
English Language and Linguistics

PAPER TWO

The world is a very
puzzling place. If you're
not willing to be puzzled,
you just become a replica
of someone else's mind.



ZHANG LIU



Important Tips

Skim through all texts before attempting.

Write P2SB first!!!!!!

TS: in order to..., language is used by (the speaker) to....

Both:

- Consciously and conscientiously link back to the question, especially it's a specific one
- DON'T forget to include your own e.g.
- ALWAYS write the linguistic e.g. first

P2SA (difference analysis):

- Formulate each TS as a linguistic debate
- TS must address question, speaker, audience
- Compare the differences and similarities and account for them

P2SB (discourse analysis):

- some gaps to fill in by using language

- Language is ALWAYS deliberate. --> find out the motivation --> explain the motivation (identity, values, socio-historical context)
- What is said in the text vs what is omitted
- What is said vs what is the opposite
- Look for contradictory ideologies and incongruence with expectations

Keep asking yourself:

- what is the **fundamental** thing that I have to talk about, given the discourse type / speaker-audience / context?
- Any important debate, tension, conflict, mismatch, controversy?
- Is there opportunity to challenge the text?
- Did I take anything for granted?
- Do I have relevant e.g.?

P2SB Overview

Examples of questions to consider:

- A. In what ways can language be used to **dominate, manipulate or persuade**?
- B. How is social power conveyed by the text and talk of dominant groups or institutions?
- C. Is there an **inherent bias** in the English language? Has it changed to become less discriminatory? How is this reflective of changing attitudes in society?
- D. How do the linguistic features reflect the Singapore culture and society?

Language is a social practice. Language is meaningless without CONTEXT.

Use language to **deal with people**: manage them, teach them, defend them, counsel them, reassure them, please them, entertain them, break bad news to them, justify our actions to them, bargain with them.

Our social relationships are almost wholly realized in language where language leads us to act and behave in certain ways, and it is a **powerful shaping force** in how we think about and construct the world we live in.

Ideology is a set of beliefs or attitudes shared by members of a particular group. Where it has become a socially imbued unconscious attitude, it is much more difficult to question - even to oneself - and extremely hard to challenge openly in the social arena. Alternative beliefs, perceptions, values, attitudes from others can surface the presuppositions, assumptions or preconceived notions you hold, and to suggest different approaches or perspectives that you can adopt regarding an issue.

Approaches:

1. Top-down: Fairclough

2. Bottom-up

Objectives:

1. To analyze discourse practices that reflect or construct social problems
2. To investigate how ideologies can become **frozen** in language and find ways to break the ice
3. To increase awareness of specific cases of injustice, prejudice, and misuse of power
4. To investigate the role of speaker/writer's purpose and authorial stance in the construction of discourse

P2SA Overview

Difference Analysis: different people use language in different contexts for different reasons, eliciting different attitudes and opinions.

Difference is based on **Region** (regiolect), **Social background**, including race, class, gender, age (sociolect), **Ethnicity** (ethnolect)

Identify trends and patterns and account for them



Language Variation

General

From notes:

The key point is that identity is two-fold in the sense that, generally, we must identify ourselves as such and be identified by others as such. Hence, our identity will depend on both what we do/say and how that is perceived by someone else.

Language variation is neither a dichotomy nor a typology - that is, each language variety is never entirely distinct from another. Instead, there is bound to be some overlap and therefore it will be wiser to think of it as a **fluid continuum** where one variety will gradually progress onwards into another based, for example, on the formality of a particular communicative context.

Although new variants may come into being for linguistic reasons (for example, a marked feature may be altered so that it is unmarked), it is really social forces that drive language change. In particular, linguistic innovations, no matter how linguistically “natural”, will not spread unless speakers have the opportunity and motivation to adopt them.

In the age of ever-increasing contact among speakers of different languages and varieties, there is more opportunity than ever for dialect and language mixing and hence leveling. It remains to be seen whether speakers have sufficient motivation to relinquish local speech forms, with their strong connection to local identity, in favor of leveled varieties that allow for global communication.

From ***Patterns of Variation including Change by J. K. Chambers:***

In their third postulate for a theory of language change, Weinreich, Labov, and Herzog state: “Not all variability and heterogeneity in language structure involves change, but all change involves variability and heterogeneity” (1968: 188).

When sociolinguists begin viewing language changes in their social contexts, many of the old mysteries of historical linguistics - “the fruitless paradoxes” that Weinreich et al. (1968) deplored - simply disappeared. For instance, linguists long recognized that rates of change fluctuate, and that periods of relative stability can be followed by periods of considerable flux. In times of flux, if change is viewed from discrete points in time rather than along the whole range, it can take on the appearance of a generation gap or even a communication breakdown. This viewpoint, seeing change as a punctual phenomenon rather than continuous, was the one advocated by Bloomfield, Hoenigswald, and the other structuralists. We now recognize the apparent generation gap as an artifact of the static view.

Canadian English, which has experienced a period of fairly intensive change in the last 60 or 70 years, provides a case study. As it happens, variable (wh), the merger of /hw/ to /w/, is only one among many changes. Table below takes a sample of these changes and compares the percentages of the incoming variants at two points 60 years apart. These changes are not necessarily the most dramatic, but they serve our purposes here by indicating the extent of the changes that have appeared fairly suddenly in this consecrative branch of the English language. The also represent the major structural categories of language: couch and napkin are lexical changes, replacing the Canadianisms chesterfield and serviette; leisure is a pronunciation change; which, whine, news and students are phonological changes; and dove and snuck are morphological (all described in detail in Chambers 1998b). The purpose in selecting changes from several categories will become evident in the section.

These extensive changes might suggest a sizable generation gap, especially if they are understood as representative of many more. They show that the speech norms in 1920 are very different from those in 1980. If teenagers spoke only to octogenarians, there might indeed be breakdowns in intelligibility. But such a view

presuppose that change is instantaneous. The *reductio ad absurdum* for instantaneous change, attributed to the late James D. McCawley, imagines a Londoner who slept through the Great Vowel Shift and was bewildered the next day at being served ale when he ordered eel.

Gender

Cultural-specific

Not exclusive

Standard vs Non-standard English

We have seen that standards of language use and standard languages are essentially arbitrary conventions which can be learned only by going to school. This is precisely why they are so effective in maintaining barriers between groups. Knowledge of the standard is unevenly distributed. There has been much discussion in the popular press and academic professions about the problem of declining standards. Standards change. This is true of language no less than other cultural products like fashion. People have complained about the decline of English since at least the fifteenth century. In 1989 Prince Charles angered English school teachers when he complained publicly that his staff could not read or write English properly. Around the same time, the Times Higher Education Supplement carried a front-page article in which several Oxford professors complained about the low standards of English used by students at Oxford University and suggested the possibility of introducing remedial instruction. Interestingly, these remarks came in the wake of the British government's inquiry into the teaching of English, which was full of recommendations for tolerance of pupils' varieties of English. The same report also stressed the need for standard English to play a part in a new national curriculum.

Given the inherent bias in the school's curriculum towards the language and culture of the dominant group in society, it would be surprising if minority children managed to score better than mainstream children, even when a foreign language background is not an intervening variable. Research has shown that when tests are devised which are aimed specifically at the kinds of knowledge minority children have, but which majority children lack, the minority children do well. A black high school group averaged 36 points higher than a white group on a test called BITCH (Black Intelligence Test of Cultural Homogeneity), which contained 100 vocabulary items in use in Afro-American slang. This difference in

scores reflects that fact that the white students had less opportunity to acquire the words than the blacks through previous cultural experience.

Evidence from a variety of studies, however, shows that ignoring or condemning the child's home language, whether it is Ebonics, Hawaii'i Creole English, or Spanish, is not a particularly successful strategy. The futility of constant correction of non-standard language in the classroom also receives support from academic research. One researcher found that children's use of African-American English increased in direct proportion to how much they were corrected. In classrooms where teachers corrected children, the more they continued to use non-standard speech. Reading scores were also low in such classrooms, compared to classrooms where children were allowed to express themselves and read orally in African-American English.

Constant correction may lead to loss of self-esteem, as explained by a 64-year-old Hawaiian man, who explained how he hated school because he was made to feel dumb: 'I was corrected so often dat I neva even talk any more, I hated school so much all I wanted to do was stay on the ranch with my fada because nobody correct me all the time dea.' He left school in fifth grade. Many other people have stories about specific incidents which revealed the deep embarrassment they felt at being corrected for speaking 'pidgin'. One male student attending the University of Hawaii'i at Hilo talked about how one fellow student at Konawaena School on the leeward coast of the Big Island was corrected. The student asked the teacher, 'I can go batroom?' The teacher insisted that the student repeat the question over and over again in front of the class until he produced it in standard English, 'May I go to the bathroom?'

Studies show that the use of the home language in early literacy is effective. A very early study with dramatic findings was done between 1948 and 1954 in fourteen schools in Iloilo Province in the Philippines. Half of the children were taught completely in English for four grades while other children were taught first for two years in Hiligaynon, their native language, before switching to English. The children who began their own language very rapidly caught up with the children who started in English, and even surpassed them. Similar results have been found where the vernacular is a non-standard variety. In Norway and Sweden, for in-

stance, studies show the advantage of teaching children to read first in their own variety before switching to the standard.

Ethnicity

Key ideas:

- 1. Identify is two-fold.** Generally, we must identify ourselves as such can be identified by others as such. Hence, our identity will depend partly on both what we do/say and how that is perceived by someone else.
- 2. Identity is multi-faceted.** It is comprised of a web of identities in the sense that each can intersect, overlap, complement and/or contradict with others. Hence, our identity need not be coherent or even what we had intended it to be.

AAVE vs AVT(African-American Verbal Tradition)

The underlying assumption is that having english as a common language will be essential if everyone were to be assimilated into a shared sense of national identity.

The issue is that by english they are referring largely to the SAE spoken largely by whites from middle- to upper-class. Hence, doing so will in effect delegitimize the other varieties of english spoken by ethnic minorities.

1996 Oakland Ebonics Controversy

Regiolects in UK

Scottish English:

- Scottish English has a rhotic accent
- /p/, /t/, /k/ are not aspirated
- Cot and caught are not differentiated in most Scottish varieties

Geordie (a dialect of the English language spoken by inhabitants of Tyneside, northeastern England)

- Geordie consonants generally follow those of Received Pronunciation.
- Geordie is non-rhotic, like most Anglo-English dialects
- /ɛ/ specifically in words with the spelling ‘ea’ (such as bread and deaf) may be pronounced as [i:]
- /əʊ/ specifically at the ends of words, with the spelling ‘ow’ (such as in throw and follow) is pronounced as [a] in monosyllabic words (thus, throw as [θɹa]) and [ə] in polysyllabic words (window as [‘wində])

Estuary English:

- glottal stops for /t/, including some between vowels
- Vocalized /l/ as in ‘fill’, giving pronunciations sounding like “fiw”
- ‘Cockney’ (London) vowels (broad diphthongs, so that ‘mace’ sounds like RP ‘mice’, ‘buy’ sounds like RP ‘boy’, and ‘rice’ has a vowel resembling that of RP ‘choice’)

- A general absence of /h/-dropping

- Use of standard grammar

British Black English

- /θ/ to /t/ or /d/

- ‘lick’ means ‘hitting someone’

- ‘kenge’ means ‘something that is weak or puny’

- ‘Babylon’ means police

- ‘I and I’ means ‘you and me’ to express solidarity with someone else

- ‘I’, ‘me’, ‘my’ are replaced by ‘mi’

- ‘they’, ‘them’, ‘their’ are replaced by ‘dem’

- Tense is not marked

- Plural forms are not indicated by the suffix ‘s’

Ethnolects in US

AAVE:

- Corpula / auxiliary absence
- Invariant or non-finite ‘be’
- Completive ‘done’
- Sequential ‘be done’
- Specialized auxiliaries
- Subject-verb ‘disagreement’
- Double or multiple negation

Valley Girl Speak

- High-rise terminal (phonology)
- Vocal fry (phonology)
- ‘Hella’ (lexis)
- ‘Like’ (syntax)

Excerpt from Dialect Diversity in America (William Labov)

Most of us adhere to what one may call the Golden Age Syndrome: the belief that language once existed in a state of perfection, and any change is a decline from that state, to be resisted.

Much of the dialect diversity in America is the result of the growing divide between mainstream white dialects and African American Vernacular English

(AAVE). Here the problem of communication is even deeper, and much of this book will be devoted to showing that the speech of African Americans is a coherent, well-formed, and different system, a fact obvious to all linguists but not at all to the general public. People who cannot detect a shred of racial bias in their own thinking will be profoundly biased in their reactions to African American speech. The ways in which race affects our views of language will intersect with our general effort to appreciate the role of rationality in linguistic matters.

Most linguists begin their introductory classes by saying, “You already know more about your language than any other subject you will ever study.” You may not know that you know this, since most linguistic knowledge is implicit, hidden from conscious view. Most of what linguists do is to make that knowledge explicit. Yet other aspects of language are hidden from these introspective procedures, and can only be found by observation of what people say. This is the case for many kinds of linguistic variation.

