

Critical discourse analysis: a critical review of the ontoepistemic aspects of production in the field of brazilian administration

*Análise crítica do discurso: uma revisão crítica dos aspectos
ontoepistêmicos da produção no campo da administração brasileira*

*Análisis crítico del discurso: una revisión crítica de los aspectos onto-
epistémicos de la producción en el campo de la administración brasileña*

Autorship




Fabio Melges

 Universidade Federal de Mato Grosso do Sul (UFMS)
 fabiobmelges@gmail.com
 <https://orcid.org/0000-0001-8914-9925>

Georgiana Luna

 Universidade Tecnológica Federal do Paraná (UTFPR)
 georgiana.luna@gmail.com
 <https://orcid.org/0000-0002-1807-9824>

Tânia Cristina Costa Calarge

 Universidade Federal da Grande Dourados (UFGD)
 taniacalarge@ufgd.edu.br
 <https://orcid.org/0000-0003-1287-3266>

Élcio Gustavo Benini

 Universidade Federal de Mato Grosso do Sul (UFMS)
 elciobenini@yahoo.com.br
 <https://orcid.org/0000-0002-0949-3062>

ABSTRACT

Goal: The objective of this work was to examine the theoretical and methodological coherence of the Critical Discourse Analysis (CDA) application in the field of Administration in Brazil. **Methodology/approach:** The work was conducted through a Systematic Literature Review that searched the Scientific Periodicals Electronic Library (SPELL) database for national articles published in Administration on the topic within the last ten years. **Originality/relevance:** This is an unprecedented work reviewing the ontoepistemic aspects of CDA as well as an unprecedented systematic review on the topic in Brazilian Administration. **Main findings:** Out of the forty-three articles analyzed (final selection), thirty-one were conducted according to the critical position suggested by the CDA and were grouped into three meta-themes: coloniality, gender issues and managerialist ideology. **Theoretical Contributions:** The results of this study indicate a weak adherence to the CDA proposal and highlighted the need for greater attention to its ontoepistemic and sociopolitical criteria. We understand that this instrumentalization can weaken research, as well as promote the strengthening of the status quo by technologizing the discourse. **Management Contribution:** the reflections raised contribute to organizations (re) thinking their social practices, to promote science, eliminate inequalities and strengthen social movements and struggles.

Keywords: Critical Discourse Analysis. Discourse Technology. Colonialism. Managerial Ideology. Gender Issues.

RESUMO

Objetivo: o objetivo deste trabalho foi examinar a coerência teórica e metodológica do uso da Análise Crítica do Discurso (ACD) no campo da Administração no Brasil. **Metodologia/abordagem:** O trabalho foi conduzido por meio de uma Revisão Sistemática da Literatura que buscou na base *Scientific Periodicals Eletronic Library* (SPELL), por artigos nacionais publicados sobre o tema nos últimos dez anos. **Originalidade/relevância:** trata-se de um trabalho inédito de revisão dos aspectos ontoepistêmicos da ACD bem como de uma inédita revisão sistemática sobre o tema na Administração brasileira. **Principais resultados:** Dos quarenta e três artigos analisados (seleção final), trinta e um foram conduzidos de acordo com o posicionamento crítico sugerido pela ACD. Na análise qualitativa dos textos, conseguimos agrupá-los em três meta-temáticas: colonialidade, questões de gênero e ideologia gerencialista. **Contribuições teóricas:** os resultados desse estudo apontam uma fraca aderência à proposta da ACD e evidenciaram a necessidade de uma maior atenção aos seus critérios ontoepistêmicos e sociopolíticos. Entendemos que essa instrumentalização pode fragilizar as pesquisas, assim como promover o fortalecimento do status quo ao tecnologizar o discurso. **Contribuições para a gestão:** as reflexões levantadas contribuem para as organizações (re)pensarem suas práticas sociais, de maneira a promoverem a ciência, eliminarem desigualdades e fortalecerem movimentos e lutas sociais.

Palavras-chave: Análise Crítica do Discurso. Tecnologização do Discurso. Colonialidade. Ideologia Gerencialista. Questões de Gênero.

RESUMEN

Objetivo: el objetivo de este trabajo fue examinar la coherencia teórica y metodológica del uso del Análisis Crítico del Discurso (ACD) en el campo de la Administración en Brasil. **Metodología/enfoque:** El trabajo se realizó a través de una Revisión Sistemática de la Literatura que buscó en la base de datos de *Scientific Periodicals Electronic Library* (SPELL) artículos nacionales publicados sobre el tema en los últimos diez años. **Originalidad/relevancia:** se trata de un trabajo inédito que revisa los aspectos onto-epistémicos del ACD, así como una revisión sistemática inédita sobre el tema en la administración brasileña. **Principales resultados:** De los cuarenta y tres artículos analizados (selección final), treinta y uno se elaboraron según la posición crítica sugerida por la ACD. En el análisis cualitativo de los textos pudimos agruparlos en tres metatemas: colonialidad, cuestiones de género e ideología gerencialista. **Contribuciones teóricas:** los resultados de este estudio indican una débil adhesión a la propuesta de la ACD y resaltaron la necesidad de una mayor atención a sus criterios onto-epistémicos y sociopolíticos. Entendemos que esta instrumentalización puede debilitar la investigación, así como promover el fortalecimiento del status quo al tecnificar el discurso. **Contribuciones a la gestión:** las reflexiones planteadas contribuyen a que las organizaciones (re)piensen sus prácticas sociales, con el fin de promover la ciencia, eliminar desigualdades y fortalecer los movimientos y luchas sociales.

