Official Authority and the Methods of Showing Resistance in Daily Conversations in a Teahouse through Critical Conversation Analysis and Semiotics

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1- Introduction
In this paper, through critical conversation analysis, semiotics and membership categorization devices, we aimed to analyze the conversations of clients of a teahouse in Mashhad. Our main concern was to show how this conflict depicts itself within the context of shared memories, among some clients of their encounters with official authority, and how, in narrating such memories, signs of resistance, even in the lowest levels social life—in the life-world—can be seen.

2- Theoretical Framework
The theoretical framework of the research entails issues regarding epistemology, critical conversation analysis, membership categorization analysis and semiotics. In critical conversation analysis, referring to the worthwhile work of Carolyn Baker (2000) titled “Locating culture in action: membership categorization in texts and talk”, there are three important features. First, in line with the tradition of conversation analysis, critical conversation analysis is based on the assumption that the flow of conversation follows an interactive order. Secondly, it is assumed that this interactive order is based on rules and strategies that social actors use, within the context of the conversation—in a localized way and extemporaneously-- to construct their intended truth. In fact, here, the epistemological assumption of critical conversation analysis is that firstly, truth is interactively constructed by social actors, in the moment. Secondly, social actors act by storing specific knowledge and strategies during a conversation. Thirdly, a more specific feature, which is unique to critical conversation analysis, is that this type of analysis investigates “presuppositions” and “ideologies” within the text which are represented in the form of “categories” and “construct” an interactive order and, in accordance with the principles of power and persuasion, portray a “natural “text. Analysis of Membership categorization devices (MCA) has also been used in this

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paper. Membership categorization devices are comprised of two important sections: the set of categories and practical rules of those categories in the process of conversation. Membership categorization devices can be a useful tool for identifying the way “ideological knowledge storage”— which depicts itself in people’s “presuppositions” regarding the “natural” flow of their social life—portrays itself as categories in the process of discussion and can show how these categories, in the process of the text of a dialogue, in people’s strategies, are practically utilized. In this research, semiotics, too, has been used as a tool for creating a connection between the text and hypertext to pave the way for this relationship through identifying the sings of official authority in hypertext and sings of resistance in the life-world.

3- Method
The research was conducted qualitatively, via the researcher’s presence for three months in the field and recording conversations and taking notes in line with the rules of conversation analysis. Samples were chosen using purposive sampling; out of the four main groups present at the teahouse, conversations among the members of one group, entailing narration of droll memories of their confrontation with symbols of official authority were analyzed.

4- Discussion and Conclusion
In the analysis of the research data, what seems interesting is that analyzing and paying attention to the details of people’s interactions in daily life—at the micro level—can be a representation of the structural relations in macro level. This is reminiscent of Habermas’ (1984) views regarding the relationship among systems or official authority and life-world or public arena at macro level, to which he refers in his theory of colonization of the life-world. Adopting the approach of critical conversation analysis can, through meticulous and detailed analysis of such interactions at the moments of encounter, portray a clear representation of mechanisms for yielding power and can depict how and in what ways filed of power can turn into a public field for domination. Moreover, critical conversation analysis can serve the purpose of representing the ways in which power emanates in public field, as intended by Foucault. From Foucault’s (1980) point of view, power should be viewed as a network of relations which is active and constantly developing. From this perspective, power, more than anything else, flows in people’s interactions in daily life and, in addition to being destructive, is creative and constructive, too. Here, critical conversation analysis can, through meticulous, detailed investigation of crucial situations in daily life, clearly depict the ways in which people accept and succumb to power as well as the ways it is wielded and is able to give a more complex understanding regarding the notion of power, tantamount to what Foucault has in mind. In fact, in analyzing memories, we try,
though questioning the presupposition regarding the superiority of right and its principles in the context of critical conversation analysis, to refer to those dimensions of text which are mainly unknown in the normalization process of social facts and are in the shadows, being deemed a part of natural processes of daily life. Considering the aforementioned points, critical conversation analysis can be considered a way for representing power in daily life which, in a critical way, which tries to lay bare the hidden conflicts of the social world, through concentrating on the details of people’s interactions with one another in various situations and through identifying the assumptions and rules of the hidden game in such circumstances.

**Keywords**: Critical Conversation Analysis (CCA), Membership Categorization Analysis, Semiotics, Teahouse.

**References**