Language evolution vs Natural Selection

Taking linguistic change as a whole, there seems to be non discernible movement towards greater efficiency such as might be expected if in fact there were a continuous struggle in which superior linguistic innovation won out as a general rule. (1959)

“Language and evolution” (Joseph Greenberg)

The parallels between linguistic and biological evolution seem so strong that it is indeed puzzling to find that the crucial link of natural selection should be missing. Language change across the centuries has turned a single group of Indo-European dialects into a family of mutually unintelligible languages, including Russian, Hindi, Greek, Albanian, French, German, English, and Icelandic. Linguistic change has not made it easier for speakers of those languages to communicate. When two groups of speakers become separated over time by migration to distant parts, and communication between them is drastically reduced, we expect their linguistic systems to diverge. The many sources of variation in vocabulary, grammar, and phonology will inevitably lead them to drift apart, and any degree of convergence requires an explanation.

On the other hand, we are not surprised when neighboring dialects converge. Many studies of European dialects show how the dialect contact leads to reduction of dialect diversity in the form of “dialect leveling” (Trudgill 1986). In fact, if these neighbors begin to speak more differently from one another, we are surprised and puzzled. It follows that when two speech communities are in continuous communication, linguistic convergence is expected and any degree of divergence requires an explanation.

Is Language a Property of the Individual or the Group?

The sociolinguistic view is that we are programmed to learn to speak in ways that fit the general pattern of our community. What I, as a language learner, want to learn is not “my English” or even “your English” but the English in general. In this sense, the language learning faculty is outward bound, searching for a community consensus rather than an individual model.

A Hidden Consensus: The (IN)G Variable

The consensus is publicly available and, in one sense. Understood by all. In the classroom or on the pulpit, people will attribute the use of the -in’ from to laziness, ignorance, or just plain rascality. Yet the high value we put on the -in’ norm in other contexts is not hidden from public view. When we see the large illuminated sign, DUKIN” DONUTS, we recognize the claim that dunkin’ doughnuts taste better than *dunking* doughnuts. The -in’ form, as we have seen, is associated with home language, and DUNKIN’ DONUTS calls upon the general belief that home cooking is better than commercial cooking. Many other firms make heavy investment in this apostrophe. A Philadelphia travel agency is named with an electric sign spelling out CRUSIN’. We understand this is an advertisement that we will have a better time *crusin’* than we would *cruising*.

To sum up, people do not speak in an unpredictable and chaotic way, in New York City or elsewhere. The -in’ variant does not represent a loss of control, laziness, or ignorance. It alternates with -ing as a stable linguistic variable. People throughout the country use the -in’ form more when they are speaking informally, less when they are speaking formally. People with more power, education, and money use -in’ less often than people who rank lower on these dimensions os social

life. We sum up these findings by saying that the variable (ING) is stratified by style and social class, evaluated by social consensus, and available for public discussion. It operates very much the same way throughout the English-speaking world. As far as we know, the variation between -in' and -ing dates back to the 9th century A.D.

Most importantly, the (ING) variant is a prototypical example of orderly heterogeneity. It does not interfere with communication: we know that *working* and *workin'*, *dunking* and *dunkin'*, mean the same thing. Furthermore, the variation of (ING) works for us to establish levels of formality and informality and in any given context; the level of -in' also tells us something about the social status of the speaker. In a word, we understand (ING). That does not prevent us from attacking Sarah Palin for “dropping her g’s.” Public rhetoric about language behavior is always several stages removed from reality. Because we understand what (ING) is all about, we can always pick it up and use it as a club to beat our opponent son the head and shoulders with, linguistically speaking.

Prestige

Excerpt from The Cambridge Encyclopedia of English (David Crystal)

A belief that some languages are intrinsically superior to others is widespread, but it has no basis in linguistic fact. Some languages are of course more useful or prestigious than others, at a given period of history, but this is due to the preeminence of the speakers at that time, and not to any inherent linguistic characteristics. The view of modern linguistics is that a language should not be valued on the political or economic influence of the speakers. If it were otherwise, we would have to rate the Spanish and Portuguese spoken in the 16th century as somehow ‘better’ than they are today, and modern American English would be ‘better’ than British English. Yet when we make such comparisons, we find only a small range of linguistic differences, and nothing to warrant such sweeping conclusions.

At present, it is not possible to rate the excellence of languages in linguistic terms. And it is no less difficult to article at an evaluation aesthetic, philosophical, literary, religious, or cultural terms. How, ultimately, could we compare the merits of Latin and Greek with the proverbial wisdom of Chinese, the extensive oral literature of the Polynesian islands, or the depth of scientific knowledge which has been expressed in English? Perhaps one day some kind of objective linguistic evaluation measure will be devised; but until then, the thesis that some languages are intrinsically better than others has to be denied. (Part 1-2 “The equality of languages”)

Examples

RP

Glottal stop --> estuary English

Prestige is based on the perception of the speaker and audience

Standard English

Australia: Steve Irwin

/i/ --> /io/

Jamaican

French English

Chinglish

4 Capitals that brings about symbolic power:

1. Economic capital: wealth
2. Cultural capital: forms of knowledge, skills, and education
3. Social capital: connections and group membership
4. Symbolic capital: accumulated prestige and honor

RP --> cultural capital; people think you have a good education because you go to a good school, and that means you have the money to afford such education

The way you speak: people assume you have economic and cultural capitals



Langauge Change

Lexical Change

Pejoration:

1. Stereotype

- Borrowed from French.
 - In French the word has only the original adjectival use, and the subst. use = édition stéréotype.
-

adj. lit. Of an edition: Printed by the process described above in A. 1. Also used as an epithet of the process.

- Only until recently, the word takes on negative meaning
-

A preconceived and oversimplified idea of the characteristics which typify a person, situation, etc.; an attitude based on such a preconception. Also, a person who appears to conform closely to the idea of a type.

2.

3.

Reasons for lang change

1. New ideas and concepts

- e-commerce
- Naughties
- Ransomware
- Virus
- firewall

2. Social, cultural, technological and political reasons

- Chairperson
- Head teacher
- Eurosceptic
- Ecofriendly

3. Speakers' attitudes

4. Lang contact

Morphophonemic

Phonemic

Examples of Lang Change

Language

Amelioration and perjoration is a full shift: previous meaning is lost

Broadening: previous meaning is kept

Amelioration: geek, nerdy, nice

Nice: used to be ‘stupid’ in Middle English

A bit controversial: bitch, drag queen

Perjoration: retard, auntie (perforated locally in Singapore, from term of respect to insult), gay (**being happy** --> being homosexual --> **being lame**), spinster, drug,

‘curvy’ euphemism for ‘fat’ for girls

For most perforated have a euphemism for it

‘pussy’ used to be a euphemism but then undergoes perjoration

Spinster: used to refer to an unmarried woman --> a woman who is unwanted

Semantic broadening: lame, bro, sis, business, epic, fear, awesome, shit

Business: in old english, it means ‘anxiety’; in Middle English, it means ‘the state of being busy’; from late Middle English, ‘appointed task’; currently, a company

Shit: only excrement--> get your shit together, same old shit

Semantic narrowing: fowl, drug,

Fowl: from all birds to only domesticated birds

Conversion:

Euphemism:

National service is a euphemism for draft/conscription

Mentally challenged

Diffability

Vertically challenged

Special

Taboos:

Bloody hell

Fucking

Bae

<http://time.com/3026192/this-is-what-bae-means/>

On Wednesday, Pharrell dropped a video for his new single, "Come Get It Bae," which may immediately raise some questions, such as "Come get what?" and "What in the world does /react-text bae react-text: 231 mean, anyway?" /react-text

react-text: 233 The short answer: Though this word was used in the 1500s to refer to sheep sounds, today /react-text bae react-text: 236 is used as a term of endearment, often referring to your boyfriend or girlfriend. Or perhaps a prospect who might one day hold such a lofty position. Bae has also taken on a wider meaning, being used to label something as generally good or cool, as in "This sandwich is bae." /react-text

react-text: 241 Say, for instance, you post a picture of you on a yacht with Beyonce and you just so happen to be Jay-Z. You might give that photo a caption like, "Just another Tuesday with my bae. #surfboat" or "When bae looks bae on this bae boat. /react-text react-text: 243 #boofboof /react-text react-text: 244 " /react-text

react-text: 246 There is no doubt that more people are encountering this word and wondering what it means, as evinced by this handy chart from Google Trends: /react-text

react-text: 251 But there are some competing origin stories. /react-text

react-text: 253 One tale supposes that /react-text bae react-text: 255 is in fact the acronym /react-text BAE react-text: 257 , standing for "before anyone else." But people often like to make up such origin stories that linguists later discover were absolute poppycock, like the idea that the f-word is an acronym dating back to royal days when everyone needed the king's permission to get in the sack—so

they would be having "fornication under consent of the King." Great story. Totally untrue. /react-text

react-text: 259 Others argue that /react-text bae react-text: 261 is simply a shortened version of /react-text babe react-text: 263 , which would similarly account for the rare /react-text ae react-text: 265 juxtaposition. Slangsters do love to embrace the "dropped letter" versions of slang words. When /react-text cool react-text: 267 gets old, there is /react-text coo react-text: 269 . When /react-text crazy react-text: 271 gets tiresome, there is /react-text cray react-text: 273 . You could do me a /react-text solid react-text: 275 , or just do me a /react-text sol react-text: 277 . /react-text

react-text: 279 The term's usage took off in 2013 and continues to rise. And as more people say /react-text bae react-text: 281 , it's likely that the meaning will shift in any case. When words get popular, one of two things tends to happen, as computational linguist Tyler Schnoebelen explains: "As it gets picked up by more people, its meaning will either calcify or bleach." That is, harden into meaning only one very specific thing, or expand to embrace a range of meanings. /react-text

react-text: 283 Take the word /react-text weird react-text: 285 , as in Weird Al Yankovic, the man who has had such fun parodying Pharrell of late. When first used, that word meant "having the power to control the fate or destiny of human beings." And that is certainly not the meaning we invoke when referring to Mr. Yankovic. /react-text

react-text: 287 A good rule of thumb for now at least: if you would use the words /react-text boo react-text: 289 or /react-text babe react-text: 291 in some circumstance, you can probably use /react-text bae react-text: 293 .

<http://blog.dictionary.com/adjectival-bae/>

Over the last couple of years, the term bae has achieved widespread usage. While the noun form has been around for over 10 years, adjectival and verbal uses, along with other related forms, have more recently started popping up to de-

scribe the people and things we love, or at least like-like. Twitter, in particular, is rife with interesting new uses of the term. The popular social media platform has been used to mine language change for years and has inspired some recent linguistic scholarly research.

Dictionary.com defines the noun bae as: “Slang. an affectionate term used to address or refer to one’s girlfriend, boyfriend, etc.” Many have debated the etymology of bae, some insisting that it derives from the acronym “Before Anyone Else.” The earliest evidence of this connection on Twitter is from a July 19, 2011, tweet, making “Before Anyone Else” a backronym of bae, which first surfaced in rap music and on Urban Dictionary in the early-to-mid-2000s. A much more likely etymological explanation is that bae is a shortening of baby or babe.

When bae appears as a noun, its meaning is relatively set: it’s a term of endearment. However possibilities abound as bae moves into to other parts of speech. These days bae has gotten a lot of mileage out of its robust use as an adjective. My guess is that adjectival bae (or what I’ll call adjectival bae for now) at first pointed to the original boyfriend/girlfriend/significant other sense, as in the following examples:

Follow

Ashley C. Ford



@iSmashFizzle

Oh, he wants Meg Ryan to be Bae so he don't want to tell her he's Rich Bookstore Man? This is white game. #AshleyGotMail

9:59 AM - 12 Dec 2014

9 9 Retweets

16 16 likes

Follow

sosa tsunami @sosatooturnt_

he was supposed to be bae a long time ago but I got friendzoned so now we're bffs but you know, that's better than nothing so.

5:05 PM - 22 Dec 2014

Retweets

2 2 likes

But adjectival bae goes beyond literal significant others, and into the realm of fantasy significant others. If you were to call a celebrity bae, there's an implicit understanding that this is make-believe; you don't actually know this person (David Beckham) and you probably wouldn't date him if you did (unless you are a former Spice Girl). Additionally bae can be used to describe people who are cool or hot or stylish or wonderful, whether or not you have any romantic interest in them.

Follow

TT4Taylor @TT4Taylor

Tay is Bae!! NYC style!

<http://>

tt4taylor.com/post/104954089

743/varietybeat-taylor-swift-looking-chic-and

...

6:41 AM - 12 Dec 2014

58 58 Retweets
70 70 likes

Follow

Leo Dostoyevsky @IAmBumblebee

who wants to be bae and bring me fried, delicious carbs at work?

1:32 AM - 23 Dec 2014

Retweets
likes

Things can also be bae. In fact, this is so common, it has sparked internet outrage.

Follow

SUGAR~PET @sugarpet_

turtle necks is bae pic.twitter.com/7NAUXan8F8

1:57 PM - 11 Dec 2014

12 12 Retweets
65 65 likes

Follow

j.krue @jskxxs
pizza is bae

4:00 PM - 18 Jul 2013

4 4 Retweets
1 1 like

Follow

☆ drm. ★ @Dawnyy_M

for an example: eliminate "bae" from the grid. everything seems to be "bae" now like your phone charger or your laundry scented candle.

