Khushika Shah

ENGL 393

Notes

**9/9:**

Differences between writing and speech

* Punctuation, grammar, formality in writing, not in speech
* Parole = interpreted rules
* Langue
* Filler words in speech
* Body language in speech
* Unknown audience in writing

Qualities determining technical communication:

* Scientific and abstract writing
* Accessibility and usability
* Multimodal
* collaborative

Modality (5 modes of communication):

* Speech
* Writing
* Illustrations
* Sound
* Kinesthetics

Two types of peer-reviewing:

* In sciences, journals, long specific niche topic, not meant to make money off it
* Humanities oriented

**9/11:**

Rhetorical Communication

* 2 Key Elements:
  + Persuasive
  + Argumentative

**9/16:**

* Difference between convincing and persuasive
* 5 rhetorical canons:
  + Invention
  + Style
  + Memory
  + Delivery
  + Arrangement
* Key Principles of rhetoric:
  + **Audience** - **Appeals**
  + Purpose - Topic
  + **Message** - Context
  + **Tone** - **Style**
  + Medium - Genre
  + Pov
* Appeals:
  + Ethos (emotional)
  + Pathos (pity)
  + Logos (logical)
  + Mythos
  + Nomos - best sense of tradition, unwritten social rules
  + Kyros - appeal to timing
* Assignment:
  + Analyze a roadside billboard sign
  + Answer questions
  + Summarize
  + Body - key elements.

**9/23**

* **Logos -**
* Ethos - have a tutor help
* kairos - quick help
* Pathos - failing help
* Mythos - there’s no me in writing’ peer review
* Nomos - do you want your parents to know you failed an english class?

Metonymy - a

Three aspects of an audience:

* Demographics
* General audience info
* Medium of instruction

Rhetorical Velocity:

**delivery**:

* Body language
* Dress
* Speech (tone)
* Filler
* Eye contact

Exigency

* How does a writer or speaker make a topic (not a subject) relevant, urgent, and immediate for the audience?

**9/30**

1. Affordance: medium allows for
2. Affordance of digital writing: Accessibility, updating
3. Rhetorical velocity: the idea of accounting how fast text will circulate in the media.
4. Exigency: how relevant the author is making the topic to the intended audience.

Genre

* Negotiation:

Your car

* Engine
* Speaker if music is on

Kitchen:

* Sound of dishes
* Starting the stove
* Dishwasher
* Microwave

**10/2**

* Hallmark
* Gift , folding

**10/9**

* What does exigency mean? What are some strategies for establishing exigency in a text?
  + Some strategies are showing how it affects vulnerable population

**10/14**

* Simple sentences, word choice, message
* Sentence Types
  + Declarative (statements of fact or opinion)
  + Interrogative (questions)
  + Exclamatory (interjections)
  + Imperative (commands)
* Informal Language
  + First and second pronouns excessive
  + Slang
  + Idioms
  + Euphemisms
  + Cliche
  + Stereotypical Labels
* What is Discourse?
  + Study of language in a holistic way
  + Study of ways language defines phenomena
  + The ways political ideologies inform and shape language
    - How political discourse influences language

**10/16:**

Parts of Speech:

* Nouns
* Verbs
* Pronouns
* Adverbs
* Adjectives
* Prepositions
* Conjunctions
* Interjections

Parts of a sentence

* Subject
* Predicate
* Objects
* Phrases
* Clauses

Examples:

* Euphemism:
* Idiom: raining cats and dogs
* Imperative: drink the wine
* Parallel:

Equative sentence: short sentences with complex meanings

Cumulative: starts with a main clause and then includes a series of additional clauses.

**10/23**

* Quote: “scientific knowledge is a kind of discourse”
* Epistrophe: repetition at the **end** of successive clauses.
* Anaphora: repetition at the **start** of a sentence

Langue and parole are linguistic terms that describe the relationship between the abstract rules of a language and the concrete use of language in speech and writing:

* **Langue**
* The abstract, systematic rules and conventions of a language, including grammar, syntax, and phonology. Langue exists independently of the individual user and is the premise of parole.
* **Parole**
* The concrete use of language, or the actual utterances, that are the result of applying the rules of langue. Parole is the external manifestation of langue and reflects individual differences, uncertainty, and instability.
* polysyndeton occurs when conjunctions are included in language where they normally

wouldn’t be included.

* Asyndeton: A sentence that deliberately omits conjunctions where they would normally be found.

**10/24**

| **Phrases** | **Clauses** |
| --- | --- |
| Very Short | Longer in Length |
| No subject/noun/pronoun/ and predicate/verb | has |
| Various types | A few types |
| Not complete sentences | May or may not be complete sentences |

Phrase:

* Such a cute dog
* Cats and dogs

Clause:

* I am writing in class.
* I love guacamole

How do we define it?

•Classify

•Examples

•Compare and contrast

•Detail

•Origin

•Etymology

•Negative (what it’s not)

•Function / operations

**11/4:**

* Nominalization is a linguistic concept related to nouns.

Although I just ate, I am craving pasta and tacos.

**11/11:**

* **Diction**: word choice
* **Semantics**: how do words provide meaning
* **Lexicon**:
* **Lexicography**:
* **Denotation**: literal meaning
* **Connotation**: implied meaning
* **Etymology**: study of history of words
* **Precision**: finding the perfect word
* **Concision**: number of words (few words to make a point)

**11/20:**

* Passive voice: the woman was shot by the police officer
* Active: the police officer shot the woman
* Four design principles: queueing, chunking, filtering, white space