
Type Itemised
Scope Agents, speakers
Guidance The list of agent types is available from question 2.A.1. For each speaker and agent, find relationships between the latter and the other agents that involve rivalry, opposition, disliking, attack, oppression, disagreement, conflict or other kinds of exploitative situations.
Beliefs The exploitative relationships assigned to an agent by a speaker describe the beliefs of the speaker about that agent.
Desires n/a
Intentions n/a

2.A.7 What role is played by each agent according to each speaker?

Concepts n/a
Type Itemised
Scope Agents, speakers
Guidance The list of agent types is available from question 2.A.1. Identify the actions, behaviours, values and attitudes of each agent according to each speaker, and summarise them as a role name. For example, a text about the Second World War may portray the American military as *liberators* of France.
Beliefs The roles assigned to an agent by a speaker describe the beliefs of the speaker about that agent.
Desires n/a
Intentions n/a

2.A.8 What does each agent possess that others lack, according to each speaker?

Concepts n/a
Type Itemised
Scope Agents, speakers
Guidance The list of agent types is available from question 2.A.1. Find objects, properties, capabilities, skills, attributes or values that belong to each agent and are absent from others according to each speaker. For example, a text about the Israeli-Palestinian

conflict may portray the Israelis as having a right over the disputed land that others lack.

Beliefs The possessions assigned to an agent by a speaker describe the beliefs of the speaker about that agent.

Desires n/a

Intentions The assignment of exaggerated possessions to an agent by a speaker may indicate that the speaker aims to favour or benefit this agent.

2.A.9 What does each agent lack that others possess, according to each speaker?

Concepts n/a

Type Itemised

Scope Agents, speakers

Guidance The list of agent types is available from question 2.A.1. Find objects, properties, capabilities, skills, attributes or values that are shared by every agent except for one, according to each speaker. For example, a text about the dot-com bubble in Silicon Valley may portray one particular company as lacking the vision and intelligence that most others had.

Beliefs The lacks assigned to an agent by a speaker describe the beliefs of the speaker about that agent.

Desires n/a

Intentions The assignment of exaggerated lacks to an agent by a speaker may indicate that the speaker aims to disfavour or exploit this agent.

2.A.10 What agents constitute the intended audience of the text?

Concepts The intended audience is the agent or agents that the authors of the text intend to reach, communicate with, or influence through their writing.

Type Itemised

Scope None

Guidance The list of agent types is available from question 2.A.1. Look at the genre of the text (available from question 1.F.1) and other contextual information, as well as the text tone, themes and style, to infer the intended audience.

Beliefs n/a

Desires n/a

Intentions n/a

2.S Situations

This subgroup includes questions related to the situations in which agents are portrayed to be in the text.

2.S.1 What is the figured world in the text?

Concepts n/a

Type Short text

Scope None

Guidance Describe the figured world portrayed in the text through its major elements and properties. For example, a text about rural tourism may portray a figured world of pastoral and quaint landscapes where peasants are happy and live beautiful lives in complete harmony with nature.

If you have done ontological analysis of the text, the obtained ontology can provide the basis for the figured world.

<i>Beliefs</i>	The figured world can provide a good description of the central entities in the speakers' beliefs.
<i>Desires</i>	The figured world is usually a good description of the state of the world that the speakers desire.
<i>Intentions</i>	n/a

2.S.2 What are the historical, social and institutional circumstances and macro context that frame the situation described in the text?

<i>Concepts</i>	Historical circumstances and macro context include periods of change or stability, historical events, or similar significant moments. Social circumstances and macro context refer to the values, customs, traditions and culture that dominate in that time and place. Institutional circumstances and macro context refer to the norms, legislation, codes and organisational infrastructure that exists in that time and place.
<i>Type</i>	Itemised
<i>Scope</i>	None
<i>Guidance</i>	Identify the historical, social and institutional properties of the time and place where the situation described in the text occurs.
<i>Beliefs</i>	n/a
<i>Desires</i>	n/a
<i>Intentions</i>	n/a

2.S.3 What is the micro context that frames the situation described in the text?