3:12 AM - 23 Dec 2014

2 2 Retweets

1 1 like

Sometimes the actual part of speech of emerging slang can be hard to identify. Just look at the debates among linguists surrounding the part of speech of because x. While in the above examples, bae resembles an adjective, is bae really an adjective? Let's take a closer look at “pizza is bae.” The following constructions commonly appear:

Pizza is bae.

Pizza is so bae.

Pizza is my bae.

Pizza is the bae.

All of these examples express the same sentiment: “I love pizza.” The second example is clearly an adjective, but part of speech is more murky for the first example. Could there be an omitted-yet-understood possessive pronoun or definite article implied here, as fully spelled out in examples three and four? Is “Pizza is bae,” a shortening of either “Pizza is my bae” or “Pizza is the bae”? Could bae be part of an implied noun phrase? Returning to Ashley Ford’s tweet “Oh, he wants Meg Ryan to be Bae so he don’t want to tell her he’s Rich Bookstore Man?” we see that Ford capitalizes bae, giving it proper noun treatment. Is this because bae is part of the implied noun phrase “his bae?” Or does bae stand on its own as an adjective here? We’d have to ask the individual tweeters to know for sure, and then, they

might not even have an answer. With just the written source material, part of speech remains ambiguous.

Bae has shown itself to be a very productive new element of English. Not only does it straddle parts of speech, but related forms of bae have emerged as well. You can be baeless or baeful, and you can achieve baeness and baedom. You can be super-, uber-, or extra-bae.

Follow

Senzokuhle Sithebe @SkinnySenz_77

You see what happens on twitter on Baedom grips you

7:42 PM - 29 Apr 2014

7 7 Retweets

1 1 like

chiwetel is so bae. super-bae. uber-bae. extra-bae. baeity. baelicious. baeish.

— January Cheer (@KaburaNganga) November 5, 2014

Bae can also be used as a phrasal verb, as in “bae it out”:

Follow

broooookeeeeeee @broookeeee21

when in doubt, bae it out. pic.twitter.com/nsB7aoVmHO

9:59 AM - 6 Jan 2014

3 3 Retweets

30 30 likes

You can even use baenoculars.

[View image on Twitter](#)

Follow

Aaron Carpenter



@AaronCarpenter

where u is bae

3:42 AM - 18 Jun 2014

6,060 6,060 Retweets

15,558 15,558 likes

Bae is used as a verb meaning “to make someone your significant other,” as in “to bae or nah to bae.” While William Shakespeare gets credit for popularizing countless terms in English, it’s safe to say he did not coin the verb use of bae.

to bae or nah to bae -william shakespeare — macky (@mac_ribello) April 26, 2014

Bae is sometimes also used as a superlative, as seen above in the pizza examples. People or things can be “the baest” or “the bae.”

Follow

alexa 'why' teed @lexafryteed

Jennifer Anniston is probably the baest bae of all the baes ever to bae in the history of baedom.

2:22 PM - 21 Dec 2014

3 3 Retweets

4 4 likes

While some English speakers wish to banish the word bae, the Twitterverse and beyond has found bae to be an extremely adaptable and productive term, far more flexible than baby or babe. Now that bae has achieved high levels of pop-culture saturation, perhaps it will lose its edge (maybe it's already lost its edge). Or maybe it will further establish itself as a go-to term of endearment and become a fixture of English.



Language Planning and Policy

Arguments for and against standardization

- 1) standard lang variety for specific purposes and in specific communicative contexts
- 2) Common language so as to facilitate communication by minimizing the possibility of one being misunderstood / not understood

BUT,

- 1) inimical to linguistic diversity
- 2) exacerbate social inequality
- 3) Criteria can be arbitrary and hence illegitimate

Oakland Ebonics Controversy

“Language and schooling draw impassioned perspective and powerful convictions from all quarters-with and without study or expertise” (Croghan 74)

IN THE WINTER OF 1996, the Oakland school board put out a resolution whose ultimate intention was to better the experience of African American students in their school district. This resolution asserted that “African American students as a part of their culture and history [as] an African people possess and utilize a language described in various scholarly approaches as ‘Ebonics’ or [...] ‘African language systems’” (Fields 24). The school board also claimed that several validated scholarly studies had “demonstrated that African Language Systems are genetically based and not a dialect of English” (Fields 24). Considering all of the time and effort that the Oakland school board put into realizing this resolution, which included several months of research done by a specially designated task force, it is clear that they possessed the very same passion concerning the plight of many African American students that Michael Croghan highlights. However, they lacked expertise in their articulation of a solution to this problem. The resulting poorly expressed resolution was met with the equally passionate opinions and judgments of dominant society, which ultimately caused the resolution to be rejected and ridiculed. Although the intentions of the Oakland School Board were justified in their attempt to remedy a very real problem faced by many African American students and their instructors, the board's improper use of many linguistic terms ultimately rendered their resolution not only ineffective as a combatant against this problem but also harmful to the African American communities that utilize the dialect concerned, subsequently making them a frequent source of ridicule and parody.

Before a critical analysis can be made of the school board's linguistic felicity, an understanding of the problematic situation that it addresses is paramount. As Robins Burling describes in her article “Nonstandard English,” most Ameri-

cans, although they may not readily admit to it, perceive a noticeable difference in the speech of African Americans and Caucasian Americans. As linguists such as Burling have discovered, this difference is actually a dialectical one which has resulted from years of social segregation of African American communities (290). This dialect is known by several different names, but for the purposes of this essay it shall be referred to using the term “Ebonics,” literally meaning “black sounds,” which was coined in 1973 by Robert L Williams (Fields 23). The coining of this positive term was a decisive step in the fight for recognition of African American's speech differences as something other than just “bad English.” As we learn in Michael Croghan's exploration of the topic, it is actually the persistent refusal to recognize these speech differences as valid, and not learning disabilities or laziness, that has caused unbelievably low grades and test scores within the African American student community (75). Not only do these negative attitudes affect student's test scores, but also their feelings of belongingness and importance in the school community, which can eventually lead to a rejection of the entire institution and its values (Balester 158). This second effect can be extremely harmful to the student's success in a world whose standards are based on these same values. Ultimately, a student who graduates without the ability to speak and write in Standard English is being set up for failure in the business world (Fields 28). Thus it becomes clear that in order to effectively validate the students' community of origin while concurrently giving them the skills necessary to succeed in dominant society, educators need to recognize and understand Ebonics as a viable language system. The solution to this dilemma, however, is a particularly complicated matter, one which the Oakland school Board intended to resolve with their 1996 resolution.

Awareness of the history of Ebonics reveals the validity of the Oakland School Board's demand for new procedures in the education of African American Students. So why was their resolution met with such a stifling backlash in the dominant society? Michael Croghan claims that the wave of misunderstandings that followed the resolution could have been avoided if the media had been more aware the history behind the resolution (74), but this is inaccurate. In truth, the school board was not betrayed by the media but by their own misuse and misunderstanding of certain terms, which subsequently fueled the media's negative portrayal. In

this essay, the terms “language,” “genetically based,” and “dialect” will be analyzed in order to explain the ineffectiveness of the school board's resolution in achieving its purpose.

The first term, language,” appeared in the resolution in the following context: “African American students [...] possess and utilize a language [my emphasis] described in various scholarly approaches as ‘Ebonics’” (Fields 24). According to linguistic theory, a “language” is a group of linguistic variants which are mutually comprehensible (Bradley 10/02). Although many Standard English speakers may have difficulties understanding the speakers of Ebonics, to say that it is a separate language, meaning that it is entirely incomprehensible to Standard English speakers, is a far stretch. Most Standard American English speakers are likely to be just as baffled by certain terms used in Ebonics as they would be by those used in Standard British English, but British English is still considered a dialect of English, not a language in and of itself. Even if the line between language and dialect is sometimes unclear, the Oakland School Board's statement went against the beliefs of many well recognized linguists and they didn't provide their audience with substantial proof that Ebonics is indeed a language. Thus their bold declaration was received with criticism, doubt, and ridicule in popular culture.

The second instance which resulted in mass confusion and ridicule was the use of the phrase “genetically based” in the following sentence: “African Language Systems [Ebonics] are genetically based [my emphasis] and not a dialect of English” (Fields 24). At first glance, this term appears to imply that African American have some kind of genetic predisposition toward Ebonics. Indeed, the expression was so widely understood to refer to biology that the school board later retracted it from their resolution. They later explained on their website that the term “genetically based” refers to “origins” and not “genetics” (Fields 20), but given that this is not the widely accepted understanding of the word, and given the passion that people invest in language, the board would have been wise to exercise caution in their inclusion of this statement.

The third and final misused term which explains the ineffectiveness of the school board's resolution is the word “dialect.” The school board claimed in their resolution that Ebonics is “not a dialect [my emphasis] of English” (Fields 24).

Given the dual understanding of this term, it is clear why the Oakland School Board chose to use it in the way that they did. According to a technical linguistic definition, “dialects” are the variants of a language, which itself is a more ample linguistic entity (Bradley 10/02). But another understanding of this term exists in its current everyday use, one which is demeaning and negative. For example, when Spanish dictator Francisco Franco wanted to suppress the regional languages of Spain , which include Basque and Catalan, he deemed them nothing more than regional dialects of Castilian Spanish (Bradley 10/02). Thus the Oakland School board's adamant assertion that Ebonics is not a dialect can be interpreted as a tactic intended to fight against the oppression of the African American people. However, just as with the term “genetically based,” if the board would have acknowledged and accounted for this term's official understanding, perhaps they could have selected a more accurate or communicative expression to argue their point, and in doing so avoided the backlash that ensued.

In the end, the school board's use of these and other controversial terms resulted in confusion and misunderstanding within the larger American community, which eventually led to the ridicule and parody of the African American community itself. The misconceptions that sprung from the resolution's inaccuracy include the following: the Oakland school district is going to teach its students Ebonics instead of English, they want Ebonics speakers to be recognized as bilingual, they only want more state and federal funding, they are devising a system of lower standards in which students are rewarded for failure, and they are condoning the use of slang (Fields 20). Obviously, these and other misconceptions caused the negative associations that had been synonymous with Ebonics before the resolution to spread and deepen within the country. And in the end, the Oakland School Board failed to acquire the validation of Ebonics that they had set out to create in the first place.

Ultimately most of the harm done was at the hands of the media, who twisted and warped the resolution in order to form ridiculous myths and stereotypes. It is unfortunate that we live in a society where attempts to improve the experience of African Americans are met with such criticism, but this is the society that we live in. In their attempts to change our society, the Oakland School Board

should have been more aware of the extreme criticism that they were bound to encounter and more careful while they were writing their resolution. After learning about the history of the steps that have been taken toward improving the lives of African American students, it is unmistakable that the school board's actions were not only justified, but extremely progressive and even noble. With their resolution they were directly confronting a hegemonic depreciation of African American culture that has persisted since the inception of slavery. Considering the predictable adamant refusal to acknowledge privilege that dominant social groups characteristically display, it is most likely that even a resolution void of the aforementioned errors would have been met with extreme criticism. But if the original resolution had been crafted in more grounded terms, its creators would not have had to meet the inevitable criticisms with poor excuses and retractions, but would have been able to stand firm in their position and meet any questions head on with well-researched explanations. After all, the passion created by language and schooling is much more powerful when it is combined with study and expertise.



World Englishes

HK & SG words in OED

Question: Even if these words made it into the OED, they're usually not likely to be adopted by speakers from countries other than its country of origin. If that's the case, how much significance does this list hold?

If that's not the case, is there any evidence?

E.g. On Instagram, 'dim sum' is used by people from western countries.

The full list

Hong Kong

Char siu barbecued pork

Compensated dating relationship in return for cash

Dai pai dong open-air food stall

Kaifong neighbourhood association

Guanxi personal connections that aid business

Lucky money cash given in red envelopes

Sandwich class squeezed middle class

Milk tea local speciality

Shroff cashier

Siu mei type of dim sum

Yum cha type of breakfast

Wet market market for fresh fish, meat and other produce

Singapore

Ang moh a light-skinned person, westerner

Blur ignorant, confused

Chilli crab regional delicacy

Chinese helicopter person who speaks little English

Hawker centre food market with individual vendors

HDB public housing estate

Killer litter lethal falling rubbish

Lepak to loiter aimlessly

Shiok cool, great

Sabo to harm, make trouble

Sabo king a troublemaker

Sotong squid or cuttlefish

Teh tarik sweet tea with milk

Wah an expression of delight

Words that cannot be translated into English

1. 当头一棒
2. Kilig
3. Onshra
4. Daisuki, aishitern, koishitern (Japanese): different degrees of love
5. Nygge (Danish): sense of comfort
6. Hugot (Indonesian):
7. Lekker (Dutch)
8. Kiasu (Singlish): afraid to lose
9. End particles
- 10.

Askimo residents have 49 words for snow

献丑了

请笑纳

请慢走

请留步

哪里哪里

过奖了

客气了

不客气

Good Examples

High blood in Philippine language means agitated

'Carnap' coined by Philippine English

Chinglish Project

Chinglish Mini-project

1. Observe how the Chinese use English in their conversations. Do they code-switch? How do they code-switch? Do they replace English words in a Chinese sentence? What type of English words do they tend to replace and why?

