



Purcom- Midterms- Reviewer

Purposive Communication (Our Lady of Fatima University)



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VARIETIES AND REGISTERS OF SPOKEN AND WRITTEN LANGUAGE

Dialect

- The word dialect—which contains "lect" within the term—derives from the Greek words dia-meaning "across, between" and legein "speak." A dialect is a regional or social variety of a language distinguished by pronunciation, grammar, and/or vocabulary.

Register

- Register is defined as the way a speaker uses language differently in different circumstances. Think about the words you choose, your tone of voice, even your body language.
- They are determined by such factors as social occasion, context, purpose, and audience. Registers are marked by a variety of specialized vocabulary and turns of phrases, colloquialisms, the use of jargon, and a difference in intonation and pace.

Jargon

- Jargon refers to the specialized language of a professional or occupational group. Such language is often meaningless to outsiders. American poet David Lehman has described jargon as "the verbal sleight of hand that makes the old hat seem newly fashionable; it gives an air of novelty and specious profundity to ideas that, if stated directly, would seem superficial, stale, frivolous, or false."

TYPES OF LECTS

- In addition to the distinctions discussed previously, different types of lects also echo the types of language varieties:

Regional dialect

- A variety spoken in a particular region. A regional dialect is not a distinct language but a variety of a language spoken in a particular area of a country. Some regional dialects have been given traditional names which mark them out as being significantly different from standard varieties spoken in the same place.

Sociolect

- Also known as a social dialect, a variety of language (or register) used by a socioeconomic class, a profession, an age group, or any other social group.

Ethnolect

- A lect spoken by a specific ethnic group. For example, Ebonics, the vernacular spoken by some African-Americans, is a type of ethnolect, notes e2f, a language-translation firm.

Idiolect

- According to e2f, the language or languages spoken by each individual. For example, if you are multilingual and can speak in different registers and styles, your idiolect comprises several languages, each with multiple registers and styles.

Minority dialect

- Sometimes members of a particular minority ethnic group have their own variety which they use as a marker of identity, usually alongside a standard variety. This is called a minority dialect. Examples are African American Vernacular English in the USA, London Jamaican in Britain, and Aboriginal English in Australia.

Indigenized variety

- Indigenized varieties are spoken mainly as second languages in ex-colonies with multilingual populations. The differences from the standard variety may be linked to English proficiency, or may be part of a range of varieties used to express identity. For example, 'Singlish' (spoken in Singapore) is a variety very different from standard English, and there are many other varieties of English used in India.

As you study language varieties, keep in mind that they are often based on judgments one group is making in regard to another.

The Difference between Creole, Pidgin and Patois

- Language differs by geography, social class, economic status, age, gender and religion. "Pidgin" and "creole" are two terms that are sometimes used interchangeably by the general population, but have specific differences in the world of linguistics.

Pidgin

- describes a blend of several different languages spoken by a multicultural population into one mutually understood language.
 - The speakers create a mutual language using words from the speakers' mother tongues and an extremely flexible, simplified grammar.

Creole

- A creole language is also a mixture of multiple languages, but in this case, the new mixed language becomes the native language for the majority of its speakers. Vocabulary is extensively borrowed from other languages, but the grammar often shares few traits with the languages that contributed vocabulary. Grammar and syntax are as fully developed as any other long-established tongue.

Patois

- (/ˈpætwa:/, pl. same or /ˈpætwa:z/) is speech or language that is considered nonstandard, although the term is not formally defined in linguistics. As such, patois can refer to pidgins, creoles, dialects, or vernaculars, but not commonly to jargon or slang, which are vocabulary-based forms of can't.
 - In colloquial usage of the term, especially in France, class distinctions are implied by the very meaning of the term, since in French, patois refers to any sociolect associated with uneducated rural classes, in contrast with the dominantprestige language (Standard French) spoken by the middle and high classes of cities, or as used in literature and formal settings (the 'acrolect').

Jamaican Patois

- known locally as Patois (Patwa or Patwah) and called Jamaican Creole by linguists, is an English-based creole language with West African influences (a majority of loan words of Akan origin) spoken primarily in Jamaica and the Jamaican diaspora; it is spoken by the majority of Jamaicans as a native language.

Definition of Pidgin and Creole

- **Pidgin**

- No native Speaker
- Mixing of language
- Reduced grammar & vocabulary

- **Creole**

- Native speaker exists
- Mixed language associated with cultural and often racial mixture
- Have parents who use Pidgin

LANGAUGE REGISTERS

- the level of formality with which you speak. different situations and people call for different registers
- Audience, topics, and situation

Register

- marked by a variety of specialist vocabulary collectivisms and even a difference of intonation pace.