Palabras clave: Análisis Crítico del Discurso. Tecnologización del discurso. Colonialidad. Ideología gerencial. Cuestiones de género.

■ INTRODUCTION

The Critical Discourse Analysis (CDA) is a theoretical-methodological framework that understands language in a dialectical way. This means stating that for this reference, language can, on the one hand, be used to shape the social structure, while, on the other hand, be an important mediating instrument of denunciation and formator of emancipatory discourses and practices.

Its creation was designed to think about the “analysis of the relationships between the discursive and non-discursive aspects of the social, in order to achieve a better understanding of the complexity of these relationships” (Onuma, 2020, p. 589). This characteristic shifts its attention to linguistic production and interpretation processes characterized by social tensions, essentially contemplating the dimension of social change, through discourse (Wodak, 2003; Van Dijk, 2008; Wodak & Meyer, 2009).

This demands a sociopolitical positioning from its researchers, as well as a critical attitude and awareness of “their role in society, continuing a tradition that rejects the possibility of a non-valuative science” (Van Dijk, 2008, p. 114). It follows from this that it is inappropriate to reduce CDA to a simple research method or a data analysis technique, disregarding its critical role.

In organizational studies, it has been present since the beginning of the 1990s (Misoczky, 2005), gaining space and recognition in various fields as it has considerable potential to contribute to the study of complex social phenomena, including the comprehensive scope of themes developed within organizations.

In this sense, studying organizational discourse from this perspective constitutes an authentic way to explore the processes, weaknesses and struggles fought in organizational dynamics, considering that “a large part of what happens in the organization is a type of discourse” (Van Dijk, 2016, p. 710). In this way, given the specificity of the field of administration, Onuma (2020, p. 585) argues that CDA “can contribute to the understanding of ideological (re)production in organizational discourses”, as well as “for the discussion regarding of how language phenomena – such as communication and speeches – can contribute to the formation of organizations”.

However, Abdalla and Altaf (2018) warn that the indiscriminate use of CDA as a “flexible” method can weaken research in the face of quality demands. In turn, Fairclough (2008) warns of the risks that results obtained through arbitrary practices of Critical Discourse Analysis may promote analyzes that end up strengthening the status quo – and consequently hinder social change (original purpose of CDA) – through the technologization of discourse – application of technologies or discursive techniques with a view to strategic purposes – and the integration of technocratic agendas. In this sense, Abdalla and Altaf (2018) call such misuses of CDA “pseudo-analysis”.

For Masson (2022, p. 2-3), there is “a certain ethical-social lack of commitment, a disruption between ontology and epistemology that takes on the myth of scientific neutrality, although without a clear awareness of this issue” when research is carried out with different methodological per-

spectives “without due explanation of the motivations that led to the use of different theories to analyze the research object” resulting in “little clarity of the practical/social implications of the research itself, given the theoretical-epistemological framework used”.

We consider that the assertion above reinforces the central argument of this work. At this point, it is worth presenting the question that motivated the elaboration of this study: despite the importance of trans and interdisciplinarity for scientific research, the ontoepistemic¹ aspects and the theoretical integrity of CDA are observed in research that applies this framework in the field of Administration in Brazil?

The question is because CDA directs its gaze to examine contemporary social issues, seeking, above all, to unveil hegemonic discourses and dominant ideologies (Fairclough, 2001; Van Dijk, 2008; Fairclough & Melo, 2012), which is in line with the different themes addressed in organizational studies.

According to Masson (2022), a research work must verify its “on-to-epistemological unity and its ethical implications”. Therefore, the objective of this work was to examine the theoretical and methodological coherence of the use of CDA through a systematic review of the literature that included national scientific articles published in Administration. This objective was achieved through a textual analysis, considering the following steps: 1) we analyzed whether the articles demonstrated a critical position and a commitment to themes inherent to struggles and emancipatory movements and/or 2) we identified whether the texts demonstrated criticism of the socioeconomic model.

To conduct the research for its purposes, a systematic review (RS) of the literature was carried out considering publications from the last ten years (from the period of production of this work) available on the SPELL - Scientific Periodicals Electronic Library platform. The choice for this methodological path was due to the understanding that an SR can contribute to the debates and challenges inherent to Administration, since, according to Collins and Fauser (2005), the SR makes it possible to evaluate, synthesize and criticize the literature on a certain topic. In this way, this work undertook a synthesis of the main themes and contexts of materialization of the CDA of the reviewed works considered in adherence to the guiding principles of the theoretical-methodological framework object of this study.

The text continues with the following exposition: the next section discusses CDA, covering its genesis and epistemological and theoretical positions; Next, the methodological procedures used are exposed, followed by the results and final considerations.

¹ The term ontoepistemology, in this text, refers both to the way of existence of the being – considered in its nature, dynamics and internal contradictions – as well as to the corresponding forms of consciousness and knowledge.

