

Midterm Review

1. Skeptics vs. Radicals- What is the viewpoint of each of these two groups, according to Giddens?
Skeptics: A buzz word for processes that have existed for centuries, globalization is not a new process.
Radicals: Globalization is **very real** and its effects are felt **everywhere**
2. What are the 5 dimensions of globalization, according to Beck?
Informational Globalization: CNN broadcast of Yeltsin speech
Ecological Globalization: toxic penguin meat caused by non-local pollution
Economic Globalization: see Giddens (previous slides)
Labor Market Globalization: 'outsourcing of labor' (again see previous slides)
Cultural Globalization: Khaled's "Aicha" becomes the most popular song in France (locally: indicating an acceptance of North Africans in France; globally: Khaled represents France)
3. What are some of the impacts of globalization? (i.e. Giddens/Beck readings)
--Globalization pulls upwards: taking power from small, local level
--and pushes downwards: reason for resurgence in 'local' identities, language, and cultural practices
--and squeezes sideways: creates new economic and cultural zones (i.e. Silicon Valley)
4. In what ways can we understand globalization to be synonymous with Westernization or Americanization? In what ways is globalization not the same as Westernization or Americanization?
 - Synonymous: Stores worldwide (2014)
 McDonald's: 36,000+
 Starbucks: 21,000+
 Not the same: WeChat,
5. What is Cameron's main argument in terms of discourse norms? What are the five American discourse norms that Cameron discusses? What does she think about these discourse norms (i.e. does she endorse them)? What are some of the advantages / problems associated with the teaching/forced adoption of American discourse norms in other countries?
Cameron argues that all speech manuals report on 5 keys of good communication:
 - Speech is better than silence
 - Directness is better than indirectness
 - Show egalitarianism rather than hierarchy
 - Use cooperative rather than competitive language
 - Express your emotions using honesty and sincerity

Context matters!

They are American discourse norms specific to certain American contexts

No set of discourse norms is inherently 'correct' or 'incorrect'

It is not a question of telling people 'you should stop speaking your own language and speak English instead'. Rather it is a question of saying, 'by all means use your own language, but according to the cultural norms of an English-speaking society

Enforcement or regulation of the **way** people talk (not the language they use but the **style**)

6. What are the core arguments of each of the people that Dubner interviewed?
 - a. Rolling: ½ websites, There is a misconception that the Internet is helping to spread English
 - b. Hayden: English is like a cell phone provider offering the best plan, the most viable option could shift
 - c. Liberman: the multiple uses of English, The paradox of English dominance
 - d. Hitchings: center of gravity is moving, English won't be defined just by native speakers, but new 'glocal' (global + local) forms will emerge and become more dominant
7. What are the ways that cultures can differ in terms of communication styles/discourse norms according to Tannen and Gumperz? Be able to give some examples. What are the results when these differences come in contact with one another? What type of miscommunication/misperception might occur? Make sure you have specific examples.
 - When to speak
 - What to say
 - Pacing/Pausing : speak quicker than others, Languages and dialects do differ on the length of pauses between utterances
 - Listenership : How listeners show they are paying attention
 - Intonation: How languages use pitch, loudness, rhythm, stress to convey meaning
 - Formulaicity
 - Indirectness
 - Cohesion/Coherence: argumentation structure
8. What does the Meyer article (about bright eyes) have to do with cross-cultural communication?

This is an example of difference at the level of when to speak

Also an example of difference at the level of indirectness (eye communication)
9. What does Gumperz suggest we do in order to address cross-cultural miscommunication?

Awareness of the problem

Willingness to perceive differences in communication

Willingness to seek ways of alleviating the difficulties

10. In Scollon & Scollon why is there miscommunication between Mr. Richardson & Mr. Chu?

- Address terms: US: **symmetrical solidarity**; China & many Asian cultures: **symmetrical deference**
- What's in a name?
Naming practices are not universal= using a 'first name' doesn't translate equally
- Reading non-linguistic signs
Smiling doesn't mean success or happiness in all cultures or in all situations
- both Mr. Chu and Mr. Richardson are trying to be culturally sensitive to the other.
- Lack of understanding of other cultures can lead to failed attempts...which can be just as problematic as no attempts
- solution? Education!

11. Be able to explain the following cultural differences that Scollon & Scollon describe. Also be able to give examples of how these cultural differences impact communication:

- a. collectivist vs. individualistic: greater concern for members of the group VS greater concern for individual freedom, personal success and advancement
- b. hierarchical vs. egalitarian:

12. What is useful about the term culture? What are some problems with the term culture? What are better ways to talk about culture? How do perceptions of cultural differences become stereotypes according to Scollon & Scollon?