- Characteristics of three kinds of daily interactions:**

Kind of interactions	Linguistic concerns	Cultural concerns
With my friends who receive education in China (hereafter "China friends")	Their English proficiency is continues to limited.	Most of the Chinese who have been overseas make a conscious effort to use Chinese without mixing in English expressions when speaking to fellow Chinese who don't have an overseas background. I think it is largely due to a prevalent stigma carried with it – Chinese people consider mixing English words as "showing off". People will have a bad impression on people who code switch to English excessively and unnecessarily. This 'unspoken rule' is also true to a certain extent on China's social media platforms like wechat.
With my family in China	They know very little about English.	NA (No choice but to speak Chinese all the time)
With other PRC scholars	They are largely bilingual speakers of both English and Mandarin Chinese.	Among this special community, we are far more tolerant towards code switching than in the first kind of interactions. In fact, we do it very frequently for a range of reasons.

*Although I draw evidence from all three kinds of interactions, the last kind of interactions is probably the most salient one. Hence most of the examples are from my interactions with PRC scholars.

- Possible reasons for the presence of English expressions in a Chinese sentence:**

- The speaker learns and memorizes the concept in English rather than Chi-

nese, and hence only knows or is more familiar with the English term (usually a technical jargon)

However, for the communication to be effective, there must be common understanding of the expressions. Therefore, while I have little trouble communicating with other PRC scholars, I really cannot make myself understood if I speak to my China friends in this way.

Example 1: [My senior (Qi Lu) is explaining to me how to do P1SA task]

“**Context**大概就是你的**genre, audience, purpose**, 和后面的**interpersonal meaning**不一样的”

Example 2: [I'm discussing a Chemistry question with another PRC scholar]

因为**Methane**是**non-polar molecule**, 所以bonded by instantaneous dipole-induced dipole interactions. (Note that in this example, not only does the speaker use English jargons, but also English grammar structure, mixed with Chinese grammar structure.)

- b. The English expression is very context-specific and can't be translated in simple words.

*Example 1: 我们最近一直忙着organize学校的**orientation**.*

*Example 2: 昨天Math **Tutorial**上Mr Teo布置的**assignment**你做了吗?*

- c. 'Mitigate' the taboo contents.

*Example 1: 当然还有十八世纪的**erotica**, *Fanny Hill*. (Speak out the translation “色情文学” can be very embarrassing to the speaker, and shocking to the listener. Speaker can lessen the effect by code switching to another language, usually a non-native language that the speaker is less familiar with)*

- **Possible reasons for the presence of Chinese expressions in an English sentence:**

- a. For humorous effect.

Example 1: Why are you so 麻烦? (In fact, I have heard some Chinese-speaking Singaporeans say so, too.)

Example 2:

- b. Some Chinese 成语/sayings/conventional phrases cant be translate into Eng-

lish. Sometimes it is because the cultural meanings (allusions, Chinese puns etc.) might be lost during translation. Sometimes it is just because the speaker himself/herself is not very proficient enough in English and hence unable to find an equivalent. (The previous sentence itself is a good example of me unable to find an accurate English translation for “成语”)

Example 1: He proposed to his girlfriend yesterday, but unfortunately 吃了闭门羹。Meaning: He got rejected.

Example 2: I'm sorry about the accident, but who knows? 塞翁失马焉知非福。

Meaning: A traditional anecdote implying that a misfortune sometimes can be a blessing in disguise.

- **Some popular neologisms are invented by the Chinese speaking community by combining Chinese with English, both at lexical and grammatical level.**
 - “No Zuo No Die Why You Try?” (Chinese grammar structure, English words, Chinese Pinyin to replace the characters)
Meaning: 不作不死为什么你还要试? Why do you go extra miles to do something that might not be worth it?
 - “笑cry” Meaning: 笑哭了。Laugh oneself to tears 😂
 - “美cry” Meaning: 美哭了。To describe something/someone is extremely beautiful.
 - “羡慕ing”, “恋爱ing” [verb in Chinese + '-ing'] Meaning: This kinds of expression borrow the continuous form from English, highlighting something in progress.
 - “你out了” Meaning: You are out of fashion.
 - “hold住” [blending of “hold on” and the Chinese equivalent “坚持住”]
Meaning: hold on.
 - “You can you up” [direct translation of the Chinese colloquialism “你行你上啊”] Meaning (in Singlish): “You can do it you do lah!”

2. Does the outcome of this mixed-code sound strange? Can you provide some examples?

Since I myself mix code frequently during daily interactions, I'm used to it and don't feel it odd. But as I dig deeper, I would say it's a very intriguing phenomenon indeed. Take for example, among PRC scholars, there are many cases of mixed-code:

- 1) English sentence structure + Chinese sentence structure
- 2) English sentence structure + Chinese expressions
- 3) Chinese sentence structure + English expressions
- 4) Chinese lexemes + English morphemes (both roots and affixes)
- 5) English sentence structure + Chinese spoken in dialects + Mandarin Chinese

The list is by no means exhaustive. As more and more Chinese become globally aware and English-literate, they experiment with the two languages and invent many new ways of speaking. In addition, due to the large number of people in this community, the 'invention process' that blends the two languages is likely to continue.

3. What is the extent of English usage in China?

It really depends on the province, city, even area you live in. For example, more cosmopolitan cities like Beijing, Shanghai, Suzhou, Guangzhou where there are a substantial number of foreigners, the usage of English is far more prevalent than the smaller, more rural cities. Here, I'll focus on what I observed in my hometown, Urumqi.

Typical stores in Urumqi use only Uyghur (major ethnic group in Xinjiang) and Chinese. There is some occasional usage of English

- Road signs



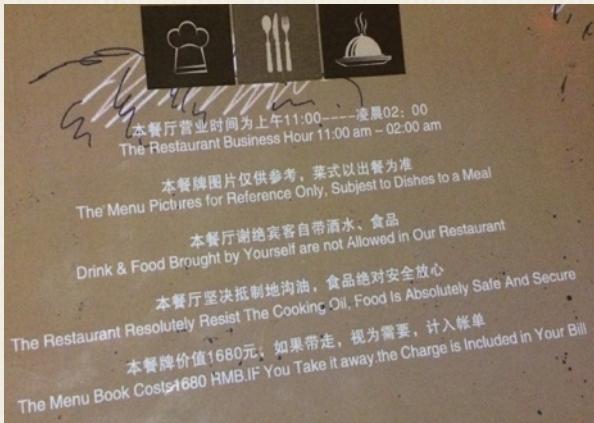
- State corporations, essential services like banking, electricity



- Tourist spots

See photo above (on the right)

- Western restaurants & bakeries tend to include English translation, although with many occurrences of Chinglish and occasional non-standard features.



4. Does the **culture** of the Chinese affect the construction of these English sentences? For example, if 'face' or 'face-saving' is important to the Chinese, how will this affect the way English is used or constructed in exchanges? If politeness or indirectness is important to the Chinese, how will English sentences or exchanges be conducted? How is this different from how Americans or British construct their sentences or exchanges? This is related to Larry Smith's concept of **interpretability** where the culture of a second language or foreign language learner

will affect the grammar, syntax or discourse of English.

One salient observation I have is that Chinese people usually don't like to be too direct/clear. They tend to use abstract/ figurative language, "big terms" and indirect reference that is not stated explicitly. This could be due to the influence of tradition Chinese Literature which aims to be “似是而非”。 If an utterance is too outright, it is considered crude and unrefined. I found myself experience some problem in English writing due to this tendency. As a result, during the past three years in Singapore, the single comment I get the most from my English/GP teachers is "Please be more clear." Sometimes as I reflect how I write in Chinese, I realize that I use a lot of meaning association. For example, when I actually want to say “努力”(work hard), I would try to think of another associated word like “挥洒汗水” (sweat). In Chinese, there are also phrases like “阳光总在风雨后”. It sounds perfectly fine in Chinese, but if I translate into English ("There will be sunlight after the rain"), it feels strange and nonsensical. Based on this observation, I have an untested hypothesis that Chinese is more concept-based than English. By 'concept-based', I mean people tend to communicate with associated, abstract idea, rather than concrete, specific message.



Salient Issues in P2SA

The issue of accents and dialects

1. All accents are born equal. It is the attitudes that value judge.

All accents are equally valid. No accent is inherently linguistically inferior or superior to another accent. However, attitudes towards accents are based more on **social connotations** and **prejudices** surrounding **the location or social group** associate with that accent than on the sound itself.

American listeners, who don't recognize a Birmingham accent when they hear one, who know nothing about Birmingham and who probably don't even know where it is, do not find the Birmingham accent unpleasant at all. And everything they know about London leads them to find London accents highly attractive." (Trudgill)

Attitude towards the location & social group => attitude towards the accent

Similar example: People feel Chinese and Indian accents are unpleasant, whereas French and Spanish accents are sexy. (Although all of them are equally difficult to comprehend)

RP speakers are perceived, as soon as they start speaking, as haughty and unfriendly by non-RP speakers unless and until they are able to demonstrate the contrary. They are, as it were, **guilty until proven innocent**. Similarly - and this is of course far more worrying - children with working class accents and dialects may be evaluated by some teachers as having less educational potential than those with middle-class accents and dialects, unless they, too, are given an adequate chance to demonstrate the contrary.

Stereotype is the null hypothesis. It's the norm that we always assume to be true. The problem is not with stereotype itself; the problem arises when people are not open to any alternative hypothesis and hence do not actively find or even reject any evidence that supports - sufficiently or insufficiently - the alternative hypothesis.

The accent of the lowest state of Glaswegians is the ugliest one can encounter. (a university lecturer)

Standard and prestige accents acquire their high status directly from the high status groups that happen to speak them. Similarly, the accent of Glaswegians is not intrinsically ugly: it is so perceived because it is heard from people of the “lowest state.”

“Ugly accents and dialects therefore belong to low-status groups. Aesthetic opinions concerning language systems, however, are neither objective nor based on linguistic knowledge: they are subjective and socially based.”

2. Speakers might switch from one accent to another.

Very many speakers will not be consistent in their use of these features, being variably more or less regional in different situations or under different social promptings (e.g. The social status of the addressee and the addresser, and the degree of familiarity), even within the same discourse (e.g. Depending on the topic)

Speakers drift from one accent to another. These movement patterns correlate with such social phenomena as age, gender, socio-economic status, ethnicity, and local affiliations of both the speaker and hearer, and can result in short-term, but also long-term, language change.

3. Accents are not entirely distinct.

Pronunciation in many accents is in reality a continuum: accents shade one into another as individual speakers espouse features drawn from a range of ac-

cents to which they have access and that are indicative not just of their regional connections but also of their social needs and aspirations. The same is true for grammatical usage, and for lexical choice.

E.g. Pure Scots does not exist but what does is a “complex continuum in which many speakers operate”. Also, the difference between Scots and English is not clear-cut: the terms identify two linguistic poles between which there is an infinite possible range of dialect mixture.

Issue of one language policy

The underlying assumption of these policies is often that having English as a common language will be essential if everyone were to be assimilated into a shared sense of national identity.

However, doing so will in effect delegitimize the other varieties of English spoken by ethnic minorities.

Issues of crossing

1. Possible reasons for crossing:

- resistance to adult norms: key components of youth culture
- Challenging expectations about ethnicity
- Indicating identities other than ethnic identities

- The out-group use of a prestigious minority code e.g. The use of AAVE by teens
- The pejorative use of secondary foreigner talk (mocking)

Although may have diff reasons, the key is to understand that crossing is generally conscious and deliberate choice often unique to the speaker.

2. Related issues:

Globalization of culture has given young people in particular a far wider range of linguistic choices.

How and why individuals are motivated to employ the language variety of a different ethnic group as well as how language might reveal some change(s) in how we construct our identity.

Native Speaker fallacy



P2SB Notes Collection

Lang & Age

- Discrimination against **the elderly & children** (marked others and unmarked self)
- **Youths vs Adults:** language is used to balance out the power differential
- Millennials

Part 1:

1. The power of description
 - most defining adj closest to the noun
 - Crenshaw's intersectionality theory
 - Althusser's interpellation
2. Language, age and social experience
 - distinct discourse specific to each stage of our lives
3. Discourse of children and elderly
 - dependents => excluded from the majority of public life
 - The marked other to the unmarked self (hence so many terms for children & elderly)
 - Labeling (Goffman)
4. New discourse of the elderly
 - the new elderly: more wealthy, more healthy, better educated
 - active aging discourse

- Mindset shift in the discourse of active aging is simply a matter of political correctness? --> euphemism treadmill

Part 2:

1. Youth identity: a theoretical overview:

- seek to deviate, differentiate, negotiate
- Claim of independence from adult authority
- Index of affiliation to peer groups

2. Youth identity: deviance, differentiation, negotiation

- Deviance: subculture, counter-culture and adult objection through essentialism, the marked other and unmarked self
- Differentiation: (less angst than deviance) 1) distinguish their worldview 2) articulate their worldview
- Negotiation: 1) the celebration and the fusing of cultural difference 2) the expression of one's cultural identity

3. The discourse of Millennials

- individualistic and narcissistic
- Social justice warriors

Lang & Media

- Identities of **traditional** vs **new media**
- Roles of media: info --> investigation --> voice --> agenda --> consensus --> infotainment
- The **ability of media** to shape our perspective of a news story is based on:
 - **ideological motivation(s)**
 - **practical constraint(s)**

1. Modern Media: A brief overview

- shift in priorities
- Newsworthiness => generate more revenue
- Proper nouns to common nouns, ‘clickbait’ --> just enough info to pique their interest, but not enough to satisfy it

2. Traditional & New Media

- the two are significantly different but neither is completely distinct from the other --> BOTH differences and similarities
- Traditional media has increasingly taken on features of new media
- The boundaries between traditional media and new media are being blurred today as a result of a shift toward increasing coverage of hard news by the latter
- Content aggregation
- Fake news / alternative fact

3. The roles of media

a. Media as information provider

- A witness-ambassador
- an impartial party mediating public discourse

b. Media as public watchdog

- investigative journalism
- c. Media as voice of the people (the vox popul)
- a reflection of and a mouthpiece for popular opinion
- Overtly populist

d. Media as agenda-setter

- the key gatekeeper of public discourse
- Has both the ability and the interest to shape the narrative in public discourse
 - Tech devpt --> algorithm to determine what people should read --> unprecedented influence over public discourse
- A bubble/ an echo chamber
- E.g. ‘news**feed**’

e. Media as consensus-builder

- manufacturing of consent
- Pseudo-environment
- Media is an ISA. It can be seen as an exercise in hegemony.
- Media can shape collective consciousness and this sense of collective consciousness eventually can be normalized and become a social fact.

f. Media as infotainment

- mundane events in the lives of the famous/powerful & bizarre events in the lives of ordinary people
- Sensationalism & attention-grabbing

- Rhetoric of glamour
- Interpellation: construct celebrity as an incredible and near-mythical figure
- Othered, essentialized into archetypical characters
- Idols of consumption
- pseudo familiarity, idiosyncratic foibles, voyeuristic

4. The elements of media

It is difficult, if not impossible, for any media organization to provide an entirely objective picture of reality. Hence, it can be assumed that the end product must have undergone a deliberate process of deconstruction and reconstruction by those involved in the news process.

