

Definition:

Psycholinguistics: is the study of how a listener recognize words and utterances, or how damage to our brains results in certain kind of language disorders.



Sociolinguistics

The study of the relation between language and society and the different varieties of language people use

Artificial intelligence:

The study of how to make computers more sophisticated

- **Language** is a systematic way of combining **smaller** units into **larger** units for the purpose of communication:



The affective function of language expresses the speakers' or writers' feelings and attitudes.

Aesthetic language is usually used in poetry not in science.

The *phatic function* is used to **keep communication lines open** and also keep social relationships well. It helps in maintaining **cohesion** within social groups.

Power is The ability of its holders to force compliance or obedience of other people to their will.

1- Langue is 'our [innate] knowledge of the systematic correspondences between sound and meaning which make up our language (including the knowledge of what utterances are possible . . . and what utterances are not).

2- Parole: is the actual use of language in both speech and writing

- There is a **causative** link between **culture** and **language**.

What is meant by politics:

Politics is concerned with **power**: the power to **make decisions**, to **control resources**, to **control other people's behaviour** and values.

Ideology:

Any set of beliefs which, to people who hold them, appear to be logical and natural.

Presupposition

Presupposition is the background assumption embedded within a sentence or a phrase.

Rhetoric : is group of rules that speakers/writers adhere to so that they express themselves with eloquence (using language to best effect).

Received Pronunciation (advanced RP):

refers to the accent used by the educated and the wealthy. It gave no indication of what part of the country the speaker came from

Mainstream (RP):

An accent which sounds less formal than advanced RP and is the one that most people in Britain generally hear when they listen to newsreaders on national television.

Netiquette refers to the rules that attempt to control social interaction in the virtual world (cyberspace).

Sexist language represents women and men unequally,

Marked means noticeably unusual. **Marked terms** refer to anything which deviates from the norm and this deviation is signalled by additional information

E.g. Advertisements

In 2002, a well-known chocolate bar appeared with a new label. The label appears to insult girls by clearly stating that this product is "NOT FOR GIRLS" - Using a dark blue foil (masculine symbol). the wrapping has a circular icon of a woman crossed with a red



The product seems to use the term *girl* and the icon as insults

This implies that women's talk is plentiful but rather pointless.

The fact that we tend to assume that women talk more in spite of the evidence /research indicates that women and women's activities are undervalued.

Hedges are linguistic forms which 'dilute' an assertion.

Studies suggest that women exploit hedges and epistemic modal forms more than men

Why do women use hedges and epistemic forms?

A. Women are less confident than men and feel nervous about asserting anything too strongly.

5.4.1 Dominance

Dominance Theory: takes the difference in power between women and men as the main cause of discursal variation.

Difference theory

It suggests that women and men develop **different styles of talking** because they are segregated at important stages of their lives.

Adopting a certain style of talking to indicate our gender:

-Ethnic majority and Ethnic minority

Ethnic majority is a group which has a socially dominant culture.

Ethnic minority Refers to members of minority groups

Prejudice refers to preconceived, usually unfavorable, judgments toward people because of gender, social class, age, disability, religion, sexuality, race/ethnicity, language, nationality or other personal characteristics.

The word **Black** was often linked in the British media with negative signs such as ***hate, fight, riot***

- Promotes English as the language which unifies America.

-Members of ethnic minority groups **voluntarily** become subscribers to the ideology that adoption of mainstream norms is a positive social step

Accent: refers to features of speakers' **pronunciation** that can signal their regional or social background. The pronunciation of words is associated with a certain geographical area.

Dialect: refers to a variety of a language that can signal the speaker's **regional or social background**. Unlike accents which differ only in **pronunciation**, dialects differ in their grammatical structures:

❑ The higher a person is on the social scale, the more their speech will reflect prestige norms.

➤ There are some factors which can determine the specific class that people belong to:

- 1- education,
- 2- occupation
- 3- economic

This means that there is a relation between social class and language.

➤ **Identity** is something which we are constantly building and negotiating through our interaction with others.

Speakers tend to use their linguistic identity for the different reasons:

- 1- to disguise their membership of a particular social or regional group.
- 2- to distance themselves from a particular social or regional group.
- 3- to move closer to another group they want to belong to.

- ❖ Using names is one of the most obvious linguistic ways of establishing people's identity.
- ❖ Names distinguish us from other members of a group.
- ❖ Names can sometimes carry important meanings for individual identity.

In the Hindu religion, a child was given two names. The first name was believed to give the child strength. The second name which was used to address the child by was believed to protect the child and give them as much good fortune as possible.

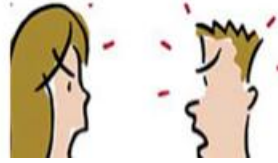
Names can indicate acceptance in a particular culture.

The giving of a name can indicate the acceptance of an individual into a particular culture or religion, establishing individual identity.

Names can cause problems.

Names can cause problems, particularly if they don't fit in with the conventions of a community.

E.g. Children's playground practice of 'calling someone names' is a powerful resource for a dominant group to enforce their dominance and marginalize others.



Ingroup is a social group to which the speaker belongs.

The **outgroup** comprises people who do not belong to that group.

Ingroup is a social group to which the speaker belongs.

The **outgroup** comprises people who do not belong to that group.

E.g.

- Gang members may use certain expressions with each other that mark them as members of a particular gang or **ingroup**.

Audience design refers to notion that speakers will take into account whom they are addressing and alter their speech style accordingly.

Linguistic convergence is a process in which speakers change their speech to make it more similar to that of their hearer,

Linguistic maintenance is a process in which speakers may choose not to converge, but instead to maintain their own variety.

Linguistic divergence is a process in which speakers choose to move away from the *Linguistic norms* of their hearer in order to emphasise the difference between themselves and the person or people they are talking to.

- d. It is the dialect of the higher social classes. It is therefore the prestige form of English.
- a. Standard English is related to dialects.
- c. Standard English is the dialect of the middle and upper classes.

10.3.1 Linguistic variation

It is difficult to give an exact linguistic definition of **Standard English** because *language varies in its use*.

10.3.1 Linguistic variation

The style of language you use depends on the **formality** of the context and the **amount of planning** that is involved.

3 - African American Vernacular English (AAVE) is seen as sub-standard and the obligation is firmly placed on its speakers to change.

D. When women speak, attitudes towards their talk are often negative; women's talk is labelled as 'chatter' or 'gossip' about **unimportant** or 'trivial' topics.