■ THE CRITICAL DISCOURSE ANALYSIS²

The origin of CDA as an established field occurred at the end of the 1980s with the emergence of several researches and publications from a critical perspective, still called critical language studies, with emphasis on authors such as Kress, Wodak, Fairclough, Van Dijk and Van Leeuwen who led debates in the area with discussions that privileged social phenomena and tensions, contemplating the dimension of social change through discourse (Wodak, 2003; Van Dijk, 2008; Wodak & Meyer, 2009). Appropriately, it is worth highlighting that it was Norman Fairclough's responsibility to establish the nomenclature "Critical³ Discourse Analysis" (Magalhães, 2005).

The analysis of texts carried out by CDA reveals, through discursive marks, the dynamics and interaction of social relations (Fairclough, 2001). Indeed, for this theoretical field, "critical awareness about everyday linguistic practices responds to fundamental changes in the functions that language fulfils in social life" (Fairclough & Wodak, 2000, p. 369).

Furthermore, CDA is comprehensive and systemic, capable of creating an interaction with other social theories and dialoguing in a trans-disciplinary way, identifying connections between power relations and the linguistic choices made by social actors. Its operationalization includes linguistic aspects, but also social elements, as discourse is a social practice and a dialectically constituted mode of action (Fairclough, 2001).

According to Fairclough and Melo (2012), language is an integral element of the material social process. For Van Dijk (1993), carrying out critical discourse analysis is an enormous challenge that requires true multidisciplinary and to account for an intricate relationship between speech, text, power, society, social cognition and culture.

The CDA study appropriateness criteria are not just descriptive, observational, or explanatory. Its relevance and effectiveness must be measured according to its ability to contribute to social change and acts of resistance, particularly linked to class struggles, decolonization, feminist and civil rights movements (Fairclough, 1985; 1995; 2000; Mabela et al., 2020; Nartey, 2021).

In this sense, conducting a study guided by CDA requires a critical and active positioning of the researcher and his/her research, committed to change, emancipation and transformation of subjects, situations and contexts, operating through discursive practices that unfold in social practices. This implies keeping an eye on the conditions of production of discourses and observing the meanings housed within them, as well as the influences exerted on the processes of (de)construction of social realities. CDA's commitment is to the analysis of structural relations of domination, power, social inequalities and discrimination with regard to their manifestations in language (Fairclough, 1985; Van Dijk, 1993; Wodak, 2001; Van Dijk, 2008; Arce-Trigatti, & Anderson, 2020; Vázquez & Rodríguez, 2020; , 2024).

Van Dijk (1993; 2008) argues that it is possible to summarize CDA as the study of the dimensions and abuse of power in discourses that result in inequalities and injustices. For Fairclough (2001), CDA's efforts are aimed at

² Considerations about the dispute field in which the CDA is located go beyond the limit and focus of this chapter, which more modest objective is to make a brief presentation of such theoretical reference.

³ "Critique is essentially making visible the interconnectedness of things" (Fairclough, 1985, p. 747).

discovering the ideological veil that covers social relations, seeking to transcend the theoretical through articulation with political practice.

In this regard, it is worth highlighting that Fairclough understands ideology as “meanings/constructions of reality [...] that contribute to the production, reproduction or transformation of relations of domination”. It is also “an accumulated and naturalized orientation that is constructed in norms and conventions, as well as a current work of naturalization and de-naturalization of such orientations in discursive events”, and “is located both in the structures [...] and in the conditions for the events current events and in the events themselves when they reproduce and transform the conditioning structures” (Fairclough, 2008, p. 117-119).

For Fairclough, there is a relationship between ideology and hegemony. Hegemonies for CDA – in the Gramscian sense – are produced, reproduced, contrasted and transformed into discourses in the search for consensus building (Fairclough, 2001). Applied to discourse analysis, the political concept of hegemony is useful, as “a certain social structuring of semiotic diversity can be hegemonic, becoming part of the legitimizing common sense that sustains relations of domination”. However, “hegemony, in its periods of crisis, will always be challenged to a greater or lesser extent. An order of discourse is not a closed or rigid system, it is, in fact, an open system put at risk by what happens in real interactions⁴” (Fairclough & Melo, 2012, p. 311).

In this sense, CDA, in relation to scientific social research, is linked to a broad project of criticism of the differentiated role of language in the new capitalism, understood as a restructuring of social practices (Misoczky, 2005; Fairclough, 2000; Fairclough & Melo, 2012), or as a “political project to restructure and reschedule social relations in accordance with the demands of an unrestricted global capitalism” [...] that operates with “new modes of economic coordination and increasing subsumption of extra-economic relations to the logic of accumulation of capital” (Fairclough, 2010, p. 230). Evoking Marx – to whom he attributes the genesis of a critical method of capitalist discourse –, Fairclough and Graham (2002, p. 3) understand that the global institutions of the new capitalism produce “a systemic emphasis on the commodification of the most intimate aspects of human existence, including thought, language, attitudes and opinions”.