<i>Concepts</i>	The micro context of the text is the particular event or situation occurring when the text was produced. For example, an interview on prime-time national TV or a special anniversary issue of a magazine would constitute micro contexts.
<i>Type</i>	Short text
<i>Scope</i>	None
<i>Guidance</i>	Identify the event or situation occurring when the text was produced.
<i>Beliefs</i>	n/a
<i>Desires</i>	n/a
<i>Intentions</i>	n/a

2.S.4 What historical, social and institutional circumstances and context are described by each speaker?

<i>Concepts</i>	Historical circumstances and context include periods of change or stability, historical events, or similar significant moments. Social circumstances and context refer to the values, customs, traditions and culture that dominate. Institutional circumstances and context refer to the norms, legislation, codes and organisational infrastructure that exists.
<i>Type</i>	Itemised
<i>Scope</i>	Speakers
<i>Guidance</i>	The overall description of the circumstances and context is available from questions 2.S.2 and 2.S.3. For each speaker, identify the historical, social and institutional concerns that are mentioned.
<i>Beliefs</i>	The mentioning of a circumstance or context by a speaker may point at the fact that the speaker believes that this circumstance or context plays an important role within the theme being analysed.
<i>Desires</i>	n/a

Intentions The mentioning of a circumstance or context by a speaker may indicate that the speaker is aiming at presenting this context or circumstances as responsible for something.

2.S.5 What is good for each agent according to each speaker?

Concepts n/a

Type Itemised

Scope Agents, speakers

Guidance The list of agent types is available from question 2.A.1. For each speaker, identify what events, situations or phenomena are good for each agent, in the sense that they provide them with a benefit, privilege or virtue.

Beliefs The good situations associated to an agent by a speaker describe the beliefs of the speaker about that agent.

Desires n/a

Intentions The description of exaggeratedly good situations for an agent by a speaker may indicate that the speaker aims to portray this agent as unfairly privileged.

2.S.6 What is bad for each agent according to each speaker?

Concepts n/a

Type Itemised

Scope Agents, speakers

Guidance The list of agent types is available from question 2.A.1. For each speaker, identify what events, situations or phenomena are bad for each agent, in the sense that they cause a detriment, disadvantage or flaw.

Beliefs The bad situations associated to an agent by a speaker describe the beliefs of the speaker about that agent.

Desires n/a

Intentions The description of exaggeratedly bad situations for an agent by a speaker may indicate that the speaker aims to portray this agent as unfairly disadvantaged.

2.S.7 What is good for each agent but is omitted by each speaker?

Concepts n/a

Type Itemised

Scope Agents, speakers

Guidance The list of agent types is available from question 2.A.1. For each speaker, identify what events, situations or phenomena are good for each agent, in the sense that they provide them with a benefit, privilege or virtue, but are not mentioned by the speaker.

Beliefs n/a

Desires n/a

Intentions The omission of a good situations for an agent by a speaker may indicate that the speaker aims to hide the fact that this agent is unfairly privileged.

2.S.8 What is bad for each agent but is omitted by each speaker?

Concepts n/a

Type Itemised

Scope Agents, speakers

Guidance The list of agent types is available from question 2.A.1. For each speaker, identify what events, situations or phenomena are bad for each agent, in the sense that they cause a detriment, disadvantage or flaw, but are not mentioned by the speaker.

<i>Beliefs</i>	n/a
<i>Desires</i>	n/a
<i>Intentions</i>	The omission of a bad situations for an agent by a speaker may indicate that the speaker aims to hide the fact that this agent is unfairly disadvantaged.

2.S.9 What is permitted for each agent according to each speaker?

<i>Concepts</i>	n/a
<i>Type</i>	Itemised
<i>Scope</i>	Agents, speakers
<i>Guidance</i>	The list of agent types is available from question 2.A.1. For each speaker, identify what actions, behaviours or traits are allowed for each agent.
<i>Beliefs</i>	Permitted things associated to an agent by a speaker describe the beliefs of the speaker about that agent.
<i>Desires</i>	n/a
<i>Intentions</i>	The description of a permitted thing for an agent by a speaker may indicate that the speaker aims to portray this agent as unfairly privileged.