--Helpful? – understanding general practices shared by large groups (e.g. American preference for first names in business)

--Problematic? – Thinking about culture as one-dimensional (big 'C' culture) and forgetting that there are individual differences and smaller cultures within each group

--Big "C" cultures and cultural differences, big "C" culture vs. little "c" culture

Stereotypes:

- Singling out one theme for emphasis (positive or negative), and treating it as the full picture/understanding of a given culture
- Applying that characteristic to all members of a culture

13. Is digital communication ruining language? What are examples in support and against this argument? Why do people think that the language is being ruined? What is the difference between prescriptive and descriptive grammar?

Against: Languages always change and there are some people who are always upset by the changes in language and see it as a 'decline' in the language

Not a new phenomenon

Prescriptive "Correct" and "Incorrect" ways to use language

A grammar (for descriptive grammar) is a system through which we can interpret meaning.

14. What are the two shifts that Baron describes? How do they relate to language and technology?
 - The language itself is only shifting in minor ways (new abbreviations but not a new phenomenon, new compounds, but not a new process)
 - The attitudes about language and communication
 1. 'Whatever' attitude: Less concern for correct spelling, abbreviations, proofreading
 2. 'Control' attitude: , how much we are able to control how and who we interact with
15. What is John McWhorter's main argument about texting? What does he say the function of LOL is?

The internet/texting is not ruining English grammar, Texting in 'fingered speech'

Speech is typically shorter segments

Speech is 'looser'

McWhorter: LOL demonstrates empathy (not necessarily something being funny).
16. What are some of the functions of Emojis? Are there differences in Emoji use across different groups of people and different types of relationships?

"Illocutionary force"

 - Topic or purpose of conversation- Task oriented speech tends to have less emoticons than socio-emotional conversation
 - The relationship between the participants- It was judged to be more acceptable for participants who have a closer relationship to use more
17. What can we say about abbreviations and electronic communication?
 - a. Some examples: LOL, ILY, ROFL
 - b. Abbreviations are NOT used for efficiency because shorter tweets tend to have more nonstandard language than longer tweets (Squires 2015)
 - c. Abbreviations are used for affiliation & identity etc.
18. Explain and give examples of other meaningful signs in electronic communication (think: letter repetition, use of punctuation, silence. When are these things used and why?)
 - Letter repetition:
 - ☉ Some examples: coooooool, reallllly, uuuuugh
 - ☉ Brody & Diakopoulos (2011) found that letter repetition is found more commonly with subjective words and that it may be used to emphasize a particular feeling
 - use of punctuation: Whether or not to use a period and capital letters at the beginning of a sentence
 - silence no consistent way to interpret
19. How is identity related to language (online and offline)? How does your identity in the real-world relate to the way you communicate digitally?

Who you are in the outside world still matters. It impacts:

- a. How your words are interpreted (Feliz Cumpleanos)
- b. What types of texts you are likely to receive/send

“Women’s phones everywhere are filled with cringeworthy(谨慎) exchanges like this”

So maybe it’s not inherent, but rather social pressures that make people of different genders use emojis differently

20. What do we mean by the grammar of texting?

--Why do we call it a grammar? A grammar (for descriptive grammar) is a system through which we can interpret meaning. The grammar of texting may differ by community.

21. What are idioms of practice? Be able to give examples of different idioms of practice. group specific norms (idioms of practice) we follow in interpreting meaning emojis. Different norms groups of people have for the way they use different types of media These are like discourse norms;

Example: Examples:

- Saying hello vs. ahoy (with the invention of the telephone)
- Changing relationships status on Facebook – (when) should you do this?
- Deleting Facebook friends – what does it mean?

/* idioms of practice as the way "people figure out together how to use different media and often agree on the appropriate social uses of technology by asking advice and sharing stories with each other"

example: people probably have different idioms of practice for texting their parents versus texting their best friends, because these two groups (usually) use technology differently. Parents might not understand inside jokes or abbreviations, and so it is an understood rule (i.e., idiom of practice) that you do not text parents with these inside jokes or abbreviations. */

22. What are media ideologies according to Gershon and how does she say that these ideologies can impact our interpretation of messages sent electronically? What are the media ideologies about email? About texting? Be able to give examples of how these attitudes impact interpretation of content sent over these medium.

--**Media ideologies:** the beliefs that people have about the social meaning of certain types of media and communication over this type of media

--Email: Email isn’t in its essence more formal, but some people believe that e-mail is more formal...and this affects the ways they send and interpret e-mail messages

--Texting: For Gershon’s participants:

Texting – good for flirting (expresses less interest than calling). But this makes it bad for breaking up.

Texting as a medium of joking (Doug & Halle & Rianna)

23. What is a meme according to Dawkins? How do memes relate to “Social types”? What is the grammar of a meme?

Term describing a cultural product (e.g. a style, behavior or idea) that disseminates through a social population (Dawkins, 1976)

Memes self-replicate, **mutate** and respond to selective pressures

grammar from a linguist's perspective is descriptive

So... memes and other forms of internet language (such as lolspeak; chanspeak or doge speak) HAVE THEIR OWN GRAMMAR that is legitimate within the context of the Internet