Based on Bourdieu (1979, 1998), Fairclough understands that there are new relationships in networks of practices, both in economic fields and in non-economic domains in which the latter are being massively colonized by the former. Therefore, in the search for the implementation of the neoliberal project, speeches are a significant part of the resources used for this purpose, operating an ideological legitimization of the new capitalism that occurs through certain social practices and the pathological use of instrumental reason with a view to exploitation (Fairclough, 2003; Fairclough & Melo, 2012).

Therefore, it is important to note that when conducting research, CDA cannot only be used as a data analysis tool – “a method as a kind of transferable skill” (Fairclough & Melo, 2012, p. 307) – but, rather as a theoretical-methodological approach committed from start to finish with its principles and characteristics.

⁴ According to Fairclough (2008, p. 26): “the new order of global discourse is characterized [...] by widespread tensions between imported international practices and local traditions”.

In this sense, Van Dijk (2013, pp. 355-356) states that:

[...] CDA does not provide a ready-made method for the study of social problems, but emphasizes that, for each social problem, it is necessary to carry out a complete theoretical analysis in such a way that the analyst is able to select from the social and discursive structures those that should be analysed and related.

However, although both Van Dijk and Fairclough have reservations about the use of the expression “method”, both recognize the need for guides for the analyst to formulate his own device. In this way, Fairclough offers an analytical structure – “analysis apparatus” – to assist and guide researchers in carrying out work that adopts CDA.

Figure 1

Analysis Structure - Adapted from Fairclough and Melo (2012) and Resende and Ramalho (2006)

1) Emphasize a social problem (activity, reflexivity)		
2) Identify obstacles so that the problem can be resolved, through analysis	a) analysis of the situation (of the network of practices in which the problem is inserted)	
	b) private practice analysis	(i) relevant practices
		(ii) Discourse relations with other moments of practice
	c) discourse analysis (semiosis itself)	(i) structural analysis (order of discourse)
		(ii) interactional analysis
		(iii) interdiscursive analysis
		(iv) linguistic analysis
3) Consider whether the social order (network of practices) in some sense is a problem or not; Function of the problem in practice		
4) identify possible ways to overcome obstacles		
5) critical reflection on the analysis		

A key characteristic of this scheme is the combination of elements (2) and (4), as it associates the problem – as a critical social science, therefore, from the perspective of the socially excluded, of those subject to oppressive relations –, but also identifies the possibilities for coping and resolution (Fairclough & Melo, 2012), thus confirming the emancipatory character of CDA.

In addition to the aspects of the five elements proposed in Fairclough’s analytical apparatus, we must consider that the critique of the order of discourse is closely linked to the unveiling of the neoliberal ideology present in power structures. As we said previously, based on Fairclough (1995), the theoretical-methodological framework of CDA is directly related to the critique of the new capitalism and its ideology and considers that discursive instruments are vehicles for reproducing the structure of domination.

Therefore, regardless of how the theoretical-methodological framework is used for the operation of analysis in speeches, or, expressed in another way, regardless of how the analysis apparatus is constructed, it is necessary, above all, to identify a social problem from the political perspective of the oppressed, seeking to reveal the “order of discourse” of the structures. This is a *sine qua non* of the CDA.

Finally, it is worth highlighting that both Gill (2002) and Faria (2015) make the same warning for other aspects of Discourse Analysis (DA), highlighting that their epistemological aspects and guiding principles must always be considered. In this sense, Gill (2002, p. 250) warns: “discourse analysis is not an approach that can simply be picked up off the shelf, as a substitute for a more traditional form of analysis”.

METHODOLOGICAL PROCEDURES

In line with the objectives of this work, this section presents the steps taken in the development of this research with the aim of demonstrating its conduct through a Systematic Review (RS).

The Systematic Review (SR) – a scientific research method increasingly used in Administration – seeks to map evidence and offer the field answers about a given topic, phenomenon or research context, through rigid protocols used to evaluate, identify, synthesize, interpret and/or critique available research relevant to a phenomenon, issue or topic area. Among the obvious contributions of an SR, it stands out that it offers validation regarding discussions and themes that may be considered immature and inconsistent, or even indicates the opposite, such as presenting the state of the art of a certain topic already consolidated in the field, offering researchers the possibility of updating and monitoring discussions (Collins & Fauser, 2005; Mendes-Da-Silva, 2019; Uemura et al., 2023).

This way of conducting research has been widely used in Administration, with consolidated growth between 2010 and 2020 (Collins & Fauser, 2005; Mendes-Da-Silva, 2019).

It is possible to identify several scripts and protocols for carrying out an SR (Rother, 2007, Fisch & Block, 2018, Galvão & Ricarte, 2019). It must be considered that the robustness of the protocols presented supports the quality of the results found by the researchers. According to Galvão and Ricarte (2019), the rigor of the protocols seeks to offer a logic to the documentary corpus, highlighting the potentialities and weaknesses of the object and the method.

For this work, the procedures suggested by Mendes-Da-Silva (2019) and Collins and Fauser (2005) were adopted, as we understand that they are appropriate to the objectives outlined, as well as the specificity of the object studied, whose steps include: 1) formalization of question; 2) location of studies; 3) critical evaluation of studies, using inclusion and exclusion criteria; 4) data collection in studies; 5) data analysis and presentation; 6) data interpretation; and 7) improvement and updating of the RS.