2.S.10 What is forbidden for each agent according to each speaker?

<i>Concepts</i>	n/a
<i>Type</i>	Itemised
<i>Scope</i>	Agents, speakers
<i>Guidance</i>	The list of agent types is available from question 2.A.1. For each speaker, identify what actions, behaviours or traits are disallowed for each agent.
<i>Beliefs</i>	Forbidden things associated to an agent by a speaker describe the beliefs of the speaker about that agent.
<i>Desires</i>	n/a
<i>Intentions</i>	The description of a forbidden thing for an agent by a speaker may indicate that the speaker aims to portray this agent as unfairly disadvantaged.

2.S.11 What is permitted for each agent but is omitted by each speaker?

<i>Concepts</i>	n/a
<i>Type</i>	Itemised
<i>Scope</i>	Agents, speakers
<i>Guidance</i>	The list of agent types is available from question 2.A.1. For each speaker, identify what actions, behaviours or traits are allowed for each agent but omitted by the speaker.
<i>Beliefs</i>	n/a
<i>Desires</i>	n/a
<i>Intentions</i>	The omission of a permitted thing for an agent by a speaker may indicate that the speaker aims to portray this agent as unfairly disadvantaged.

2.S.12 What is forbidden for each agent but is omitted by each speaker?

<i>Concepts</i>	n/a
<i>Type</i>	Itemised
<i>Scope</i>	Agents, speakers
<i>Guidance</i>	The list of agent types is available from question 2.A.1. For each speaker, identify what actions, behaviours or traits are disallowed for each agent but omitted by the speaker.
<i>Beliefs</i>	n/a
<i>Desires</i>	n/a

Intentions The omission of a forbidden thing for an agent by a speaker may indicate that the speaker aims to portray this agent as unfairly privileged.

2.S.13 What interests does each agent have in the figured world according to each speaker?

Concepts n/a

Type Itemised

Scope Agents, speakers

Guidance The list of agent types is available from question 2.A.1. A description of the figured world is available from question 2.S.1. For each speaker, determine what interests, concerns or stakes are portrayed for each agent within the figured world. For example, a text about rural tourism may portray peasants as gaining a cash income from tourists, and tourists as using the picturesque setting for aesthetic enjoyment.

Beliefs n/a

Desires n/a

Intentions Genuine or worthy interests associated by a speaker to an agent may indicate that the speaker aims to portray this agent as virtuous. Similarly, hypocritical or bad-intentioned interests associated by a speaker to an agent may indicate that the speaker aims to portray this agent as unrighteous.

2.S.14 What agents are benefitted by the main thesis according to each speaker?

Concepts The main thesis is a proposition that conveys the most important point in the text.

Type Itemised

Scope Speakers

Guidance The list of agent types is available from question 2.A.1. The main thesis is available from question 1.T.1. For each speaker, determine what agents are the most benefitted by the main thesis in the text. For example, the thesis “gambling sites on the web should be banned for minors” is likely to benefit minors and their families as they are protected from unrestrained spending.

Beliefs n/a

Desires A speaker whose main thesis benefits some agents may indicate that this speaker desires a world where these agents are benefitted in this manner.

Intentions n/a

2.S.15 What agents are harmed by the main thesis according to each speaker?

Concepts The main thesis is a proposition that conveys the most important point in the text.

Type Itemised

Scope Speakers

Guidance The list of agent types is available from question 2.A.1. The main thesis is available from question 1.T.1. For each speaker, determine what agents are the most harmed by the main thesis in the text. For example, the thesis “gambling sites on the web should be banned for minors” is likely to harm gambling site owners, as their number of users and income would diminish.

Beliefs n/a

Desires A speaker whose main thesis harms some agents may indicate that this speaker desires a world where these agents are harmed in this manner.

Intentions n/a

2.R Rhetoric

This subgroup includes questions related to strategies, hypotheses and intentions of the speakers.

2.R.1 What opposing positions appear in the text?

