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**Department of Philosophy  
Rabindra Bharati University**

**56 A, Barrackpur Trunk Road, Kolkata - 700 05**

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## INVESTGATION OF PHENOMENA IN CONVERSATION ANALYSIS

**Dr. Govind Digambar Kokane** Associate Professor Department of English Dr. Babasaheb Ambedkar Marathwada University Subcampus, Osmanabad Email: [koknegovind@gmail.com](mailto:koknegovind@gmail.com)

*Talk is a fundamental activity in social life. Conversation Analysis addresses the questions of organization of talk in interaction, role of talk in wider social processes, the way people organize ordinary talk. Research is a systematic search for truth. It is a systematic investigation of the facts, it is an addition to the existing knowledge, it the new interpretation of the known facts. It provides the answers to the questions regarding the coordination of talk in interaction, the way ordinary talk is organized, the influence of talk on wider social processes. Conversation Analysis focuses the production and meanings of talk. The processes of production and understanding of the meaning depend on practical, social and interactional accomplishments of a culture. Participants in the conversation mutually orient to one another and work together to achieve orderly and meaningful communication. Harvey Sacks is the founder of Conversation Analysis.*

Talk is related to contextual and social variables. The most central assumption in conversation analysis ordinary talk is highly structured, planned phenomenon. Conversation Analysis is the study of the talk. CA is the study of recorded, naturally occurring talk in interaction. Language is primarily a vehicle for communicative interaction. Communication and interaction are social processes, deeply involved in the production and maintenance of social institutions of all kinds, from everyday individual interaction, to the family, to the nation-state.

Nature of turn-taking in talk-in-interaction is a concern with nature. Researchers use some basic techniques to analyse the data in conversation analysis. Conversation analysts emphasise collections of examples of a particular conversational phenomenon. They analyse patterns in the sequential organization of talk-in-interaction. They use a wide range of interpretive skills to analyse the data collected.

The main research procedure in Conversation Analysis comprises three stages. The first stage is to locate a potentially interesting phenomenon in the data. This might be a particular type of turn, for example, one in which the item, 'Oh' is used. Or it might be a evident kind of sequence, such as opening sequences in telephone conversation. Therefore, the first step is the identification of interesting phenomenon. The second stage is the description of sequential context: the types of turn which precede and follow it. The researchers find out the patterns in the sequential contexts in which the potential phenomenon occurs in the data. It is the foundation of a robust description. Researchers use recorded conversational data for the purpose of examination of the hypothesis about the nature of speech phenomena. The hypotheses are tested using statistical techniques. We can differentiate social psychology (SP) approach and conversation analysis (CA) differs on the basis of the speech overlap. Social psychologists and conversation analysts focus on the issue of 'interruption' in speech.

In social psychology interruption has been regarded as one type of the more general category of overlapping speech. The social psychologists observe the number of interruptions that occur in a given set of data. This proves the theoretical assumption that interruption can be treated as an indicator of interpersonal factors such as dominance, power, or control. Interruptions are of two types, simple and complex. There are seventeen distinct subtypes of interruption. Researchers explore the way participants themselves orient to one another's actions. They focus on conversational devices and other sorts of phenomena in large collections of data.

We can analyse the extended sequences of talk, the technique of single case analysis. The

focus shifts away from finding recursive features in collection of data, and towards the techniques of seeing significant interactional detail in the ongoing production of singular sequences of talk-in-interaction. Turns at talk are often very long. The analysts observe the ways in which particular conversational devices are used in the production of a sequence of conversation. The researchers are sensitive to very close levels of detail in the talk. We can track in detail the various conversational strategies and devices used in the production of single case conversation for example, a story. According to Sacks, fundamental aim of Conversation Analysis (CA) is to describe, adequately and formally, singular events, and event sequences. Talk is an orderly, methodic accomplishment. We study the data: "What are the participants doing in the conversation?" and "How do they display the orderliness of the talk for each other?" is at the root of the conversation analytic mentality.

Conversation Analysis approach can be used to solve some of the broader questions of social life. It can be applied in the institutional contexts of social life. We can analyze talk in institutional settings such as courtrooms, classrooms, the media, medical consultations, psychiatric interviews, and other forms of professional interaction. It is important to study interaction in institutional settings. In Post-modern society people spend a great deal of time in institutional or organizational contexts, such as workplaces, educational establishments, and service settings like shops, banks, and doctor's consulting rooms. In all these routine social spaces, talk is a central activity. We also listen to an enormous amount of talk that has been produced within the institutional and organizational context of television and radio studios. Study of such settings convinces us about the key role of talk in the production of social life. Participants observe rules of turn taking in conversation. They have the conversation as opposed to doing an interrogation. Participants accomplish turn taking and turn design in the specialized way in the institutional settings. Researchers study the nature of asymmetry and power in institutional interaction.

A central feature of Conversation Analysis is a focus on the turn-by-turn unfolding of talk -in-interaction. The analysts place a great emphasis on the immediate sequential context in which a turn is produced. Talk does not occur in a vacuum. It is always, somehow situated. These situational contexts are of various types, range from chance meetings in the street, through conversation with friends and family members, to larger -scale organizational settings such as workplaces, schools. CA analysts look for how participants make available for each other. The formal types of institutions mean court rooms, job interviews, classroom teaching etc. The Non-formal types include counseling sessions, social work encounters, business meetings, shops, etc.

Conversation Analysis is an important method for the analysis of ordinary conversational interaction. Analysts can study the talk in institutional and work settings. It has been evolving as an interdisciplinary field of study. Its methods and findings have been applied in fields such as political communication, human -computer interaction, and the treatment of language disorders. It is an important qualitative research method. The conversation analysis addresses real world issues. It is used to study talk in interaction not only in everyday conversation but also the institutional interaction and interview interaction.

It is a key method which is used for the exploration of social interaction and language use. The conversation analysis offers many practical benefits. The findings and analytic orientation is useful for the development of political rhetoric, the design of information technology, and the treatment of speech disorders. Conversation Analysis can reveal the systematic interactional properties of persuasive and effective political discourse. Researchers use CA in human -computer interaction in general. The conversation analysis perspective illuminates the orderly basis for disorderly talk: speech problems associated with people with aphasia.

Conversation Analysis is an approach to the study of social interaction and the talk-in-interaction. It has exerted significant influence across the humanities, social sciences and linguistics. It studies social interaction, analyses both verbal and non-verbal behavior. The speaking turn, the adjacency pair and the sequential implications are the basic elements of the conversation analysis. It investigates fundamental communication processes that make human interaction possible. It explains how people accomplish and understand social action while interacting with others. Conversational repair is the process people use to detect and resolve problems of speaking, hearing and understanding. It studies the production of talk. It explores the way meaning of the talk is determined. Practical, social and interactional accomplishments of members of a culture determine the production and interpretation of talk in all situations. Conversation analysis explores the relationship between talk and social and contextual variables. Talk is an important activity in social life. It is an important field of study.

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