Following these steps, after elaborating the question, represented in the objective of this work, the research was carried out in the Scientific Periodicals Electronic Library (Spell) database, selected because it concentrates the main Administration periodicals in the country. The terms searched were “critical discourse analysis”, “critical discourse analysis” and “critical discourse analysis”. This process was carried out independently and simultaneously by three authors, to reduce the possibility of error.

Using the database’s search tools, the following filters were applied: type of document (scientific articles), period of publication (between 2010

and 2020) and peer-reviewed journals. After applying the filters, the files were extracted in bibtex format and exported to the StArt software.

Table 1 shows the number of results found.

Table 1

Search results in selected databases

Termo	Spell
Análise do Discurso Crítica	82
Análise Crítica do Discurso	82
Critical Discourse Analysis	80
Total	244

After removing duplicate works identified by the software, the articles were treated within the exclusion criteria as shown in table 2. We defined the classification of Qualis journals within stratum A as an eligibility criterion for works, that is, from A1 to A4, considering the current configuration of Capes, because we understand, in this way, as Mendes-Da-Silva (2019) recommends, a validity criterion for choosing through critical evaluation, in this case, the quality of the selected journals. Works that addressed Discourse Analysis from other aspects – such as, for example, French or Bakhtinian – were also rejected.

Table 2

Step 3 summary

Total Base Articles	244
(-) StArt duplicates identified	133
Articles for verification step 3	111
Exclusion criteria	
(-) Published in a Qualis journal lower than A4.	35
(-) Essay	4
(-) Other aspects	29
Total Selected Articles	43

We emphasize that the focus of the work was directed to review empirical works that adopted CDA, thus, theoretical essays were disregarded. After selecting the articles, a complete reading of the works was carried out by the participants of this research.

Masson (2022, p. 8) understands that “it is essential that researchers know the philosophical basis that supports their research, so that it is possible to reflect on the ontological and epistemological foundations that serve as theoretical-methodological foundations in scientific research”.

This way, the reading carried out sought to verify whether the works that made use of CDA considered its premise to be a critical theoretical-methodological reference to capitalism, that is, whether there was an explicit problematization of a dominant/hegemonic social discourse. The verification questions were: was a social problem, from the perspective of the oppressed, made explicit? Did the text present any form of criticism of various institutions or capitalist discourses? In short, it was verified whether the articles demonstrated a critical position and commitment to themes inherent to struggles and emancipatory movements, and/or whether they demonstrated criticism of the hegemonic socioeconomic model. In this way, the works were classified as “compliant” and “non-compliant”.

In the works identified as “adherent”, the main topic covered was highlighted to compare with other works, thus grouping the research into thematic axes. In works considered as “not adhering” to the principles of CDA – which criteria defined in its theoretical body record its commitment to denunciations of abuse of power, to emancipatory social struggles, etc. – a critical analysis was carried out.

We share Masson’s (2022, p. 9) understanding that:

[...] the conceptions of subject/human gender, of world/reality (ontology) are intertwined with methodological decisions on how to obtain knowledge (epistemology), denoting a unity between ontology and epistemology. It is, therefore, the organic unity between content and form in the production of knowledge, which can be fragmented if one of the aspects is prioritized or a theoretical conception is used in a way that is absolutely incompatible with epistemological decisions, which would lead to scientifically inconsistent research.

Thus, we understand that when conducting research, it must be considered whether the theoretical conception that guides the work is compatible with the principles of CDA, despite the always healthy effort of transdisciplinarity.

RESULTS

In this section we present the results of the review of the articles that included the final selection, shown in Table 3.

Table 3

Final selection of studies

n°	Autores	n°	Autores
1	Abdalla & Altaf, (2018)	23	Mineiro, Dornela, Arantes & Cougo (2020)
2	Augustinis, Costa & Barros (2012)	24	Molinete, Barcellos & Salles (2017)
3	Almeida & Gomes (2018)	25	Onuma, Zwick & Brito (2015)
4	Andrade, Brito, Brito & Baeta (2016)	26	Paiva, Garcia & Alcântara (2017)
5	Bretas & Saraiva (2014)	27	Palhares, Carrieri & Oleto (2019)
6	Carrieri, Souza & Aguiar (2014)	28	Picheth & Chagas (2018)
7	Conceição Neto & Moura (2019)	29	Prates, Santos, Martins, Martins & Couto (2018)
8	Cunha, Coelho & Pozzebon (2014)	30	Rodrigues, Queiroz, Santos e Meirelles (2020)
9	Corcetti & Loreto (2017)	31	Santos & Costa (2019)
10	Costa, Barros & Martins (2012)	32	Santos & Marquesan (2018)
11	Fiates, Demo & Brilinger (2018)	33	Scharf, Fernandes, Perfeito & Dapper (2017)
12	Freitas, Castro, Morais & Vilela (2016)	34	Scharf, Oliveira, Sarquis & Silva (2019)
13	Grande & Beuren (2011a)	35	Scharf & Sarquis (2014)
14	Grande & Beuren (2011b)	36	Scussel & Dellagnelo (2018)
15	Grande & Beuren (2011c)	37	Silva & Abdalla (2020)
16	Homero (2019)	38	Silva, Costa & Lemos (2015)
17	Irigaray, Cunha & Harten (2016)	39	Silveira, Brei & Flores-Pereira (2010)
18	Lacerda & Brulon (2013)	40	Tonelli, Borges, Brito & Zambalde (2019)
19	Lage, Perdigão, Pena & Silva (2016)	41	Uglione, Barcellos, Silva & Dellagnelo (2011)
20	Medeiros & Siqueira (2019a)	42	Valadares, Alcântara, Boas & Emmendoerfer (2017)
21	Medeiros & Siqueira (2019b)	43	Vieira (2020)
22	Melo, Salles & Van Bellen (2012)		