<i>Concepts</i>	Opposing positions are those that are mutually incompatible, especially when a high degree of polarisation exists.
<i>Type</i>	Itemised
<i>Scope</i>	None
<i>Guidance</i>	Determine the main positions being discussed in the text. For each one, determine which other positions in the text are incompatible, and list the opposing pairs.
<i>Beliefs</i>	n/a
<i>Desires</i>	n/a
<i>Intentions</i>	n/a

2.R.2 What inconsistencies exist in the text for each speaker in relation to previous discourses defending the same position?

<i>Concepts</i>	Previous discourses defending the same position include discourses that defended the same position that is being defended now but which occurred before the text being analysed, either by the same speaker or by others.
<i>Type</i>	Itemised
<i>Scope</i>	Speakers
<i>Guidance</i>	Examine discourses by the speakers in the text that occurred before the text being analysed and that defend the same position. Examine also discourses by other speakers of the same or a similar agent type. Compare what was said previously against what is being said now, and list any discrepancies.
<i>Beliefs</i>	Inconsistencies with previous discourses may indicate that the beliefs portrayed in the text are false.
<i>Desires</i>	Inconsistencies with previous discourses may indicate that the desires portrayed in the text are false.
<i>Intentions</i>	Inconsistencies with previous discourses may indicate that the intentions portrayed in the text are false.

2.R.3 What strategies are used by each speaker to defend their main thesis?

<i>Concepts</i>	Strategies are approaches to discourse aimed at persuading the reader or listener, and which are often recognisable through specific markers or patterns [5]. Some common strategies are provided under <i>Rhetoric Strategies</i> , page 32. The main thesis is a proposition that conveys the most important point in the text.
<i>Type</i>	Option list (multiple)
<i>Scope</i>	Speakers
<i>Guidance</i>	The main thesis is available from question 1.T.1.
<i>Beliefs</i>	n/a
<i>Desires</i>	n/a
<i>Intentions</i>	Strategies are described in terms of intentions, so responses to this question highlight the intentions of the speaker.

2.R.4 What actual or hypothetical situations are compatible with the main thesis for each speaker?

<i>Concepts</i>	The main thesis is a proposition that conveys the most important point in the text.
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<i>Type</i>	Itemised
<i>Scope</i>	Speakers
<i>Guidance</i>	The main thesis is available from question 1.T.1. List actual or hypothetical situations that are compatible with the main thesis in the text according to each speaker. These situations do not need to appear in the text. For example, the thesis “gambling sites on the web should be banned for minors” is compatible with the situation where minors, not being able to gamble online, seek alternative ways to spend their time.
<i>Beliefs</i>	n/a
<i>Desires</i>	Situations that are compatible with the main thesis of a speaker may constitute hidden desires of the speaker.
<i>Intentions</i>	n/a

2.R.5 What is the intention of each speaker in producing the text?

<i>Concepts</i>	n/a
<i>Type</i>	Short text
<i>Scope</i>	Speakers
<i>Guidance</i>	Determine the ultimate goal of each speaker in producing the text, and describe it briefly.
<i>Beliefs</i>	n/a
<i>Desires</i>	n/a
<i>Intentions</i>	The intention of a speaker in producing a text may be part of exercising the associated position.

Rhetoric Strategies

Rhetoric strategies are discursive approaches aimed at persuading the reader or listener, and are often recognisable through specific markers. In this section, strategies elaborated from [5] are presented in groups and described through the markers that usually make them visible. Note that some markers are common to multiple strategies.

Justification and Relativisation

These strategies aim to justify ideas or actions that are considered positive, or soften ideas that are considered negative.

Transfer of responsibility

These strategies assign responsibility that pertains to a group to another.

Markers include:

- Terms that express difference or uniqueness, e.g. “unique”, “special”, “exclusive”, “distinct”, etc.
- Naturalizing metaphors, e.g. exaggerated scientism, supremacy of a group for biological reasons, etc.
- Insinuations, e.g. implicit consequences of what is said
- Weakened assertions, e.g. “it seems that the president...”
- Allusion to ignorance, e.g. “we don't know how this is going to affect it”

Trivialisation

These strategies aim to downplay an undesirable problem or situation.

