

## Autumn School

### ›The Sociology of Knowledge Approach to Discourse (SKAD)‹

University of Augsburg, October 11.-13., 2018

Organizers: Prof. Dr. Reiner Keller, Dr. Saša Bosančić, MA Matthias Roche

<http://kellersskad.blogspot.de>; <http://www.uni-augsburg.de/keller>

Please visit [www.diskurswissenschaft.de](http://www.diskurswissenschaft.de) for up-to-date information and details concerning registration, venues, etc.

Following the success of last year's inaugural international workshop in English, with 26 participants from 14 different countries spanning from Indonesia to Brazil, from Japan to the Netherlands, from Scotland to Poland and from Canada to Russia, there will once again be an introductory workshop on the Sociology of Knowledge Approach to Discourse (SKAD) at the University of Augsburg in 2018. The organizers invite novice as well as experienced academics from a wide range of disciplines, including but not limited to sociology, ethnology, political science, linguistics, psychology and educational science, to explore the potential of this approach to studying discourses in the context of their own projects and research.

Discourse Studies today cover a large field of approaches across the social sciences, ranging from work inspired by Foucault to Critical Discourse Analysis and through to hegemonic stability theory, corpus linguistics, and on to more interpretive approaches. SKAD is perhaps the most recent major approach to emerge in this field, drawing from Berger & Luckmann's sociology of knowledge, the interpretative paradigm in pragmatist sociology, and core Foucaultian concepts in the analysis of regimes of power/knowledge. In doing so, SKAD re-directs discourse research towards Foucaultian research interests about questions of social relationships of knowledge & knowing and politics of knowledge & knowing. Concerning itself with 'ways of doing', it uses elements of qualitative research design (like theoretical sampling, sequential analysis, analysis by contrasting cases, category building, discourse ethnography) and interpretative analytics.

Since it first appeared in the late 1990s, the Sociology of Knowledge Approach to Discourse (SKAD) has experienced considerable popularity in discourse research in Germany and several other countries. Today, it informs a large amount of discourse research and publications in the field of discourse studies. Workshops introducing theory, methodology and methods of SKAD research have been established in Germany for more than a decade now. Workshops in French and English have followed suit in the last few years (e.g., in the United States, Switzerland, Austria, France, Denmark, Belgium, United Kingdom, Romania).

The Augsburg workshop builds on the emerging interest in SKAD in international contexts and will be the starting event for an annually recurring series of SKAD workshops in English

at the University of Augsburg. SKAD workshops address core issues of the concrete doing and practice of discourse research. It addresses colleagues from the Social Sciences and the Humanities who are interested in learning about SKAD and its particular profile within the field of discourse studies as well as in doing SKAD research/using SKAD methodologies in their own concrete work in the context of discourse research.

The workshop will discuss the following topics:

- SKAD: what is at stake when using SKAD in discourse research?
- SKAD theory: discourses - and how to conceptualize them
- Research questions and conceptual tools in SKAD
- The methodology of interpretative analytics
- Getting into the field: methods of data collection and analyzing data
- Getting out of the field: from data analysis to comprehensive diagnostics

During the workshop, small data sessions will be included, that is participants will work together on concrete data. Furthermore, participants may present their own research project and data, which will be discussed in a group setting.

#### *References:*

Keller, R.: The Sociology of Knowledge Approach to Discourse (SKAD), in: Human Studies 2011, 34 (1) S.43-65

Keller, R.: Entering Discourses: A New Agenda for Qualitative Research and Sociology of Knowledge. In: Qualitative Sociology Review 2012, Vol. VIII Issue 2, S.46-55

Keller, R.: Doing Discourse Research. An Introduction for the Social Sciences. London: Sage 2013]

Keller, R.: Comparing Discourse Between Cultures. A Discursive Approach to Movement Knowledge. In: Baumgarten, B., Daphi, P., Ulrich, P. (Hrsg.) (2014) Conceptualizing Culture in Social Movement Research. Hampshire: Palgrave, p. 113-139 (with P. Ullrich).

Keller, R./Hornidge, A./Schünemann, W. (Ed.): Doing SKAD research. London: Routledge 2018 (in prep.)

Keller, R.: The Sociology of Knowledge Approach to Discourse. A Research Agenda. New York: Springer 2018 (translated from the German, in prep).

#### **The venue: University of Augsburg**

The [University of Augsburg](#) is located in the city of Augsburg in southern Germany, which is 60 km/40 miles from the Bavarian capital of Munich and can be easily reached by train or by flight (via Munich (MUC) airport). Hotel rooms are available from 30-80 Euro per day. The workshop organizers will provide more detailed information after registration.

## The workshop

- The workshop starts on October 11/2018 at 4:30 pm and ends on October 13/2018 at 6:15 pm.
- The number of participants is limited to 25 people max. Depending on the number of participants who wish to present their own projects, the organizers may need to select which individual cases will be discussed in the analysis sessions.
- *Additional programme:* open space time slots for questions and discussion, dinner, pubcrawl
- *Venue:* University of Augsburg Campus; for more information see [www.diskurswissenschaft.de](http://www.diskurswissenschaft.de), "Travel and Hotel Information".