It is worth mentioning the fact that, even considering all articles before applying any exclusion criteria, amounting to one hundred and eleven papers, we did not find any Systematic Review on CDA, which may suggest that this theoretical-methodological framework is still in progress. maturation process in the field of Brazilian Administration.

■ QUALITATIVE ANALYSIS OF RESULTS

This section presents the qualitative analyses of the works conducted through a more comprehensive reading of the articles. Thus, based on the guidelines of Collins and Fauser (2005), we sought to synthesize the selected works by grouping them into meta-themes, presenting their problematizations evidenced in the selected texts and, subsequently, we evaluated and criticized the onto-epistemological positions adopted in the works.

Of the forty-three works analysed in full, thirty-one demonstrated adherences to the guiding principles of CDA. We understand that the topic addressed in each work is of central importance, since CDA demands a clear position from researchers. Thus, we consider that this aspect reveals the onto-epistemic position of the researcher and his research. In this way, we carried out verification and description of the topics covered with the aim of identifying transversalities – that is, topics that were considered by different works – and offering a synthesis, which is one of the positive aspects of a Systematic Review as recommended by Collins and Fauser (2005).

Thus, although the articles cover different themes, developed in different contexts and interests, we were able to notice that at least three main thematic axes stood out – as shown in the discussion below – a) coloniality; b) gender issues; and c) managerialist ideology. Below, we present the three axes:

- **Coloniality** – some authors analyzed speeches whose perspective was that of the “foreigner”. In common, the works demonstrated that there is a discourse that seeks to position the other in a certain place, giving them a subordinate role, be they: countries, as in the case of the study by Melo et al. (2012); scientific field, as in the case of the adoption of international accounting standards in Brazil, evidenced by Homero (2019); the State, as discussed in the work of Silva and Abdalla (2020); the audience of the newspaper Folha de São Paulo (FSP), discussed in the text by Santos and Costa (2019); and, finally, the social space of favelas, according to the work of Lacerda and Brulon (2013).
- **Gender issues** – Corcetti and Loreto (2017) analysed the Thousand Women Program to verify the program’s contribution to the social construction of professional roles attributed to disadvantaged women. Scussel and Dellagnelo (2018), when studying the representation of plus size women in lingerie advertising campaigns in Brazil, highlighted the role of advertising in the debate about a new way of looking at the fat body, free from prejudice, pejorative expressions or labels. In turn, Molinete et al. (2017), in a study carried out on the production and reproduction of genders on the cover of *Você S.A Magazine*, observed that the texts analysed reinforce dominant gender stereotypes by portraying male and female managers with masculine attributes and feminine, respectively, defining and differentiating them as women and men. Carrieri et al. (2014) also addressed these issues in their studies on violence and sexuality and Pichetti and Chagas (2018) when addressing interfaces between territoriality and identity.
- **Managerialist ideology** - another category that stood out was that which touches or directly addresses the theme of managerialist ideology. According to Medeiros and Siqueira (2019b), managerialist ideology serves

managerial power by legitimizing utilitarian and functionalist thoughts under the aegis of rational justifications. Among the works that addressed the topic are research by Mineiro et al. (2020); Prates et al. (2018); Costa et al. (2012); Medeiros and Siqueira (2019a, 2019b); Valadares et al. (2017) and Onuma et al. (2015). We highlight the work of Bretas and Saraiva (2014) who, when analysing a health centre in the city of Belo Horizonte, identified that there is a management discourse that neglects aspects of public organization and social demands; and by Irigaray et al. (2016), who revealed the underlying structure of the discourse of business missions that seeks to legitimize the actions of companies in society and naturalize the precepts of neoliberal ideology, presenting the current capitalist system as the only and inexorable form of organization and corporate production.

We consider that the aforementioned texts are in line with the argument that the relevance and effectiveness of CDA are linked to its ability to contribute to acts of resistance and social change.

■ ANALYSIS OF ONTOEPISTEMOLOGICAL ASPECTS

This topic addresses a reflection on the coherence and relevance of the use of CDA, evaluating the onto-epistemological aspects adopted in the articles in question. The parameters for conducting this analysis were based on the criteria defined by the CDA itself, which imply studies committed to an essentially critical positioning, which privilege the examination of social issues in the contemporary world, and which seek to uncover ideologies, hegemonic thoughts and dominant discourses.

These studies and their researchers are expected to match the theoretical-methodological rigor of the approach, as well as an alignment in the use of the potential and contributions that CDA can deliver to the field. Therefore, we examined the way in which CDA was approached in relation to the analysed research object, as well as its theoretical-methodological adequacy.