Markers include:

- Expressions of balancing co-responsibility, e.g. “but everybody does it”
- Expressions of the “yes, but...” type
- Comparatively reduced attention, e.g. one speaker is presented with much detail of her CV, and another speaker with very little, thus trivializing him
- Presentation of fictional scenarios where the situation is actually trivial
- Comparative minimisation, i.e., introducing a bigger problem so that, in comparison, the situation seems smaller, e.g. “more people die from traffic accidents”
- Premature generalisation or far-fetched examples, e.g. “women in the Middle Ages were very empowered because some left large inheritances”
- Absolute quantifiers such as “all” or “none”
- Indefinite articles such as “one” or “some”
- Euphemisms that downplay the issue, e.g. “negative growth” to describe an economic crisis
- Concealment by indirect allusion, e.g. “the person you are talking about” to minimize one’s relationship with them

Legitimation

These strategies magnify the relevance of one’s ideas.

Markers include:

- Quotes, especially self-quotes, e.g. “as I said the other day...”

Disrepute

These strategies minimise the relevance of one’s opposed ideas.

Markers include:

- Citing an opposing group to attack them, e.g. “but your customers dislike your product”

Construction

These strategies aim to define or create a new situation, very often a group identity.

Integration

These strategies determine who is part of a group through assimilation, inclusion, and continuation.

Markers include:

- Etymological interpretations
- Definitions
- Visibility of shared traits, e.g. “we”, “we are all the same”
- Use of the second person plural, e.g. “all of you are welcome here”
- References to common spaces and places
- Metonymy, taking the whole for the part, to give a sense of union
- Personification of entities that unite, e.g. “the nation unites us”
- Allusion to temporal continuity, e.g. “our forebears”
- Boat (“we are all in the same boat”) or house (“this is our house”) metaphors
- Explicit or implicit comparisons (i.e. presenting two cases and letting the reader compare), e.g. “trans women are women”
- Analogies with desirable situations
- Passionate and evocative rhetoric

Singling out

These strategies magnify the importance of a situation or group by appealing to its singular or unique quality.

Markers include:

- Expressions of uniqueness, e.g. “unique”, “extraordinary”, etc.
- Hyperboles with positive connotations
- Analogies to special situations
- Metonymy of part for the whole, singling out the part, e.g. “Putin has invaded Ukraine”.

Autonomisation

These strategies present a group or situation in a positive light through allusions to its autonomy.

Markers include:

- Words referring to autonomy, e.g. “able”, “independent”, “is capable of”

Cohesion

These strategies establish the ideas that unite a group.

Markers include:

- Words that allude to union, e.g. “everyone”, “community”, etc.
- Appeal for cooperation and solidarity
- Use of slogans or phrases that signal belonging to a group
- Description of utopian or dystopian scenarios

Disintegration

These strategies establish distance and differences between two groups or situations.

Markers include:

- Use of words that signal difference, e.g. “different”, “distinct”, “opponent”, etc.
- Emphasis of the differences between past and present
- Allusion to catastrophic or dystopian scenarios
- Explicit or implicit comparisons (i.e. presenting two cases and letting the reader compare), e.g. “Scotland is not Britain”
- Negative attributions, e.g. “they are criminals”

Avoidance

These strategies hide similarities of a group with opposite groups, or differences with related groups.

Markers include:

- Focus on concepts in the abstract, omitting the differences of each group in relation to them, e.g. “we are all European” (ignoring the big differences that exist between European countries)

Perpetuation

These strategies aim to perpetuate an existing situation.

Positive presentation

These strategies present the existing situation in a positive light.

Markers include:

- Positive attributes of the current situation, e.g. “beneficial” or “reliable”
- Exaltation of the situation, e.g. “America is great”
- Reinterpretation of the situation in a positive manner, e.g. “the economic downturn is a huge opportunity”

Portrait in black & white

These strategies present the existing situation in absolute terms, with no room for intermediate degrees, in order to magnify the differences between the existing position and any possible alternative.

Markers include:

- Tending bridges towards similar situations, e.g. “Finland is doing the same”
- Burning bridges towards opposing situations, e.g. “we are not like them”
- Antonyms, e.g. “if we are rabbits, they are the wolves”
- Hyperbole, e.g. “that would annihilate all hope”

Continuity

These strategies attempt to maintain the existing situation in the future.