Attribution, consonance, eliteness, facticity, negativity, novelty, personalization, proximity, recency, relevance, superlativeness, unambiguity

News values are cumulative

5. The power of media

Lang & Ad

- Language is used to bridge the gap between the **product** and the **consumer's consciousness**: align **brand identity/value** & **consumer identity/value**
- **Perpetuate** vs **challenge** stereotypes
- **Intertextuality**

Part 1:

1. Intro
 - ads are a part of mass media & a pervasive and omnipresent cultural form
 - Need for context
 - Customer capitalist economic models of growth
 - Socio-cultural discourse: reflect, reinforce or construct social attitude
 - Rhetorical bridge between the product and the consumer's consciousness
2. Parts of an ad
 - slogan, hook, copy
3. Understanding ad - text + context
 - intertextual allusion --> intertextuality
 - Voices of authority and intimacy
 - Ad appears to act as a 'social conscience'
 - AIDA
 - R/s between images and words

4. Ideology of ad

- appeal to needs & desires of the public, responding to a perceived gap
- Position the viewer and projecting an identity onto him/her
- Feed into existing stereotypes/ideas/values, perpetuating them while also allowing for new concepts/ways of viewing the world to be born
- Branding strategies - constant establishing/re-establishing of brand name and its associative ideals

5. Impact of ad

- influence the audience to behave in a certain way
- Reach/ be accessible
- Be memorable

Part 2: Some salient ling features in ads

1. Interpersonal meaning & degree of formality: pronouns
2. Semantics: processes, lexical choice & cohesion
3. Comparatives and superlatives
4. Euphemism & taboo
5. Resemblance to speech
6. Onomatopoeia / sound effects
7. Multimodality

Lang & Ethnicity

- Top-down (nation/culture) + bottom up (individual) --> ethnicity
- Language is used to construct **identity, include/exclude**, demonstrate and perpetuate **power**

1. Race & Ethnicity

- biological vs social
- Construct, deconstruct, reconstruct
- Top-down vs bottom-up

2. The power of lang

- create identities
- Include / exclude
- Demonstrate and perpetuate power

3. Me and You: identity and difference

- self and other
- Orientalist
- Commodity racism

4. The politics of naming: appellation

- Neutral & unmarked norm
- Whites are ‘the non-defined definer of other people.’ (Frankenberg)
- Hyphenated identity

5. The use of ‘ethnic’

- labelling (Goffman)
- Ethnocentric

6. Racist discourse

- emphasizing the difference of **the other**, and hence their distance from **Us**
- Emphasizing that the behavior of **the other** is deviant
- **The other** may be portrayed as a threat to **Us**

Angle of telling => ideological position of the teller

Lang & Gender

- Language is used to **perform** gender roles
- **Perpetuate** vs **challenge** stereotypes
- **Equalize** vs **exacerbate** power differential

1. Women and men as langue users and regulators
2. Symmetry vs asymmetry
3. Marked vs unmarked
4. Gender-neutralization and gender-specification
5. Semantic derogation
6. Representations / stereotypes
7. Dominance approach
8. Difference approach
9. Performance-based approach

Lang & National Identity

- Language is used (by government and the people) to ‘create’ and ‘design’ a **national identity** and, by implication, a ‘**non-national identity**’*

* ‘create’ because national identity can be non-existent all along, and be completely made up; ‘design’ because the national narratives are carefully crafted, especially those from the government; non-national identity, i.e. The out-group, the enemy is an important presupposition in the discourse of national identity. (Link: politics presuppose enemy)

1. The discursive construction of difference

Stages:

- Homogenization
- Essentialization
- Differentiation
- Normalization / deviation
- Idealization
- Devaluation

Scale of prejudice:

- antilocution
- Avoidance
- Discrimination
- Physical attack
- Extermination

2. The nation and national identity

- imagined community
- Collective memory
- Social imagination

3. The discursive construction of national identity

- ND songs, pledges

Lang & Politics

- Language is used to bridge the **mismatch of perspectives** and **interests** of the government and the public.
- The ultimate purpose is to **persuade**, bringing the audience to the speaker's side so as to **advance political agenda** even without coercion.
- **Negotiate alignment** between **government's/politicians' identity/values** and those of the **public**

Part 1:

1. Ideology

- Racist
- Orwell's 1984

2. What is meant by politics? Some characteristics

- the art of governance
- Hegemony
- The more they can rule by consent, the less force they need to use ie the more effective is the ISA, the less need for RSA

3. Political discourse

- can be any domains, esp social

4. Lifestyle politics

- new capitalism
- The personal is political

- Jaime oliver

- Subpolitics

5. Persuasion by ethos, pathos, and logos

Part 2:

1. Van Dijk's ideological square: Trump & Clinton

2. Rhetorical devices

Including asyndeton, polysyndeton, rule of three (tricolon), anaphora, epistrophe (antistrophe), parallelism, antithesis, hypophora, rhetorical question, polarization, disclaimer, presupposition & implicature, pronouns, simile, metaphors, metonymy, personification, allusion, euphemism, irony, hyperbole, oxymoron, alliteration, tenses and shifts in tenses, passivization, nominalization

3. Politics in the media age

- assumption that citizens are able to make informed decisions

- Assumption that citizens are able to be sensible enough to distinguish true claims from falsehoods

- People's choices are often motivated by simple emotions rather than sound analyses of facts and arguments

- People tend to disregard information that challenges their existing beliefs

Part 3:

1. Discourse of the nation in practice

- collective memory (Halbwach)

- Collective consciousness (Durkheim)

2. Discursive construction of national identity

- National identity as a government project

- ISA
- Interpellation
- National songs

Lang & Institutions

- **Asymmetrical** speaking rights and obligations --> language is used to **regulate behavior** --> any deviation = high cost
- **Differentiated & conventional** participant roles, or identities
- Influence of **new capitalism** in social institutions

Part 1:

1. Defining an institution
 - power asymmetry: expert vs non-expert
2. Institutional identities
 - interpellation: we become subjects through subjection to societal institutions
 - Texts produced by institutions map out an identity/role for the subject
 - Internalized => regard as obvious, unquestioned commonsense => latent naturalized ideology
3. Institutional language
 - power and dominance can be jointly produced, for example, when people are led to believe that dominance is legitimate in some way or other.
 - The more commonsensical or naturalized the discourses and practices appear, the greater is the capacity for dominant groups to rule by ‘consent’
 - Institutions influence behavior because deviation from the accepted institutional order is costly (economically, cognitively, and socially) => reward & sanctions => rules/constraints & compliance
 - The durability of institution stems from the fact that they can create stable expectations of the behavior of others.

- Organizations can have multiple, dynamic, chaining identities depending on the perspective taken. They seek to engage in impression-engagement activities to influence audience. E.g. Mission statements

- Compassionate consumption => low-cost heroism

4. Scripting

- regulation of styling is extended to the micro-interactional activities of employees.

- Behavior of the employees (organization representatives) must match the corporate identities

- E.g. Call center

- Limitations: 1) not possible to script every interactional contingency 2) can lead to cynicism about just how sincere the organizations' representatives - and by extension the organization itself - actually are.

5. Language and Power

- power seen as quantifiable and measurable

6. Institutional talk (IT)

- IT as strategic discourse that is power laden and goal/task-oriented. -> hence less-fluid or open-ended; predictable structured and sequenced

7. Asymmetrical speaking rights and obligations

- asking questions, resisting institutional control, constraining answer, interruptions, enforcing explicitness, topic control

8. Summary of IT

- 1) Differentiated & conventional participant roles, or identities

- 2) Structurally asymmetrical distribution of turn types

3) Asymmetrical relationship between participants in terms of speaker rights and obligations

9. Institutional identity:

- 1) Representation
- 2) Testimonial
- 3) Endorsement

Part 2:

1. Lang & discourse in contemporary society

- business discourse creeps into other social domains
- Depend crucially on power differential: business exerts power over other domains
 - Imitate the social and discursive practices of more powerful entities to ensure intelligibility, approval, and legitimacy
 - e.g. Knowledge economy
 - E.g. Overuse of suffix -preneur, thinking outside the box, moving forward
 - Backlash against overused & overly conventionalized words (similar phenomenon: swearwords lose their potency with overuse) --> but not backlash against enterprise culture

2. New capitalism in education

- cuts in government funding --> reliance on corporate funding --> enterprising managerialism and a pro-market educational agenda
- Business world increasingly dictate what type of knowledge is necessary
- Education or knowledge has become a commodity which one can 'buy'
- A right now becomes a commodity --> implications for justice and equality
- Enterprising values and qualities
- From bureaucratic to entrepreneurial

3. Delivering government

- citizens as customers --> lacks complex web of rights, obligations, and collective rather than individual interest

- Proliferation of pronoun ‘we’, ‘our’ and ‘you’: individual or customer at the heart of its appeal, personalized, ‘we’ projects a self-confident organization identity

- Conversationalisation: 1) colonization of the public domain by the practices of the private domain 2) appropriation of private domain practices by the public domain

4. New capitalism in healthcare

- constructs readers as ‘consumers’ who should take responsibility of their health through proper ‘lifestyle choices’

- Reproducing the ideology of consumerism and the construction of health problems as individual rather than public or structural problems that need collective solution

5. New capitalism in prison

- in the discourse of rehabilitation, crime is blamed on the individual and not on structural factors such as poverty, deprivation and lack of opportunity through education and work

6. Selling oneself: marketization in the personal sphere

- e.g. self-help books

- Self = product

- Blurring of boundaries between business & the personal (intertextuality) --> repercussions: ‘market dependency’ implies the reconfiguration of human conduct around one universal appropriate benchmark/principle, ie enterprise

- Constant re-invention of self without a specific goal, and individuals are made to bear full responsibility for success or failure

- Semantic widening of ‘brand’ from cattle to manufactured goods and now through metaphorization, to human beings --> implications: 1) market themselves fairly yet not being overpriced 2) conscious and perpetual need to adjust to the needs of the market/demand

7. Intertextuality and recontextualization

Lang & Biz

- Language is used to **generate consensus, stimulate belief** and **negotiate alignment** between the goals of the **institution** and the needs of the **individual**
- Language as a **hegemonic control** and a **valuable commodity**
- **New Capitalism** (characterized by neoliberalism) and empty biz buzz words

Part 1:

1. Introduction

- no single coherent business discourse --> might have conflicting ideologies and ideas

2. Typical business objectives

- a clearly defined target
- Considerations: survival, profit-maximization, profit-satisfying, sales growth,

3. Alternative aims and objectives

- ethical & socially responsible objectives
- Public sector corporations provide a service to the public
- Public sector organizations: ensure compliance with the law
- Healthcare and education
- Charities
- All go for private business lines, even for the non-profits

4. Changing objectives

- caused by change in 1) company's stage of development 2) competition
3) technology

5. Discourse as a form of hegemonic control

- Goals: generate consensus, stimulate belief and negotiate alignment between the goals of the institution and the needs of the individual
- Language is seen as a valuable commodity that needs to be managed
- E.g. Mission statements, professional code of conduct, scripted communication, company pledges, team talks

Part 2:

1. The 'New Capitalism'

- characterized by neoliberalism: transfer control of economic factors from the public sector to the private sector
- Deregulation, privatization, marketization and competition
- Customer care culture fulfill the important ideological function of establishing the market and consumer choice as the model for all interaction in the public sphere (Cameron)
- The new economy results in the commodification of language (Heller)

2. Discourse in the new capitalism

- Biz buzzwords are ideological and in some sense, 'empty' (Simpson & Mayr). --> overused and become meaningless
 - e.g. the discourse of teamwork (Fairclough)
 - E.g. The discourse of flexibility (Fairclough)
- Economic change: 1) beyond human control 2) a contemporary condition without historical depth 3) a cascade of change to which we have no choice but to respond 4) from objective fact to normative obligation

- The pervasiveness of such representations of economic change is circulate o the neoliberal project (Bourdieu): They contribute to creating and extending a ‘free’ market unshackled by political restraints and imperative for all social life, by constantly representing the uncompleted project as fact and as the norm.