Frozen Register

- This style of communications RARELY or NEVER changes.
- Also called STATIC register.
- It is "frozen" in time and content.
- **Example**
 - Bible Verse
 - Law
 - Famous speeches

Formal Register

- This language is used in formal settings and is oneway in nature.
- This use of language usually follows a commonly accepted format.
- It is usually impersonal and formal. A common format for this register is speeches.
- **Examples**
 - Sermons
 - rhetorical statements
 - questions
 - announcements.

Consultative Register

- This is a standard form of communications. Users engage in a mutually accepted structure of communications.
- It is formal and societal expectations accompany the users of this speech. It is professional discourse.

- **Examples**

- doctor & patient
- lawyer & client
- teacher & student

Casual Register

- This is informal language used by peers and friends. Slang, vulgarities and colloquialisms are normal. This is “group” language. One must be member to engage in this register. e.g. buddies, teammates, chats and emails, and blogs, and letters to friends.

Intimate Register

- This register is reserved for special locations usually between only two people and often in private
- This register will take into account certain terms of endearment, slangs or expressions whose meaning is shared with a small subset of persons
- **Examples**
 - lovers having special terms of endearment
 - mothers giving pet names to their children based on some character trait

EVALUATING MESSAGES AND/OR IMAGES OF DIFFERENT TYPES OF TEXTS REFLECTING DIFFERENT CULTURES

- Multimodal is a dynamic convergence of two or more communication modes within the same text.

What is a multimodal text?

- Combines two or more semiotic systems like picture book which textual and visual elements are arranged or live performance in which gesture, music and space are main the main elements.
- When we use one more than one mode at a time, when we combine pictures and words in a picture book, print text, visual images and speech in a film the texts we create are MULTIMODAL (they may be live, paper, or digital)
- It can be delivered via different media and technologies such as:
 - Paper (books, comics, posters)
 - Digital (slide presentations, e- books, blogs, eposters, web pages and social media)
 - Live (performance or an event)

- Transmedia (media platforms, such as: book, comic, magazine, film web series, and video game)

Modes

- E.g Reading, Writing, Listening, Speaking, Viewing

CULTURAL SENSITIVITY

Cultural Intelligence

- Knowing yourself, knowing others, and leading together

6 STAGES OF INTERCULTURAL SENSITIVITY

Denial

- They are not interested in cultural differences and could care less about people from other culture. (They need to learn about other cultures and explore the culture differences.)

Defense/Reversal

- They feel threatened by cultural difference, tend to be highly critical of other cultures. In reversal, they heavily criticize their own culture (they need to be able to manage anxiety about other cultures and embrace tolerance and patience)

Minimisation

- They begin to find commonalities between themselves and people of their cultures. Most people at this stage think that they are doing okay, but they're not. (They need to develop cultural selfawareness and experience difference)

Acceptance

- They are able to recognize and accept cultural difference through both behaviors and values though do not necessarily agree. (They need to have respect for other's values and belief and maintain tolerance of ambiguity)

Adaptation

- They are able to see the world through another's “eyes” and change their behavior in order to communicate more effectively. (They need to experience empathy for other cultures and develop risk-taking skills and problem-solving skills)

Integration

- They are often culture mediators who are able to help others understand different cultures and promote unity between different cultures. (In reality, rarely do people achieve this level of cultural sensitivity.)

CULTURAL SENSITIVITY IN MULTIMODAL TEXT

Culture

- comes in many shapes and sizes. It includes areas such as politics, history, mentality, behavior and lifestyle. Insensitivity in multimodal text may affect the products the company is promoting, might offend people and will lead to miscommunication.

Language

- poor translation may cause embarrassment and misinterpretations, the use of appropriate language must be given importance.

Multimodal

- a dynamic convergence of two or more communication modes within the same text. All modes are attended to as part of meaning-making (The New London Group, 1996). Examples: image, gesture, music, spoken language, and written language

What is a multimodal text?

- A multimodal text combines two or more semiotic systems like picture book, in which the textual and visual elements are arranged on individual pages that contribute to an overall set of bound pages; webpage, in which elements such as sound effects, oral language, written language, music and still or moving images are combined; and live performance, in which gesture, music, and space are the main elements.
- It can be delivered via different media or technologies like paper (books, comics, posters), digital (slide presentations, e-books, blogs, eposters, web pages, and social media, through to animation, film and video games), live (a performance or an event) and transmedia (story that is told using multiple delivery channels through a combination of media platforms, for

example: book, comic, magazine, film, web series, and video game).

