

Technology Offer

CSIC/EC/002

Social Discourse Analysis



Training in social discourse analysis with the IAT/ML methodology (www.iatml.org) and the LogosLink software tool (www.iatml.org/logoslink), and on-demand social discourse analysis and reporting service.

Intended Collaboration

Discourse analysis and training in this method and tool.

Stage of development

Method and software used in real-world scenarios.

Contact

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Market need

The analysis of social discourses is very useful for researchers, content creators, the police and judiciary, public officers and politicians.

Social problems are shaped discursively through the voices of different agents, and not always in harmony. Analysing these discourses is not a simple task, and there is no other discourse analysis approach that jointly integrates ontological (what the text talks about or refers to), argumentative (how they justify what they say) and agency (what are the beliefs, desires, and intentions of the speakers) perspectives, not even by using artificial intelligence.



CSIC solution

Only with IAT/ML and LogosLink you can carry out discourse analysis in a simple way, jointly integrating the ontological, argumentative and agency perspectives, linking them to one another, and producing results to compose rigorous and well-grounded diagnoses and action plans.

IAT/ML and LogosLink can be applied to discourses of social relevance, especially in strongly polarized situations. They have been employed in settings related to cultural heritage, education, prostitution and surrogacy motherhood.

Competitive advantages

- IAT/ML and LogosLink allow you to analyse speeches of any type (academic texts, reports, regulations, news, interviews, etc.).
- They can analyse speeches from different perspectives, relate them to one another and produce results with a richer and more expressive vision.
- They allow you to obtain precise diagnoses and action plans, especially on conflictive or polarised social issues.