3. Mathematical representation

- to assess values and to make comparisons
- From quality to quantity
- Value in the form of money is the ‘real’ universal that can express all other generalities and be the measure upon which they can be compared.
- Technocratic language serves ideological purposes (even though seemingly objective)
- Condensation: complex processes to shorthand reportings
- What is left out of the equation (What is said in the text vs what is omitted)
 - E.g. KPI, GDP

Part 3: Cameron’s article Styling the Worker: Gender and the commodification of language in the globalized service economy

1. Key points

- The new work order
- New capitalism
- Language as a valuable commodity, a potential competitive edge
- Commodification of a quasi-feminine service persona

2. Standard & Standardization

- reducing optional variation in performance
- Subordinate individuals to a corporate norm

3. Different conceptualization of style

- audience design
- Initiative style shift
- Crossing
- Stylization

4. Why scripting?

- Efficiency
- Calculability
- Predictability
- Technological control

5. Conclusion

- Style is gendered
- Good customer service? = performing femininity

Taylorism: scientific management

Fordism: standardization and specialization

Language of Academia and Science

- **Objectivity** --> illusion of objectivity
- **Prestige and legitimacy**
- **Spectrum** of text types

Intro: The Sokal Affair

Overview of academic / scientific discourse:

- Distinct enough for it to require active induction and socialization before one can master it --> to present knowledge construction in a professionally relevant manner
- Each academic discipline has its own culture and conventions --> still considerable commonalities: jargons as a marker of in-group membership
- Specialized and peculiar --> to achieve great accuracy and uniformity
- **Key distinguishing criterion: the need for objectivity**

The impact of the Enlightenment:

1. Rationalism
2. Empiricism
3. Skepticism

Linguistic features of academic / scientific discourse:

1. Passivization & 3p pronoun

2. Specialized jargons

3. Citation

4. Hedging

5. Formal language

6. Complex language

Text types of academic / scientific discourse:

1. Academic writing (within the discipline)

2. Scientific writing for educational purposes (for different education level)

3. Popular science writing (for the masses)

4. Academic / scientific discourse in advertising (for)

5. Academic / scientific discourse in politics

Note: each text type is located along a continuum rather than as an individual unit, distinct from the others, in a taxonomy. Differences between their audience --> level of interest and knowledge --> differences in linguistic choices

Illusion of objectivity and the exploitation of academic / scientific discourse:

- academic / scientific discourse cannot be entirely objective given that it inevitably will be mediated by the subjective lenses of both human perception and human language.

- Politics has been guilty of abusing academic / scientific discourse e.g. Nazi Germany --> academic scientific discourse has been manipulated to serve and legitimize various self-serving human ends for almost as long as it has been recognized as a means and source of human knowledge

- **Prestige and legitimacy** of academic / scientific discourse --> perceived superiority and objectivity as opposed to ostensible inferiority and subjectivity of traditional belief systems

Academic / scientific discourse and other discourses:

Manipulate the disparity between how academic / scientific discourse is **perceived** and how it **actually** is.

1. In advertising: Food and wellness products

- Perceived health benefits - at best dubious and at worst outright detrimental or harmful

- Diversity of human biology --> cannot be a one-size-fits-all solution

- **Credibility --> tap on prestige and legitimacy --> illusion of objectivity --> implicitly guarantee the health benefits of these products to every users**

2. In law enforcement and military: ↑ reliance on technology

- ↑effectiveness and efficiency

- ↑impersonal to the general public --> lack of human element --< difficult to provide ethical justification

- An illusion of objectivity --> downplaying or even eliminating the moral dimension --> mitigate the potential criticism

3. In politics

- Due to the attendant moral opprobrium, the abuse of academic / scientific discourse in politics has transformed itself to become far more insidious and less explicit

- Taylorism: scientific management

- Fordism: standardization and specialization

- Neoliberalism: advocate for free trade, minimal state intervention and regulation, privatization
- Crept into the discourse of governance
 - Politics is concerned with the ideology behind a given governmental policy; governance is concerned with the administration of it.
 - Human is seen not as a unique individual but homogenous commodity
 - Dehumanized view of humanity --> amorality --> de-individualization
--> objectively measure the value of each human being
 - The advent of neoliberalism --> shift the balance of power from governments to corporations

Language of Law

- **Essential function:** to **impose obligations** and **confer rights**.
- **Overall objective:** to **minimize any dispute** over the interpretation and therefore exercise of the law.
- **Comprehensiveness, objectivity, precision**

Linguistic features of legal discourse

1. Archaic or rarely-used language: ceremonial tone --> highly conservative, even rigid
2. Borrowings: from French and Latin
3. Spelling: prefer long spelling
4. Verbosity and tautology: wordy and redundant expressions, preposition doubling
5. Modal verbs: make a distinction between obligation and discretion
6. Performative adverbs and auxiliaries
7. **Syntactical complexity**
8. Syntactic discontinuity / embedding
9. Impersonal voice

Legal English: necessity or bane?

Objectives:

- Comprehensiveness: cover every possibility
- Objectivity: impartial

- Precision: no room for ambiguity

Ultimately, **overall objective**: minimize any dispute over the interpretation and therefore exercise of the law.

Essential function of legal documents: to impose obligations and confer rights.

For: Obtrusive gracelessness --> unambiguity

Against: Plain and simple English --> intelligibility to the masses

Legal discourse and the discursive construction of truth

- The reconstruction of what happened to whom or to what
- Frame of telling --> “angle of telling”
- Criminal courtroom is “contest between competing narratives, which will be resolved on the criteria of relative similarity to narrative typification” (Brooks and Jackson)
- How agency and identity is discursively constructed in legal discourse.



Lang & Age

- Discrimination against **the elderly & children** (marked others and unmarked self)
- **Youths vs Adults:** language is used to balance out the power differential
- Millennials

Part 1:

1. The power of description
 - most defining adj closest to the noun
 - Crenshaw's intersectionality theory
 - Althusser's interpellation
2. Language, age and social experience
 - distinct discourse specific to each stage of our lives
3. Discourse of children and elderly
 - dependents => excluded from the majority of public life
 - The marked other to the unmarked self (hence so many terms for children & elderly)
 - Labeling (Goffman)
4. New discourse of the elderly

- the new elderly: more wealthy, more healthy, better educated
- active aging discourse
- Mindset shift in the discourse of active aging is simply a matter of political correctness? --> euphemism treadmill

Part 2:

1. Youth identity: a theoretical overview:

- seek to deviate, differentiate, negotiate
- Claim of independence from adult authority
- Index of affiliation to peer groups

2. Youth identity: deviance, differentiation, negotiation

- Deviance: subculture, counter-culture and adult objection through essentialism, the marked other and unmarked self
- Differentiation: (less angst than deviance) 1) distinguish their worldview 2) articulate their worldview
- Negotiation: 1) the celebration and the fusing of cultural difference 2) the expression of one's cultural identity

3. The discourse of Millennials

- individualistic and narcissistic
- Social justice warriors



Lang & Media

- Identities of **traditional** vs **new media**

- Roles of media: info --> investigation --> voice --> agenda --> consensus --> infotainment

- The **ability of media** to shape our perspective of a news story is based on:

- **ideological motivation(s)**

- **practical constraint(s)**

1. Modern Media: A brief overview

- shift in priorities

- Newsworthiness => generate more revenue

- Proper nouns to common nouns, 'clickbait' --> just enough info to pique their interest, but not enough to satisfy it

2. Traditional & New Media

- the two are significantly different but neither is completely distinct from the other --> BOTH differences and similarities

- Traditional media has increasingly taken on features of new media

- The boundaries between traditional media and new media are being blurred today as a result of a shift toward increasing coverage of hard news by the latter

- Content aggregation

- Fake news / alternative fact

3. The roles of media

a. Media as information provider

- A witness-ambassador
- an impartial party mediating public discourse

b. Media as public watchdog

- investigative journalism

c. Media as voice of the people (the vox popul)

- a reflection of and a mouthpiece for popular opinion
- Overtly populist

d. Media as agenda-setter

- the key gatekeeper of public discourse
- Has both the ability and the interest to shape the narrative in public discourse
- Tech devpt --> algorithm to determine what people should read --> unprecedented influence over public discourse
- A bubble/ an echo chamber
- E.g. ‘news**feed**’

e. Media as consensus-builder

- manufacturing of consent
- Pseudo-environment
- Media is an ISA. It can be seen as an exercise in hegemony.
- Media can shape collective consciousness and this sense of collective consciousness eventually can be normalized and become a social fact.

f. Media as infotainment

- mundane events in the lives of the famous/powerful & bizarre events in the lives of ordinary people
- Sensationalism & attention-grabbing
- Rhetoric of glamour
- Interpellation: construct celebrity as an incredible and near-mythical figure
- Othered, essentialized into archetypical characters
- Idols of consumption
- pseudo familiarity, idiosyncratic foibles, voyeuristic

4. The elements of media

It is difficult, if not impossible, for any media organization to provide an entirely objective picture of reality. Hence, it can be assumed that the end product must have undergone a deliberate process of deconstruction and reconstruction by those involved in the news process.

Attribution, consonance, eliteness, facticity, negativity, novelty, personalization, proximity, recency, relevance, superlativeness, unambiguity

News values are cumulative

5. The power of media

Good Arguments

1. The ultimate aim of media is to make profit through public consumption of information, including news, stories, gossips (in the case of tabloids), hence language in media is used to cater to readers' interest and curiosity. As a result, language in media, especially the entertainment media, often reflects what the audience wants and needs (audience-centric).
2. Intertextual reference
3. Comments section: readers as active agents in co-constructing realities and identities together with the producer.



Lang & Ad

- Language is used to bridge the gap between the **product** and the **consumer's consciousness**: align **brand identity/value** & **consumer identity/value**
- **Perpetuate** vs **challenge** stereotypes
- **Intertextuality**

Part 1:

1. Intro
 - ads are a part of mass media & a pervasive and omnipresent cultural form
 - Need for context
 - Customer capitalist economic models of growth
 - Socio-cultural discourse: reflect, reinforce or construct social attitude
 - Rhetorical bridge between the product and the consumer's consciousness
2. Parts of an ad
 - slogan, hook, copy
3. Understanding ad - text + context
 - intertextual allusion --> intertextuality
 - Voices of authority and intimacy

- Ad appears to act as a ‘social conscience’

- AIDA

- R/s between images and words

4. Ideology of ad

- appeal to needs & desires of the public, responding to a perceived gap

- Position the viewer and projecting an identity onto him/her

- Feed into existing stereotypes/ideas/values, perpetuating them while also allowing for new concepts/ways of viewing the world to be born

- Branding strategies - constant establishing/re-establishing of brand name and its associative ideals

5. Impact of ad

- influence the audience to behave in a certain way

- Reach/ be accessible

- Be memorable

Part 2: Some salient ling features in ads

1. Interpersonal meaning & degree of formality: pronouns

2. Semantics: processes, lexical choice & cohesion

3. Comparatives and superlatives

4. Euphemism & taboo

5. Resemblance to speech

6. Onomatopoeia / sound effects

7. Multimodality

McDonald's Commercials

Singlish ads:

The image displays two side-by-side McDonald's advertisements. Both ads feature the iconic red 'M' logo and 'i'm lovin' it' slogan at the top.

Left Ad (Red Background):

- Title:** 'Zhng-ed'
- Image:** A large, appetizing salted egg yolk chicken burger with a visible runny yolk.
- Description:** Salted Egg Yolk Chicken Burger
- Text:** "'Zhng': To upgrade something, just like how we 'zhng-ed' a chicken burger to create this salted egg yolk delight!"
- Call-to-action:** Try it today!
- Bottom Text:** CONFIRM SHIOK!
- Available offer breakfast hours. While stocks last. Visuals are for illustration purposes only. For more information, visit www.mcdonalds.com.ag/confirmshiock

Right Ad (Blue Background):

- Title:** Don't say 'Bo Jio'
- Image:** Two ripe bananas flanking a single banana pie.
- Description:** BANANA PIE
- Text:** "'Bo Jio': To not invite one to an activity. 'Jio' is also the short form for banana in Hokkien. Share our new Banana Pie with your loved ones today — don't say we 'bo jio'!"
- Call-to-action:** Try it today!
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**Do You
'Jiak Kantang'?**



Twist & Shake Fries

'Jiak Kantang': A term used to describe those with "western" mannerisms, but literally means to "eat potato". Now everyone can 'jiak kantang' with our new Twist & Shake fries!

**CONFIRM
SHIOK!**

Available after breakfast hours. While stocks last. Visuals are for illustration purposes only. For more information, visit www.mcdonalds.com.sg/confirmshiock

No



No Talk

Singapore's favourite dipping sauce now comes in a bottle! So you can enjoy it whenever you want, with whatever you want.

