

# BOOK RECOMMENDATION

Translated version

## SOCIOLOGICAL ANALYSIS OF DISCOURSE AND DISCUSSION GROUP: PRACTICES IN THE SPANISH TRADITION OF QUALITATIVE RESEARCH

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In the field of Brazilian research on administration, a growing profusion of discursive practices have been witnessed. The last fifteen years have seen the emergence of the Brazilian School of Sociological Discourse Analysis (SDA) and its principal collective practice—Discussion Group (GD). The Brazilian School of SDA has developed by adapting methods that originated in the Spanish tradition of qualitative social research. Driven by phenomenology, ethnology, and critical theory of society, SDA is searching for a model to represent and understand concrete text in its social and historical context by reconstructing the conscious and unconscious interests of the actors involved in the discourse. In Spain, SDA and GD are synonymous with the history of qualitative research, consisting essentially of three major generations of authors, with whose main representatives I had the opportunity to work during my post-doctoral studies. Here I present them with the following sequence: the first generation created a way of thinking; the second systematized the practices; and the third innovated by expanding SDA to images.



### MÁS ALLÁ DE LA SOCIOLOGÍA: El Grupo de Discusión: Técnica y crítica

Jesús Ibáñez. Madrid, España: Siglo Veintiuno Editores (5ª ed.), 1979. 428 p.

Ibáñez, a former professor at the Madrid Complutense University, was the principal representative of SDA's first generation. In this masterly, dense work that requires the reader to be familiar with this tradition, Ibáñez constructs the design, structure, and process of GD as dialectical practice, starting from two founding elements of GD: rupture with other neopositivist epistemological practices and insertion into the production and consumption processes of the subjects.



### LA MIRADA CUALITATIVA EM SOCIOLOGÍA

Luís Enrique Alonso. Madrid, España: Editorial Fundamentos, 1998. 268 p.

Alonso is the principal theoretical author of the second generation of SDA. In this manual, he develops a section on GD as a practice of communicative action and criticizes all informational-quantitative modalities as well as structural-textual analyses, establishing SDA as a social and hermeneutical practice. The work is also tangentially more oriented toward the field of social consumption, and can be used as a methodological foundation in other administration themes.



### ANÁLISIS SOCIOLÓGICO DEL SISTEMA DE DISCURSO

Fernando Conde Gutiérrez del Álamo. Madrid, España: Centro de Investigaciones Sociológicas (CIS), 2009. 268 p.

Only through this work by Fernando Conde was the systematization of SDA definitively inaugurated, although the author did not intend to establish strict protocols but merely offered guidelines for its execution. The work—permeated by examples in the areas of social and business consumption—is seen as fundamental to the practice of SDA and is subdivided into four major moments: initial practical work; interpretation procedures; analysis procedures; and procedures complementary to SDA (the complementary procedures have their origin in psychoanalytic theory and are called association, condensation, and displacement).



### ESTRATEGIAS Y PRÁCTICAS CUALITATIVAS DE INVESTIGACIÓN SOCIAL

Angel J. Gordo López y Araceli Serrano Pascual (Coords.). Madrid, España: Pearson Educación, 2008. 313 p.

Serrano and Gordo are the principal representatives of the third generation of SDA. This collection provides the historicity, epistemology, protocols, and examples of each qualitative method. The authors develop the section on GD by focusing on the theme of young people and citizenship, and the most innovative section—an analysis of visual materials using advertising as a case study—understands “images as discourses.”



### DINÁMICA DEL GRUPO DE DISCUSIÓN

Jesús Gutiérrez Brito. Madrid, España: Centro de Investigaciones Sociológicas (CIS), 2009. p. 142.

This work also describes itself as a didactic manual for graduates. GD can be applied to most administration themes. From the outset, Gutiérrez differentiates the dialectical practice from the construction of the group discourse that characterizes the GD of Merton's neopositivist Focus Group technique. He analyzes the following central aspects: intervention of the moderator; the training and dynamics driving the group; and evaluation and analysis of the group discourse.