CDA is a theoretical perspective on language – which identifies the linguistic choices and power relations of social actors – which requires its researchers to take an active stance, rejecting the belief in scientific impartiality/neutrality, thus demanding engagement in the process of emancipation of research subjects, identifying dominant ideologies and denaturalizing power relations (Fairclough, 2001, Van Dijk, 2008, Fairclough & Melo, 2012, Onuma, 2020).

Guided by this perspective, the review of the final selection of this study demonstrated that twelve works reduced CDA to an analysis technique or treated its themes and discursive objects uncritically, without connecting them with the power relations in which they are inserted or without identify them as part of the hegemonic discourse, or even, as recommended by Van Dijk (2008), without revealing abuses of power in the discursive dimension. Therefore, in these reviewed works considered as “non-compliant”, we observed that CDA was used without considering the commitment to the transformation and emancipation of subjects, as well as to changing social practices. Therefore, below is the critical review carried out.

In an article that sought to analyse the discourse of a Brazilian Federal University in relation to its environmental practices, the authors, although they criticize the divergent aspects observed between the institution's practices and discourse, do not relate the institution's environmental discourse with an issue broader, namely, the problem of the exploitation of ecosystems and capitalism. In this sense, the work can support the belief in the neutrality of science and a discourse on sustainability that does not consider the production relations of the capital system.

In contrast, – within the same theme, – we can highlight the work of Santos and Marquesan (2018) who found the prevalence of “collaborative” discursive isonomy that does not match the reality of mitigating the social and environmental impacts caused by the companies that were subject to of study. In this way, the authors denounce, within the scope of managerialism, the formation of anthropocentric ideologies, thus demonstrating the work's adherence to CDA guidelines.

Continuing our review, one of the studies carried out an analysis of a bank's advertising, seeking to assess whether conscious consumption practices are reflected in the actions of individuals. The authors defend the conscious consumption marketing of banking institutions as something that can “improve people's lives and help society to adopt important values”, with conscious consumption being the “driving force of the new society” of the post-war era made of new markets and the “targeting of the consumer masses”.

Along the same lines, another study analysed advertising for the launch of a vehicle. In the body of the article, it is possible to identify an apology for the market and recommendations that advertisements focus on their target audience to facilitate, in their words, “understanding the message and consumption”. The contribution of the study points to the demonstration that advertisements with more emotional appeals should be used “even though the rational aspects may seem more relevant”.

Similarly, one of the studies aimed to analyze corporate social responsibility propaganda speeches in companies in the goods and services sectors. The analysis focused on how companies seek public approval and whether they achieve such a result: Throughout the text, an apology for the market is observed, defending advertising “as a tool for convincing and maintaining the target audience of a brand”. More than the inappropriate use of CDA, reduced to a tool, there is an ideological incoherence when defending the strengthening of large corporations.

We understand that the last three works reviewed above are closer to what Fairclough (2003) and Fairclough and Melo (2012) called the ideological legitimization of capitalism than with a critical positioning of the established hegemonic model. Fairclough (2001) highlights the importance of analyzing advertising discourses critically, as he considers them to be strategic discourses par excellence, for building the image of corporations and attempting to construct identities or personalities for people/the public. In this sense, Fairclough warns that it is in this type of discourse that the commodification of life is sought to be constructed.

Resuming the thread, one of the articles analyzed had as its object the coalitions – interest groups – in the construction of the Belo Monte plant. Although the text works with concepts such as ideology, hegemony and power struggles, this only takes place between interested groups, it is not linked to

minority groups or the population, that is, the discussion appears disconnected from emancipatory struggles. It is declared that CDA serves as a support tool – as an empirical method – for the new discursive institutionalism used in the work. In this sense, the concern is to understand the role of discourse in the coordination process, distancing CDA from any emancipatory objective.

With the aim of analyzing the construction of autonomy in the workplace in accordance with the New Forms of Work Organization (NFOT), which had implications for management flexibility, highlighting competence, teamwork, participation and autonomy – a of the articles openly criticized worker resistance to technocratic manipulations, with broad defense of the model of flexible relationships. Positioning itself in this way, the text adopts a stance that does not confront managerialism, but rather resistance to it.

In turn, one of the reviewed studies carried out a study on a case of vehicle driving simulators, whose analysis was carried out using a multi-paradigmatic model. Throughout the work, a defence of “new public management” was made – which seeks to bring the “administrative ideals” of company management closer together, with criticism of the State.

Another research focused on strategic management in hospital establishments. Although the work textually states that it applies CDA, in its development it does not make any mention of its theoretical body – nor is a definition presented in the methodology – nor are references made to any author in the area. In the body of the text, it is possible to identify concerns with management aspects, such as efficiency gains in activities and processes. In the same vein, in a study on small family producers, one of the works – based on a framework that includes Schumpeter – advocates the market and reinforces the managerial ideology of sustainability in organizations.