**CONFIRM
SHIOK!**

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**Hot Stuff
Cannot Bluff**



Spicy Nuggets

These aren't your usual chicken nuggets — they pack a fiery punch! Dip them in your favourite sauce for maximum enjoyment!

**CONFIRM
SHIOK!**

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**Go Gaga
For Gula**



**Gula Melaka McFlurry[®]
with Layer Cake Bites**

In sunny Singapore, it's always nice to cool off with a McFlurry. But our new McFlurry is not just shiok, it's so 'sedap'!

**CONFIRM
SHIOK!**

Available after breakfast hours. While stocks last. Visuals are for illustration purposes only. For more information, visit www.mcdonalds.com.sg/confirmshiock

Family ads:

Boston U promotional email

Dear Liu:

At the core of BU's DNA is a commitment to preparing students to live, adapt, and lead in an interconnected world. From chatting with your classmates from around the world to discussing your professor's research at the Hadron Collider, there's no shortage of ways to connect globally at BU. Picture yourself:

- Traveling to Rome, Italy alongside your journalism professor (who happens to have an Emmy award) to cover the canonization of two popes.
- Volunteering to lead a pediatric dental clinic in Ecuador or a healthcare clinic in Honduras with the BU Global Medical Brigades.
- Digging deeper into assumptions about Islam or the Israeli-Palestinian conflict over dinner at a local Middle Eastern cafe with classmates from the Frederick S. Pardee School of Global Studies.
- Interning at an investment bank in Sydney, Australia, where you help clients raise pre-IPO funding Monday through Friday, and snorkel along the Great Barrier Reef on the weekend.

These are all examples of how current BU students are becoming the next generation of global leaders. See yourself doing the same? Sign up now with your webcode **UXA240729592019CAS28** to learn more about finding your place at BU--and in the world.

Best wishes,

John C. McEachern

Director of Admissions



Lang & Ethnicity, Nationality

- Top-down (nation/culture) + bottom up (individual) --> ethnicity
- Language is used to construct **identity, include/exclude**, demonstrate and perpetuate **power**

1. Race & Ethnicity

- biological vs social
- Construct, deconstruct, reconstruct
- Top-down vs bottom-up

2. The power of lang

- create identities
- Include / exclude
- Demonstrate and perpetuate power

3. Me and You: identity and difference

- self and other
- Orientalist
- Commodity racism

4. The politics of naming: appellation

- Neutral & unmarked norm

- Whites are ‘the non-defined definer of other people.’ (Frankenberg)

- Hyphenated identity

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* ‘create’ because national identity can be non-existent all along, and be completely made up; ‘design’ because the national narratives are carefully crafted, especially those from the government; non-national identity, i.e. The out-group, the enemy is an important presupposition in the discourse of national identity. (Link: politics presuppose enemy)

7. The discursive construction of difference

Stages:

- Homogenization

- Essentialization

- Differentiation

- Normalization / deviation

- Idealization

- Devaluation

Scale of prejudice:

- antilocution

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- Discrimination

- Physical attack

- Extermination

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- ND songs, pledges

Untitled

Black Power Movement

我是 (i am)

Paul Tan b. 1970

我是 (i am)

Chinese too

skin as yellow as loess

shining like good gold

my eyes surely black

dark mirror black well

limitless unlike

my tun-tun-tu-tu vocabulary

english speaking

cursing dreaming moaning in it

waist deep chest deep

in over my head

i eat these words

a whole thesaurus

stuck in my throat

stuck like sweet treacle

or glutinous rice, you say

why does the teacher strike

me with her wooden pipa

as i sing whitney houston for you?

my tongue feels kinda funny

i think i'll go eat worms

mr neither-here-nor-there

doing a slow limbo rock

lower and lower straddling two halves

there's a smell of joss

and the crowd is crunching ritz

something's about to dislocate

from Curious Roads (1994)

Hasan Minhaj's speech at WHCD

https://www.youtube.com/watch?v=DHLRj1LaPiQ&list=FLBLA_IIUPMrO0keJg6SfHhQ&index=2

Full transcript of Minhaj's speech:

Thank you. Wow. Oh my God. Ladies and gentlemen, welcome to the series finale of the White House Correspondents' Dinner. Oh man! My name is Hasan Minhaj, or as I'll be known in a few weeks, no. 830-287.

Who would've thought with everything going on in the country right now, that a Muslim would be standing on this stage, for the ninth year in a row, baby? We had eight years of Barack, what's another year? I see you, fam! I see you Barry! What you doing right now? You jet-skiing while the world burns? That's cool, that's cool. That's cool.

For those of you who don't know me, I am a correspondent on The Daily Show, on Comedy Central. Now, I see some of you whispering to each other —“What is Comedy Central?” Um, it's basically an internship for Netflix.

I'd like to thank Jeff Mason and the White House Correspondents' Association for having me. I would say it is an honor to be here, but that would be an alternative fact. It is not. No one wanted to do this. So of course, it lands in the hands of an immigrant. That's how it always goes down. No one wanted this gig! No one! Don Rickles died just so you wouldn't ask him to do this gig. R.I.P. to Don Rickles, the only Donald with skin thick enough to take a joke like that. R.I.P. to the legend.

I'm sorry, I'm sorry. That's my only Trump joke. I was explicitly told not to go after the administration. I promise you, that was my only trump joke.

It is amazing to be surrounded by some of the greatest journalists in the world, and yet when we all checked into the Hilton on Friday, we all got a USA Today. Every time a USA Today slides underneath my door, it's like they're saying, "Hey, you're not that smart, right?" USA Today is what happens when the coupon section takes over the newspaper. "Is this an article about global warming, or 50 cents off Tide? Either way, the pictures are so pretty!"

Tonight is about defending the First Amendment and the free press, and I am truly honored to be here, even though all of Hollywood pulled out now that King Joffrey's president, and it feels like the Red Wedding in here. For the record, the W.H.C.A. is a group of journalists that cover the White House. They are not King Joffrey's goons. So I'm so glad you guys are all here tonight to honor a great American tradition, because we all know that this administration loves deleting history faster than Anthony Weiner when he hears footsteps. So thank you for being here.

OK, listen. I get it, I get it—we gotta address the elephant that is not in the room. The leader of our country is not here. And that's because he lives in Moscow, and it's a very long flight. It would be hard for Vlad to make it. Vlad can't just make it on a Saturday. It's a Saturday!

As for the other guy, I think he's in Pennsylvania because he can't take a joke. Now! For the nine people watching on CSPAN, there also was another elephant in the room—but Donald Trump Jr. shot it and cut off its tail.

You know, a lot of people told me, Hasan, if you go after the administration, it would be petty, unfair, and childish. In other words, presidential. So here we go.

I get why Donald Trump didn't want to be roasted tonight. By the looks of him, he's been roasting nonstop for the past 70 years. Historically, the president usually performs at the Correspondents' Dinner. But I think I speak for all of us when I say he's done far too much bombing this month.

Now, a lot of people in the media say that Donald Trump goes golfing too much. You guys are always like, "He goes golfing too much!" Which raises a very important question: why do you care? Do you want to know what he's not doing when he's golfing? Being president! Let the man putt putt! Keep him distracted! Teach him how to play badminton. Tell him he has a great body for bobsledding.

Play him Tic-Tac-Toe. The longer you keep him distracted, the longer we're not at war with North Korea.

Every time Donald Trump goes golfing, the headline should read: "Trump Golfing, Apocalypse Delayed." Take the W. This is great. I love this. Even if you guys groan, I already hired Kellyanne Conway. She's going to go on TV on Monday and tell everyone I killed, so it really doesn't matter.

But I love that everybody's drinking and having a good time. This is beautiful. You know Donald Trump doesn't drink, right? Does not touch alcohol. Which is oddly respectable. But think about that. That means every statement, every interview, every tweet, completely sober. How is that possible? We've all had that excuse, haven't we? "What? No, listen babe, I swear to you I was hammered! That's not who I really am!" What does Donald Trump tell Melania? "Listen, babe, last year on that bus with Billy Bush, that's exactly who I am." He tweets at 3 a.m., sober. Who is tweeting at 3 a.m. sober? Donald Trump, because it's 10 a.m. in Russia. Those are business hours

You know, now that a professional wrestler's our president, anything is possible. You know, that statement, anything is possible, used to have a positive connotation. Now we're all like, "anything is possible." Anything. The news coming out of the White House is so stressful, I've been watching House of Cards just to relax. I'm just like, aw, man! A congressman pushed a journalist in front of a moving train? That's quaint!

Now, it's not just the president who decided not to show up. His entire administration is not here. Betsy Devos couldn't be here; she's busy curating her collection of children's tears. Now, a lot of people think Betsy Devos is out of touch with working-class America, but you listen to me, and you listen to me right now: every morning, Betsy Devos is up at 5 a.m. putting her children on their flight to school. So don't you tell me she's out of touch, OK?

Hey, has anyone see Rick Perry since he became energy secretary? I have a feeling he's sitting in a room full of plutonium waiting to become Spider-Man. That's just my hunch.

Now, a lot of people think Steve Bannon is the reason Donald Trump dog whistles to racists. And that is just not true. Ask Steve Bannon. Is Steve Bannon here? I do not see Steve Bannon. I do not see Steve Bannon. Not see Steve Bannon... not-see Steve Bannon... Nazi Steve Bannon.

Frederick Douglass isn't here, and that's because he's dead. Someone please tell the president.

Mike Pence wanted to be here tonight, but his wife wouldn't let him because apparently one of you ladies is ovulating. So good job, ladies. Because of you, we couldn't hang out with Mike Pence.

Now Ivanka Trump isn't here either, and I wish she was. Because if she was here, I would ask her the question that we're all thinking: why? Why do you support this man? Because I get it. We all love our parents. But we wouldn't endorse them for president. If someone's like hey, Hasan, should your dad be president of the United States? I'd be like, my dad? Najmi Minhaj? The guy who tries to return used underwear to Costco? No!

Jeff Sessions couldn't be here tonight. He was busy doing a pre-Civil War reenactment. On his R.S.V.P. he just wrote, "no." Just no! Which happens to be his second favorite n-word.

Even Hillary Clinton couldn't be here tonight. I mean, she could have been here, but I think someone told her the event was in Wisconsin and Michigan. What? You guys! You know, Nate Silver told me that joke would kill. Nate Silver told me there was a 74.1 percent chance of that joke killing. I believed you, Nate! You hear that groan, Nate? I can't believe I believed you.

OK, enough about House Slytherin. We are here to talk about the truth. It is 2017, and we are living in the golden age of lying. Now's the time to be a liar, and Donald Trump is liar in chief. And remember, you guys are public enemy no. 1. You are his biggest enemy. Journalists, ISIS, normal-length ties. And somehow, you're the bad guys. That's why you gotta keep your foot on the gas. Especially with Sean Spicer, who is not here tonight because I think he's at home Googling how to fake his own death.

But I love it when you give it to Sean Spicer. Sean Spicer gives press briefings like someone is going through his browser history while he watches. “Stop it, stop it! Stop shaking your head, stop shaking your head! We’ll talk about this tomorrow!” It is the best. Now, you guys are laughing, but realize Sean Spicer’s been doing PR since 1999. He has been doing this job for 18 years, and somehow after 18 years, his go-to move when you ask him a tough question is denying the Holocaust. That is insane. How many people do you know who can turn a press briefing into a full-blown Mel Gibson traffic stop? Only the Spice Man. Only the Spice Man.

You know what’s crazy? Every day on *The Daily Show*, we do these jokes all the time: “the administration lies, Trump flip flops.” It doesn’t matter. His supporters still trust him. It has not stopped his momentum at all. It’s almost as if *The Daily Show* should be on CSPAN. It has left zero impact.

It’s true! And I realized something — maybe it’s because we’re living in this strange time where trust is more important than truth. And supporters of President Trump trust him. And I know journalists, you guys are definitely trying to do good work. I just think that a lot of people don’t trust you right now. And can you blame them? I mean, unlike Anderson Cooper’s bone structure, you guys have been far from perfect. Remember Election Night? That was your Steve Harvey Miss Universe moment. The look on your faces at 11 p.m. on Election Night, it was like walking into a Panera Bread and finding out your sixth grade teacher has a part time job in there. I was like, “what? Mr. Leddington? I guess you don’t have all the answers!”

Because it was all fun and games with Obama, right? You were covering an adult who could speak English. And now you’re covering President Trump, so you have to take your game to a whole new level. It’s like if a bunch of stripper cops had to solve a real-life murder.

Fox News is here. I’m amazed you guys even showed up. How are you here in public? It’s hard to trust you guys when you backed a man like Bill O’Reilly for years. But it finally happened: Bill O’Reilly has been fired. But then you gave him

a \$25 million severance package, making it the only package he won't force a woman to touch.

Now, in O'Reilly's defense, he was told by a close friend, when you're a star, they let you do it. You can do anything.

You guys are having a hard time with Jesse Waters right now, too. He's "on a break right now," right. He's "on a break." Just like my childhood dog is "staying at a farm upstate." I get it. I know that move.

Now I know some of you are wondering, Hasan, how do you know so much about Fox News? Well, as a Muslim, I like to watch Fox News for the same reason I like to play Call of Duty. Sometimes, I like to turn my brain off and watch strangers insult my family and heritage.