Markers include:

- Positive references to the past, e.g. “our parents and grandparents started something beautiful”
- Positive references to the future, e.g. “our children will inherit unpolluted air and water”
- “We are all in the same boat” metaphors, e.g. “all of us face the same challenges, so let’s stick together”
- Time adverbs indicating continuity or repetition, e.g. “always”, “forever”, “regularly”, etc.

Defence

These strategies aim to disqualify or criticise any alternative situation.

Markers include:

- Negative attributes, e.g. “that would be devastating” or “that option would lead to chaos”
- Denial of the need to change, e.g. “we are fine as we are” or “there are no practical reasons to change a system that has worked well for many years”

Omission of problems

These strategies hide the problems of the existing situation to make it look better than it is.

Markers include:

- Rejection to deal with problems, e.g. “we will talk about that later on”
- Vague language to avoid being explicit, e.g. “diverse economies” to avoid recognition that there are many poor people

Transformation

These strategies aim to transform an existing situation into another one that has already been conceived.

Language manipulation

These strategies aim to establish new uses of language to make change more appealing.

Markers include:

- Metaphors, e.g. “we’re social justice warriors”
- Euphemisms, e.g. “austerity” instead of “poverty”

Reassurance in the face of change

These strategies aim to minimise the fear or negative consequences of undertaking change.

Markers include:

- Procatlepsy, e.g. “although some may argue that raising taxes will stifle economic growth, it is crucial to recognise that it will benefit the country in the long run”

Advantages of transformation

These strategies aim to show the advantages of undertaking change.

Markers include:

- Deontic and normative modals, e.g. “we should”, “it is imperative that”, etc.
- Suggestive rhetorical questions, e.g. “wouldn’t we love an economy where everyone can afford a large and comfortable home?”
- Allusion to history as a source of knowledge, e.g. “our ancestors did it, so we can do it too”

Devaluation of the existing situation

These strategies aim to present the existing situation in a poor light.

Markers include:

- Metaphors with a negative connotation, e.g. “the current tax situation is theft”

Appreciation of the alternative situation

These strategies aim to present the alternative situation in a positive light.

Markers include:

- Positive attributes of the alternative situation, e.g. “beneficial” or “reliable”
- Exaltation of the alternative situation, e.g. “make America great again”

Destruction

These strategies aim to dismantle an existing situation without providing an alternative.

Discrediting

These strategies aim to attack or demean groups that support the existing situation.

Markers include:

- Negative attributions, e.g. “they are liars”
- Negative metaphors, e.g. “the current board is a bunch of crooks”
- *Ad hominem* attacks, e.g. “you wouldn’t trust a president that cheats on his wife”

Negative presentation of a group

These strategies aim to portray the group to be dismantled in a poor light.

Markers include:

- Negative attributions, e.g. “most migrants are criminals”
- Neutral attributions to build a negative connotation, e.g. “women are emotional and sensitive” to construct the idea that women are weak or unreliable

Unauthorised disclosure

These strategies reveal negative properties and mistakes of the group to be dismantled without their knowledge or authorisation.

Markers include:

- Confrontation with facts, e.g. “but you said in an email to your team that you’d never do that”

Misleading assimilation

These strategies hide properties of the group to be dismantled by assimilating it to a more advantageous ideal.

Markers include:

- Assimilation constructions, e.g. “we are all middle class” to avoid recognising that many poor people cannot afford decent living

Dissimilation

These strategies emphasise differences of the group to be dismantled in relation to your own.

Markers include:

- Dissimilation constructions, e.g. “gay marriage is not real marriage because real marriage is between a man and a woman”

Discontinuation

These strategies aim to show that the existing situation is no longer valid because it is old or obsolete.

Markers include:

- Metaphors of obsolescence, e.g. “the company works under a nineteenth-century management culture”

Pronouncing somebody dead

These strategies aim to disqualify a person or group for being metaphorically dead.

Markers include:

- Metaphors of death, e.g. “she is politically dead”

References

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