5 SEMIOTIC SYSTEMS

Written or Linguistic meaning

- for spoken and written language through the use of vocabulary, generic structure and grammar.

Audio meaning

- for music, sound effects, noises, ambient noise, and silence, through use of volume, pitch and rhythm.

Visual meaning

- for still and moving images through the use of color, saliency, page layouts, vectors, viewpoint, screen formats, visual symbols; shot framing, subject distance and angle; camera movement, subject movement

Gestural meaning

- for movement of body, hands and eyes; facial expression, demeanors, and body language, and use of rhythm, speed, stillness and angles.

Spatial meaning

- for environmental and architectural spaces and use of proximity, direction, layout, position of and organization of objects in space.

COMMUNICATION AIDS AND STRATEGIES USING TOOLS OF TECHNOLOGY (TECHNOLOGY FOR LEARNING)

Technology Based Communicating tools

- is the backbone of social interaction.
- **Examples**
 - Email
 - Texting
 - Instant messaging
 - Social networking
 - Tweeting
 - Blogs / blogging
 - Video conferencing
 - Bots
 - Chat rooms, Private & Group messaging
 - Discussion forum
 - Fax
 - Gamification
 - Internet

MULTIMEDIA PRESENTATION

WebQuests

- created as a learning activity not long after the initial development of the worldwide web. A WebQuest is an inquiry-based activity that embeds the use of a variety of learning resources – with most being digital learning resources available on the internet. The inquiry activity may take the form of tasks such as a problem to be solved, a position to be taken, a product to be designed or a work to be created
- WebQuests have a consistent structure
 - **Introduction:** Orients students to the activity Task: Clearly and concisely describes the outcome of the learning activity
 - **Process:** Lists the steps learners will take to accomplish the task and the digital, web-based and other learning resources that support learners in this process
 - **Evaluation:** Provides a rubric to indicate how learners' performance will be assessed
 - **Conclusions:** Summarizes what students will have covered and learned.

TOOLS FOR ANALYSIS

- Analysis and simulation tools support knowledge construction by allowing learners to manipulate information and visualize information in different ways. The curriculum in History, Mathematics and Science includes learning elaborations that involve students collecting, organizing, analysing and interpreting various forms of data and information.

Some examples of technological tools that support these processes include:

- **Concept or mindmapping tools**
 - These tools help learners to identify and link relevant concepts and represent those concepts visually.
- **Database software**
 - This type of software allows learners to record, sort and report on a variety of data in numerical, textual and media forms.
- **Spreadsheet software**

- This type of software allows learners to record, sort, mathematically analyse and represent numerical data in tabular and/or graphical forms. Using technology to communicate

BLOGGING

- Blogs (a short form of the weblog) are personal journal websites on which a user can type an entry, add images, video and links to other websites. Readers of a blog usually can post comments.

MULTIMEDIA PRESENTATION

- -Multimedia is content that uses a combination of different content forms such as text, audio, images, animations, video and interactive content. ...Multimedia is distinguished from mixed media in fine art; by including audio, for example, it has a broader scope. A presentation program is a software package used to display information in the form of a slide show. It has three major functions: an editor that allows text to be inserted and formatted, a method for inserting and manipulating graphic images, and a slide-show system to display the content

TWELVE TIPS FOR CREATING EFFECTIVE PRESENTATIONS

1. Design a template that is free from distracting items.
 - Strive for simplicity and readability
2. Ensure your template promotes readability.
 - Choose color combinations that make it easy for the audience to read your slides.
3. Select a sans serif font.
 - Limit your fonts to two, at most.
4. Always use fonts that are 24 point or larger.
 - Displaying text that is too small to read compromises your message and frustrates your audience.
5. Incorporate high quality photos, images or diagrams that reinforce your verbal message.
6. Use phrases or abbreviated sentences, rather than full sentences.
7. Use bullet points sparingly. If using bullet points, be sure they are less than six words long.
8. Eliminate the use of headings or titles unless they communicate the main message.

9. Use animation, slide transitions, audio, and video sparingly and if used, do so only to reinforce a key concept.
10. Highlight the most important information in tables and graphs.
11. Create a handout to accompany your presentation.
12. Be passionate about your topic