Unlike Homero (2019), who analysed the colonial discourse and the uncritical adoption of alien accounting standards in the scientific field, one of the articles reviewed analysed management reports from family businesses to verify whether the management practices adopted by them were in accordance with the International Management Accounting Practice 1 (IMAP 1) of the International Federation of Accountants (IFAC) which, according to the authors, are documents that aim to describe the field of activity of management accounting. At this point, we identify a legitimization of the foreign “order of discourse”. Furthermore, the CDA was reduced to a tool that sought to verify whether companies’ reports were in compliance with the IFAC document. In this regard, Van Djik (1993) warns that one of its major functions of discourse is to produce consensus, acceptance and legitimization of dominance.

In turn, two of the studies reviewed discussed changes in management accounting practices in business administration reports. CDA was reduced to a tool that analyses interaction with investors, without considering ideological, market or power issues, with a conduct that is far from the CDA’s purposes.

According to Fairclough (2003), the new capitalism seeks ideological consolidation through the legitimization of certain social practices and the indiscriminate use of instrumental reason. Therefore, using CDA to reinforce or incorporate new technocratic manipulation techniques is a theoretical-methodological error.

In this sense, in relation to the brief arguments presented about the twelve commented articles, we reiterate that, according to Van Djik (1993),

what differentiates CDA from other currents of Discourse Analysis is the explicit sociopolitical position of an emancipatory nature, in favor of those who suffer domination and against all forms of inequality. As Fairclough argues, as a critical social science with emancipatory objectives, the critical discourse analyst must focus his research on the so-called “losers”, the poor, the socially excluded, the oppressed (Fairclough & Melo, 2012).

Therefore, of the forty-three articles that made up the final selection, we understand that twelve, approximately 28% of the total, did not commit to the general principles and guidelines of the CDA, thus producing an erasure of its structuring elements. We consider that the result is not good, as only journals from a higher stratum were included in the final selection of this investigation.

■ FINAL REMARKS

This study aimed to examine the theoretical/methodological coherence of the use of CDA through a systematic literature review that included national scientific articles published in the field of Administration.

Initially, prior to any exclusion criteria, one hundred and eleven works were selected for verification, among which no Systematic Review was found, which points to the originality of this study. The review of the final selection, forty-three articles, identified that twelve works did not adopt the critical position of CDA, which privileges social issues in the contemporary world, seeking to denaturalize dominant conventions, ideologies and discourses. On the other hand, works whose contents were clearly emancipatory were grouped into three meta-themes: coloniality, gender issues and managerialist ideology.

The definition of the theme is something of fundamental importance, as it talks about the onto-epistemological position of the researcher and his research. At this point, we return to the argument of Van Dijk (1993) for whom the relevance and effectiveness of CDA – inextricably linked to the civil rights movements, the feminist movement and class struggles – lie in its capacity to contribute to acts of resistance and for social change.

From the review carried out, we were able to identify some gaps and research opportunities: works that address the phenomenon of the new precariousness of work – or “flexible precariousness”, which involves deregulation, emptying of the State and flexibilization of work relations – the concrete result of profound changes in the social relations inserted by neoliberalism –; discussions regarding ontological aspects of organizations; and studies that reveal the role of hegemonic scientific theories that support the neoliberal paradigm, as well as promoting the naturalization and concealment of social relations in the field of work, understanding that human subjects are an essential part of the flow in which the Administration discourse is inscribed and that it is necessary to criticize the scientific discourse in the area that today constitutes – according to Rodrigues and Dellanella (2013) and Onuma (2020) – a vehicle for legitimizing and manifesting neoliberal ideology, hidden by a certain discourse of scientific neutrality.

In this sense, we understand that studying organizational discourse, or even discourse in organizations based on CDA, constitutes an authentic and privileged way to explore organizational processes, as well as face chal-

lenges and intense debates, and, in particular, the weaknesses and struggles fought in organizational dynamics.

From the analysis of the set of results presented, we consider that the use of CDA without considering its ontoepistemic aspects can contribute to objectives opposite to those declared in the theoretical framework in question, which is a methodological error. The transversality and flexibility of a given theoretical study do not imply non-observance of the onto-epistemic unity of scientific research, which weakens it.

We return here to the arguments of Fairclough (2001) and Abdalla and Altaf (2018) regarding the flexible use of CDA. For the authors, its instrumentalization weakens research and leaves it vulnerable in terms of scientific rigor, enabling the use of arbitrary practices that promote analyses that strengthen the status quo through the technologization of discourse and the integration of technocratic agendas.

It is also necessary to reflect on the conditions of production and publication of the analysed texts, since the privileged spaces for publication in our field are occupied, above all, by works that converge with the dominant discourse, which makes it necessary to situate scientific production itself as a practice social context in the context of a hegemonic dispute.

Finally, considering the totality of publications referring to CDA, we recognize the limits of our research, evidenced, above all, in the demarcation (circumscription) of the field of observation, in the sample selection exclusion criteria and, consequently, in the result of the number of articles selected. Furthermore, we emphasize that the review carried out here does not intend to present a definitive way of using the theoretical-methodological framework that is the subject of this study. The production of this work intended to support the irreducibility of this critical reference to an “off the shelf tool”.



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Publisher

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Publishers

- Rosalia Aldraci Barbosa Lavarda
- Leandro Dorneles dos Santos

History

Recieved:	26-11-2021
Approved:	14-05-2024
Published:	02-10-2024