

Tautology: Repetition of an idea ; using unnecessary synonyms ; any logical statement that always results in truth.

eg: 1) Malaria is dangerous.

2) I wake up at 2 a.m. in the morning.

→

## # Maxims of Conversation:

### Principle of Cooperation:

→ relies on 4 - maxims of conversation

1) Maxim of Quantity: Speakers should make his contribution to the conversation as informative as is required. He should not make his contribution more informative than is required.

eg: Speaker 1: ~~Do you know~~ Do you know if Kunal got on okay with her exams?

Speaker 2: 'Yes, I do. She did really well and got an AA!'

2) Maxim of Quality: Speakers should strive to provide truthful information and avoid providing information they believe to be false or the things that they cannot backup with evidence.

eg: "The capital of India is New Delhi."

3) Maxim of Relation (Relevance): Speakers should ensure that their contributions are relevant to the conversation and relate to the topic at hand.

eg: ~~Speaker~~ Pulkrit: Do you think Kunal is dating someone new?

Vijay: "Well, he goes to Patna most weekends"

4) Maxim of Manner: Speakers should communicate clearly and concisely, avoiding ambiguity and obscurity and using appropriate tone and style.

eg: I am writing an essay on metonymy. It's a type of figure of speech.

Here the speaker knew that it may be possible that the listener would not know the term metonymy so he decided to give a quick explanation.

Note: In manner sarcasm, vagueness might be an issue when it's news and stuff but is supposed to be if it is a stand up comedy.

Binary opposition: Binary opposition is a concept in semiotics and structuralism that refers to a system of thought that relies on two opposing terms or concepts that define and complement each other. Majority of narratives in media forms such as books and film contain opposing main characters. These binary opposites help to thicken the



plot and further the narrative and introduce contrast.

For example, in a superhero film this could be good vs evil  
in a horror film this could be human vs supernatural,  
in comedy it could be young vs old.

=> binary opposites often perpetuate negative stereotypes

# Hyperreality: Hyperreality refers to a state where the distinction between what is real and what is simulated or constructed becomes blurred or even non-existent.

Jean Baudrillard was first to use the word hyperreality and describe its meaning. Often times in media, a story can be represented that doesn't entirely reflect actual reality.

This happens in a number of formats. Tv and films often represent a picture of reality that doesn't actually correspond to what is real. This is especially true in "Reality Tv." Due to this simulation of reality viewers start to believe that the reality depicted in these formats represent true reality. From this, a blur emerges from what is actually true and from what is simulation of reality

eg: A news anchor reporting on a war in a foreign country might use images of bombs exploding and soldiers running, but these images may not accurately represent the reality on the ground.

# Multimodality: Multimodality in media refers to the use of multiple modes or forms of communication, such as text, images, sound and video, in a single medium or message. This

approach acknowledges that different modes of communication have different strengths and weaknesses and that the combination of multiple modes can enhance the overall effectiveness and impact of the message

In multimodal media, different modes are often used to convey different aspects of the message. For ex. text for factual info, images or video for visual exam. or emotional cues.

Sound or music can be used to create atmosphere or mood.  
while interactive features can be used to engaging the audience

# Social Networking: Social networks are connections in real and digital world where user generated content, texts can be communicated/ posted. Social networks enables us to update status and post / view pictures and other multimedia content.

Purpose: Sharing, learning, interacting, marketing

Types: General social networking, Professional networking, Niche social networking, Dating and relationship, education social net  
Interest based social net.

Advantage: Connections and communication; Information sharing, Business opportunities, educational, Social movements and activism



Disadvantage: 1) Cyberbullying and harassment  
2) Privacy concerns  
3) Addiction  
4) Spread of misinformation  
5) online scams and frauds

## # Social Media and language change:

The words that surround us clearly influence us and also influence how we use them. Languages evolve because of the new communication media like smartphones and tablets.

Technology based communication ~~has~~ is providing us more flexibility and communication style is becoming less formal. New words are adding ~~as~~ ~~the~~ ~~to~~ and old are fading away.

# New words and expression (hashtag, tweet, selfie)

# shortened word and acronym

Emoticons and acronym have taken place of real time typing.

## # Discourse:

# Metaphors: A metaphor is figure of speech in which a word or phrase is applied to an object or action to which it is not literally applicable.

It is comparison b/w two things that are not alike but share some common characteristics.

eg: life is a journey | love is a rose  
↓                    ↓                    ↓                    ↓  
(target)        (source)        (target)        (source)

# Linguistic imperialism: It refers to the theory that studies why and how certain languages become dominant and widely used internationally, while others are

marginalized. Linguistic imperialism is concerned with the political, economic, and cultural factors that contribute to language dominance, as well as the consequences of such dominance for individuals, communities and societies.

### # English as a global language:

English is in great demand worldwide.

Knowledge creation, higher education, employability  
English is superior in all these aspects.

There has been substantial investment in the teaching of English.

One reason of it is historical and cultural influence of English spoken countries.

UK, USA has significant impact on culture.  
economy.

# Speech community: Group of people sharing the same language, way of thought and ideology comprise of the speech community.

Discourse: A sequence of texts (oral, written or visual) which are logically arranged, is interconnected and has semanticity is called discourse.

- ① Description: It helps the audience to visualise the item or subject by relying on the five senses. Its purpose is to depict and explain the topic by the way things look, sound, taste, feel and smell. It helps readers to visualise characters, settings and action with nouns and adjective.
- descriptive parts of essay, novels

Poem

- ② Argumentative: It is an attempt to convince the reader through logic and reasoning. The writer will make a specific claim and then present valid evidence that supports the claim.
- eg: lectures, essays, public speeches

- ③ Exposition: It informs the audience of a certain fact but doesn't seek to influence the audience's opinion of that fact. It is neutral in language. It may involve providing information, definitions, examples.
- may be used in educational, scientific, journalistic contexts.

- ④ Narrative discourse: This type of discourse involves story telling either orally or written form. It often has a beginning, middle and end and may involve characters, settings and plot. (Storytelling with the purpose of conveying events, actions and experiences to the audience)



## Speech Acts and types

speech act theory is branch of linguistic philosophy that explores the ways in which language is used to perform actions ~~and~~ in the world. According to this theory, when we use language, we are not only conveying information but we are also performing certain actions or functions which are called speech acts.

① Locutionary Act: It refers to the literal meaning of an utterance or the words and phrases used to express a particular idea or concept

eg: I am going to the store

② Illocutionary Act: It refers to the intended meaning or effect of an utterance. It is what the speaker intends to do by saying a particular thing.

eg: Can you pass me the salt.

(request for salt)

③ Perlocutionary act: refers to the actual effect that an utterance has on the listener regardless of speaker's intention.

You look terrible

~~concern~~ → concern → hurt

# Neologism: It refers to newly coined word, phrase, or expression that has recently entered into common usage

eg: selfie, blog, internet, google



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