## Workshop fee

The workshop fee is **50.00 Euro** per person (includes refreshments during the workshop). This fee does not cover travel, accommodation, or meals, which are the responsibility of each individual participant.

## Registration

Please register by e-mail [skad@phil.uni-augsburg.de](mailto:skad@phil.uni-augsburg.de). This should include the following elements:

- Last name, first name, e-mail
- Address at your institution (or private address)
- Current position
- If applicable: your current research project in discourse analysis and whether or not you are interested in presenting and discussing your own research/data at the workshop.

You will receive a preliminary e-mail confirmation including bank account details for payment of the workshop fee (bank-to-bank transfer only; no credit cards or cheques can be accepted). Registration is approved if payment is received within four weeks after the initial confirmation. You will receive final confirmation upon receipt of the fee. Withdrawing from the workshop is possible until eight weeks before the event; cancellations after this time will not be refunded. There will be a waiting list in case the event is fully booked.

## Preliminary Workshop Program

### **Thursday (10/11/2018)**

- 4.00 pm Registration
- 4.30 pm Welcome from the organizers + Introduction of the participants  
The Arena of Discourse Studies  
SKAD: What's it all about?
- 7.30 pm Welcome reception with food & drinks

### **Friday (10/12/2018)**

- 9.30 am Methodological Foundations
- 11.00 am *Break*
- 11.20 am The SKAD Perspective
- 12.30 pm *Lunch*
- 1.45 pm The Research Program I
- 3.15 pm *Break*
- 3.30 pm The Research Program II
- 5.00 pm *Break*
- 5.20 pm Discussion of projects (2x35min)
- 6.30 pm ---End of Day 2---
- 7.15 pm *Dinner at Bauerntanz*

### **Saturday (10/13/2018)**

- 9.30 am Discussion of projects (2x35min)
- 10.40 am *Break*
- 11.00 am Data analysis session I
- 12.10 am *Break*
- 12.30 pm Data analysis session II
- 1.40 pm *Lunch at Unikum*
- 3.00 pm Discussion of projects (2x35min)
- 4.10 pm *Break*
- 4.20 pm Discussion of projects (1x35min)
- 4.55 pm *Break*
- 5.15 pm Open Discussion
- 6.15 pm End of Workshop
- 8.00 pm *Dinner at Riegele & optional pubcrawl*

## The Organizers

**Prof. Dr. Reiner Keller** is Professor of Sociology at the University of Augsburg; co-director of the Centre for Transnational Studies and member of the executive board of the German Sociological Association (DGS). From 2011 to 2016 he headed the sociology of knowledge division of the DGS. He started working on and with SKAD in the 1990s. He has longstanding experiences in discourse workshops as well as a long list of publications in discourse research. His work & research interests include social science discourse research, sociology of knowledge and culture, qualitative methods, and analysis of contemporary societies. He has a longstanding experience in conducting and directing collaborative research projects. Keller was a member of the Munich Centre for Reflexive Modernization from 1999 to 2010 and has just finished co-directing a comparative research on French and German history of sociological knowledge production since the 1960s, funded by the German Research Foundation (DFG). Current projects include several DFG-funded projects on politics of knowledge in the field of hydraulic fracturing (2017-2020), energy transition (2018-2021) and regulatory conflicts surrounding prostitution (2018-2021), respectively.

**Dr. Saša Bosančić** is Assistant Professor at the University of Augsburg and an editor of the *Journal for Discourse Studies*. Besides his work in the field of discourse studies with numerous workshops and lectures on SKAD, his research interests include the theory, methodology and methods of subjectivation analysis.

**Matthias Roche, M.A.** is a research assistant in sociology at the University of Augsburg. His primary research interests are centered around qualitative research methodology, discourse studies, and transnationalization. In addition to considerable experience in teaching discourse theory and especially SKAD, he has also translated several German-language texts on SKAD into English.

### General conditions

1. Participants who have received preliminary confirmation must pay all fees associated with workshop participation within four weeks after initial confirmation. Should payment not be received at this time, their right to participate is forfeit.
2. Paying the appropriate fee within the allocated timeframe grants participants access to a workshop. Participants may transfer their right to participate to another person with the organizers' permission.
3. Participants may withdraw from workshops up to 8 weeks before the event. Participants will receive a refund in this case. Fees cannot be refunded if a participant withdraws after this time.
4. In case that the workshop must be cancelled by the organizers due to force majeure, all fees will be refunded.
5. The organizers take no responsibility for damage to or loss of electronic and other equipment.
6. Exceptions for international applicants: Non-EU residents may ask to pay their fees in cash upon commencement of the workshop if the costs incurred by international money transfers are unreasonably high. Please indicate that you require this exception within 10 working days of receiving your preliminary confirmation. The organizers may require further information or guarantees to be provided for participants to qualify. The decision to grant this exception lies solely with the organizers.