This paper investigates reader reception of discourse with two corpus linguistic methods: keyword analysis (KWA), a widely used corpus linguistic method, and keymorph analysis (KMA), a new strand of KWA combining corpus and cognitive approaches to discourse. The analysis is based on data from Sputnik Česká Republika, an “internet-savvy” news-opinion portal (Groll 2014) with subtle official Kremlin ideology, aimed at the Czech-speaking audience.

KWA identifies lexical items that are salient in discourse (Scott and Tribble 2006, and Baker 2009); keywords or keyed words, i.e. results of KWA, are said to be connected with what the text is about and its register or genre (Scott 2010: 43). Keyed referential expressions and their contexts moreover reveal specific ideological perspectives in text: e.g. the lemmas separatista ‘separatist’ and domobranec ‘home defender’ in Sputnik both refer to the anti-government fighters in Donetsk and Luhansk, but differ in perspective and the degree of empathy with the referents in different parts of text. Associations of keywords can be tracked by keyword links that point to what is accentuated in discourse, e.g. the salient link between the keyword dodávka ‘supply’ (of weapons) and the keyword Ukrajině ‘to Ukraine’ suggests a predominant view of Sputnik to present Ukraine as the primary recipient of weapons.

KMA applies the principles of KWA to morphemes. The relationship between grammatical functions and discourse in this method is grounded in the cognitive linguistic notion of morphemes as meaning-bearing units (Janda 1993), in particular in the cognitive case semantics described in Janda and Clancy 2006. KMA reflects how statistically prominent inflectional morphemes (keymorphs) contribute to image creation: how events, event participants and ultimately the overall characteristics of texts as perceived by the reader (Fidler and Cvrček, forthcoming).

Combination of KWA and KMA facilitates a more detailed analysis of discourse than KWA alone. For example, the prominence of the dative case in the keyed lexeme Rusko ‘Russia’ suggests a salient representation of Russia as an experiencer or victim under threat in Sputnik:

\[
(1) \ldots s\ \text{konečným\ cílem\ zasadit\ }
\text{Rusku}^{\text{dat}}\text{ smrtnou\ ránu},\ \ldots
\]

‘[…] with the final goal to strike a blow to Russia\text{^dat}.’

Morphemes (e.g. verb finite forms) in combination with predicates (dynamic events vs. states, verba dicendi) point to agency. They implicitly suggest which event participants are viewed as more agentive than others. Grammatical subjects (nom sg) with different degrees of individuation ([+human] and the number of modifiers) suggest high visibility and agency of event participants in discourse: e.g. compare (2), which contains the nom sg referring to a human subject with multiple modifiers and (3), which is a nominalization of an event with the agent of action as a modifier.

\[
(2) \ldots\text{prohlásil\ zástupce\ tajemníka\ ruské\ Veřejné\ komory},\ \text{předseda\ ruské\ veřejné}\ \\
\text{rady\ pro\ mezinárodní\ spolupráci\ a\ veřejnou\ diplomacii\ při\ ruské\ Veřejné\ komoře\ Sergej\ Ordžonikidze}.\ \\
‘Deputy\ secretary\ of\ the\ Russian\ Civic\ Chamber,\ Chairman\ of\ the\ Russian\ Civic\ Council\ for\ International\ Cooperation\ and\ Civic\ Diplomacy\ at\ the\ Russian\ Civic\ Chamber\ Sergei\ Ordzhonikidze\ announced\ […]’
\]
(3) Hrozby ze strany Kyjeva na adresu ruských podnikatelů se začaly množit [...].
‘Threats from Kiev’s side to Russian businessmen started increasing [...]’

This paper thus essentially demonstrates how the cognitive linguistic view of grammar facilitates corpus linguistic methods and informs interpretation of discourse.

References
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