

RECAPS

Language

1. The nature of language
2. The power of language
3. Troublesome language
4. Gender and language
5. Culture and language

The Nature of Language

1. Language represents objects or ideas.
2. The sound and the spelling of a word has no relationship with the word's meaning.
3. Every language comes with rules that govern communication.
4. Meanings of word are understood differently.
5. Language is different from culture to culture.
6. One word can mean a lot of things.

The Power of Language

1. Language shape the attitudes:

the way of using language reflect the behavior of the speaker.

2. Naming:

Indicates that name has more meaning identification than simple words.

3. Credibility:

Credibility isn't always based on the content but it depends of the style of the speech to be credible.

4. Status:

The unwillingness or inability of a communicator to use standard dialect fluently which can lead to a serious consequences.

The Power of Language

5. Sexism & Racism:

Sexism: Women is lower status than men. To solve this problem people use non-sexist language.

Racism: The use of labels for racist purposes has a long and ugly past.

6. Language reflect attitude:

Besides shaping the way we view ourselves and others, language reflects our attitudes.

7. Powerful language:

Language that indicate the greater meaning in the short word and in a small amount of time.

The Power of Language

8. Powerless language:

Vice versa meaning of powerful language.

9. Affiliation:

Is the way of building and demonstrate alliances with others.

10. Attraction and interest:

It's a social customs that used to express to the thing that we like or dislike.

11. Responsibility:

Words used shows the responsibility of the speaker.

Troublesome Language(The language of misunderstanding)

1. Equivocal language (more than one meaning is correct)
2. Relative words (gain their meaning by comparison)
3. Slang and Jargon
 - a. Slang is language used by a group of people whose members belong to a similar co-culture or other group.
 - b. Jargon is the specialized vocabulary that function as a kind of shorthand by people with common backgrounds and experience.
4. Overly Abstract Language

Troublesome Language(The language of misunderstanding)

5. Disruptive language

- a. Confusing Fact and Opinion
- b. Confusing Fact and inference

6. Evasive Language

- a. Euphemism is a pleasant term substituted for a more direct but potentially less pleasant one.
- b. Equivocation is say something which is not the true

Gender and Language

- o **Gender**: deals with personal, societal and cultural perceptions of sexuality.
- o **Sex**: is a biological concept based on biological characteristics.
- o **Gender role**: in society means how we're expected to act, speak, dress, groom, and conduct ourselves based upon our assigned sex.
- o **Gender Identity**: a person's internal sense of being male, female, some combination of male and female, or neither male nor female
- o **Different communication styles**: Styles of communication of women and men with their same sex counterparts.
- o **Non-gender variables**: communication is much more similar than different.

Culture and Language

What is culture?

- Culture: the ideas, customs, and social behavior of a particular people or society.

What is Language?

- Language: the collection of symbols governed by rules and used to convey messages between individuals.

Verbal Communication Style

- Direct or Low-Context cultures : use language primarily to express thoughts, feelings, and ideas as clearly and logically as possible.
- Indirect or High-context cultures : Discover meaning from the context in which a meaning of the words are delivered through:
 - nonverbal behaviors of the speaker
 - history of the relationship
 - general social rules

Verbal Communication Style

- Elaborate : containing a lot of careful detail or many detailed parts. Strong assertion and exaggerations.
- Succinct : said in a clear and short way, expressing what needs to be said without unnecessary words
- Informal language : The informal approach that characterizes relationships.
- Formal language : To use proper speech.

Language and Worldview

=>Linguistic determinism:is the idea that language and its structures limit and determinism human knowledge or thought.

=>Linguistic relativism: linguistic categories and usage only influence thought and decisions.

1. Understanding Diversity: Is the way that the speakers cannot distinguish words.

2. When words Hurt:Words are scalpels, every bit as sharp as a surgeon's tools, and sometimes almost as dangerous.Cutting words are at their worst when they are unintended, that is, when they inadvertently reveal what the speaker—the doctor—really thinks.

Language Use in North American Culture

The reflection of worldview is interest for anthropologists, linguist, reflect and shape the way we view ourselves and others.