MSNBC is here tonight. And I'm glad you guys are here tonight. That way if I'm bombing, Brian Williams will describe it as stunning. MSNBC, it's hard to trust you guys when you send us so many mixed messages. On one hand, you tell us the prison industrial complex is the problem, and then you air five straight hours of Lockup. You can't be mad at corporations profiting off of minorities and prison when you're a corporation profiting off of minorities and prison.

I have one quick request: MSNBC, please tell Rachel Maddow to chill about Trump's tax returns. I don't know what you think you'll find in there, but there isn't going to be a line item that just says "bribes from Russia." That's not how it works. You're like "oh, I found the 1040 U.S.S.R.!" It doesn't work like that.

You're the liberal news outlet! We dress the same; I look like a melanin version of Chris Hayes. I want to root for you guys, but you're turning into conspiracy theorists every night. You're like, "the Russians hacked our elections! The Russians hacked our elections!" Meanwhile, everybody in Latin America and the Middle East is like, "ohhh, a foreign government tampered with your elections? What is that like? Do tell, MSNBC!"

Just pump the breaks! We're only on Day 100. By the end of the year, you're all going to have tinfoil hats and jars of urine all over your desks.

Now, I had a lot more MSNBC jokes. But I don't want to just ramble on; otherwise I might just get a show on MSNBC.

Last but not least, my favorite entertainment channel is in the building tonight. CNN is here, baby. Now! You guys got some really weird trust issues going on with the public. I'm not going to call you "fake news," but everything isn't breaking news. You can't go to DEFCON 1 just because Sanjay Gupta found a new moisturizer. Every time a story breaks, you guys go to nine screens. Nine boxes on the screen — I'm trying to watch the news, not pick a player in Street Fighter. It's giving me anxiety! If you have nine experts on a panel, what is your barrier of entry? "Here to talk about transportation infrastructure is my Uber driver, Gary. Gary, whaddaya got?" It just says Gary, 4.8 stars. He's like, "I don't know, I got a mint?" "Thanks, Gary. Let's go to the count down clock to the next count down clock."

All you guys do is stoke up conflict. Don, every time I watch your show it feels like I'm watching a reality TV show. CNN Tonight should just be called, Wait a Second! Now Hold On! Stop Yelling at Each Other, with Don Lemon.

You know you're news, right? Come on! But every time I watch CNN, it feels like you're assigning me homework. "Is Trump a Russian spy? I don't know, you tell me! Tweet us @AC360." No, you tell me! I'm watching the news!

But it feels like I'm watching CNN watch the news. Please, just take an hour. Figure out what you want to say, then go on the air. But whenever I turn you guys on, it feels like a little kid just ran in the room and is trying to tell you a story. You're just like, "There's a wall! \$1.4 billion! Paul Ryan?!" Breathe! Take a minute! Drink some milk! Then tell us the story, Wolf.

I know I'm busting balls. I don't have a solution on how to win back trust. I don't. But in the age of Trump, I know that you guys have to be more perfect now more than ever, because you are how the president gets his news. Not from advisors, not from experts, not from intelligence agencies — you guys. So that's why you gotta be on your A game. You gotta be twice as good. You can't make any mistakes. Because when one of you messes up, he blames your entire group. And now you know what it feels like to be a minority.

And I can see some of you guys complaining — like, what? I gotta work twice as hard for half the credit? Remember: you're a minority. You guys got a lot more experience than me, but I got three decades of being brown. So if you want to survive the age of Trump, you gotta think like a minority. And now that you're a minority, oh, man. Everyone is going to expect you to be the mouthpiece for the entire group. So I hate to say it, but somewhere right now, all of you are being represented by Geraldo Rivera.

See, now that you're truly a minority, there's a distorted version of you out there. You know, Taco Bell for Mexican culture. Panda Express for Chinese culture. Huffington Post for journalism.

And then, when you actually manage to do great work, you get hit with the most condescending line in the English language: "Hey, you're actually one of the good ones." Then you have to smile and say "thank you." Kind of sucks, doesn't it? By the way — you guys aren't really minorities. You guys are super white. But I can see MSNBC being like, "we got our minority card!" No

But your work is invaluable, and I mean that as a fake journalist. I am rooting for you. We're 100 days in, 1,360 days to go. You guys are running the marathon, and I'm at the half-mile mark giving you tape for your nipples. So I'm wishing you nothing but the best. You chafed, man? You a little chafed? It's a long way to go.

This has been one of the strangest events I have ever done in my life, to be honest with you. Like, I feel like I'm a tribute in the Hunger Games. If this goes poorly, Steve Bannon gets to eat me.

But I was asked to not roast the president and the administration in their absenia. And I completely understand that. We are in a very strange situation where there's a very combative relationship between the press and the president. But now that you guys are minorities, just for this moment, you might understand the position I was in. And it's the same position a lot of minority kids feel in this country. You know — do I come up here and just try to fit in, and not ruffle any feathers? Or do I say how I really feel?

Because this event is about celebrating the First Amendment and free speech. Free speech is the foundation of an open and liberal democracy. From college cam-

puses to the White House, only in America can a first-generation, Indian-American Muslim kid get on this stage and make fun of the president. The orange man behind the Muslim ban.

And it's a sign to the rest of the world. It's this amazing tradition that shows the entire world that even the president is not beyond the reach of the First Amendment.

But the president didn't show up. Because Donald Trump doesn't care about free speech. The man who tweets everything that enters his head refuses to acknowledge the amendment that allows him to do it. Think about it, it's almost — what is it, 11? It's 11 p.m. right now. In four hours, Donald Trump will be tweeting about how bad Nicki Minaj bombed at this dinner, and he'll be doing it completely sober. And that's his right. And I'm proud that all of us are here tonight to defend that right, even if the man in the White House never would.

So I would like to thank the White House Correspondents Association for having me here. I want to thank all of you. I want to thank Woodward and Bernstein for inspiring a generation of journalists. And I would like to thank Donald Trump for inspiring the next. Thank you so much — it's been an honor.

2 mothers in a HDB playground

2 mothers in a h d b playground (1980)

ah beng is so smart,

already he can watch tv & know the whole story.

your kim cheong is also quite smart,

what boy is he in the exam?

this playground is not too bad, but i'm always 5

so worried, car here, car there.

at exam time, it's worse.

because you know why?

kim cheong eats so little.

give him some complan. my ah beng was like that, 10

now he's different. if you give him anything

he's sure to finish it all up.

sure, sure. cheong's father buys him

vitamins but he keeps it inside his mouth
& later gives it to the cat.

15

i scold like mad but what for?
if i don't see it, how can i scold?

on Saturday, tv showed a new type,
special for children. why don't you call
his father buy some? maybe they are better. 20

money's no problem. it's not that
we want to save. if we buy it
& he doesn't eat it, throwing money
into the jamban is the same.

ah beng's father spends so much, 25
takes out the mosaic floor & wants
to make terazzo or what.

we also got new furniture, bought from diethelm.
the sofa is so soft. i dare not sit. they all
sit like don't want to get up. so expensive. 30
nearly two thousand dollars, sure must be good.

that you can't say. my toa-soh
bought an expensive sewing machine,

after 6 months, it is already spoilt.

she took it back but ... beng,

35

come here, come, don't play the fool.

your tuition teacher is coming.

wah! kim cheong, now you're quite big.

come, cheong, quick go home & bathe.

ah pah wants to take you chya-hong in new
motor-car.

40

— from Down the Line (1980)

KIDSPOEM/BAIRNSANGS

BY LIZ LOCHHEAD

it wis January

and a gey dreich day

the first day Ah went to the school

so my Mum happed me up in ma

good navy-blue napp coat wi the rid tartan hood

birled a scarf aroon ma neck

pu'ed oan ma pixie an' my pawkies

it wis that bitter

said noo ye'll no starve

gie'd me a wee kiss and a kid-oan skelp oan the bum

and sent me aff across the playground

tae the place Ah'd learn to say

it was January

and a really dismal day

the first day I went to school

so my mother wrapped me up in my

best navy-blue top coat with the red tartan hood,

twirled a scarf around my neck,

pulled on my bobble-hat and mittens

it was so bitterly cold

said now you won't freeze to death
gave me a little kiss and a pretend slap on the bottom
to the place I'd learn to forget to say
it wis January
and a gey dreich day
the first day Ah went to the school
so my Mum happed me up in ma
good navy-blue napp coat wi the rid tartan hood,
birled a scarf aroon ma neck,
pu'ed oan ma pixie an' ma pawkies
it wis that bitter.

Oh saying it was one thing
but when it came to writing it
in black and white
the way it had to be said
was as if you were posh, grown-up, male, English and dead.



Lang and Gender

- Language is used to **perform** gender roles
- **Perpetuate** vs **challenge** stereotypes
- **Equalize** vs **exacerbate** power differential

1. Women and men as langue users and regulators
2. Symmetry vs asymmetry
3. Marked vs unmarked
4. Gender-neutralization and gender-specification
5. Semantic derogation
6. Representations / stereotypes
7. Dominance approach
8. Difference approach
9. Performance-based approach

Social practices are far from being neutral, and they are gendered.

Analyzing discourse (contains power) that sustains the social structures and this in itself can be an analytical resistance.

Ideologies are representations of practices formed from a particular perspective, in the interest of maintaining group power relations and dominance.

Ideological conditioning --> naturalized, normalized, ingrained

Ideological structure that divides people into two classes based on relationship of dominance and subordination.

Good Arguments

1. Obsolete notion of WL

Not gender variation any more --> the notion of WL is becoming obsolete --> more of powerful/powerless language

Women's Language: the possessive form implies that such language features belong to women. However, in reality, women do not have 'ownership' of such features as they are also used by males. There are also females who do not use WL.

2. Reclaiming or re-appropriating terms:

In recent times, words which at one time carry a pejorative meaning have been brought back into acceptable usage, usually starting within the communities that experienced oppression under that word.

E.g the term 'dyke' have been reclaimed by lesbian feminists, so have 'gay' and 'queer', 'Fruit and fruitcake' by LGBT people as insider terms of endearment within LGBT communities, 'girls' by women who can address each other affectionately as 'girls' and more recently 'slut' by those who lived under the burden of being labelled sexually promiscuous.

3. Women as consumers

The media's interest in attracting women as readers or views was often motivated first by their perceived commercial value as consumers.

E.g. According to the media awareness network, 70% of the content of women's magazines is devoted to beauty and fashion.

4. Women's dilemma

In the context of China, women are historically entrusted with a 'double reproductive task in nationalism' - as carriers of both the nation's children and the nation's culture. This has positioned women with a heavy responsibility as 'creators

and protectors of the next generation' and Singapore women are getting the 'mixed messages' from the government by encouraging women to work on the one hand, and yet urging them to stay at home and raise the next generation on the other.

5. Syntactic sisterhood (Talbot)

Columns dealing with readers' problems are a very popular section in women's magazines since readers are fond of the individual approach a magazine pretends to hold. Readers being aware of the possibility to commit themselves to editors gain the feeling of trust to the magazine and a magazine acts as an older sister and a loyal adviser. Talbot observes in problem pages 'a tone of secrecy, confidence, an intimacy evoking a kind of female solidarity, a sense of mutual understanding and sympathy.'

6. Challenge gender stereotypes

As Joan Smith notes in *Different for Girls*, a collection of writings on women and culture, there is a kind of '**new woman**' emerging. The new woman, according to Smith enjoys her own power, her own money, her own sexuality.

E.g 'fun, fearless, female' - slogan of *Cosmopolitan*

The rise of the metrosexual male, the 'Sensitive New Aged Guy (SNAG)'. --> foregrounds material products, services, and topics related to fashion, grooming and style.

7. Magazines as a kaleidoscope of ideologies

The ideological imperatives in men/women's magazines are hardly consistent. They perform ideological juggling acts in which entirely contradictory elements co-exist through spatial separation in different parts of the magazine. Lifestyle magazines may hence be seen as a **kaleidoscope** of contradictory ideas, representations and constructions about gender

Good Examples

Neologisms about men:

- Mansplaining
- Manspacing
- Guyliner (cosmetics and fashion)
- Boyshorts
- Broga
- Techbros
- Brocode
- Bro culture

Gender-neutral (blur the differences):

- Chairman/chairperson
- Policeman/police officer
- Airline steward/flight attendant
- singular they/ze/xe

Gender inclusive (address both):

- his or her
- Humans/people instead of men

Profanity and metaphors:

Profanity for men: bastard, dick(head), douchebag, wanker (mostly UK English), prick

Profanity for women: bitch, whore, slut, cunt

Metaphors describing men: ‘stud’, ‘buck’, ‘bull’

Metaphors describing women: ‘chick’ ‘kitten’, ‘dessert’ (cheesecake, crumpet, cookie --> undergo semantic pejoration)

Asymmetrically gendered language items:

- male title: Mr
- Female title: Ms/Miss/Mrs

Marked and unmarked term

Waiter - waitress

Manager - manageress

Usher - usherette

Major - majorette

Woman scientist, male prostitute

Female doctors vs male nurses are covertly gendered. They foreground the label of primary potency, the aspects of identity which is unusual or abnormal.

Similar egs include ‘the Arab world’, which essentializes all middle east countries into one homogeneous group having the same characteristics, while in fact not all of them are Arabic. This renders certain groups invisible and blurs the meaningful differences among different Middle East countries.

Gender and Life Style Magazines

- Popular magazines provide introduction to and instructions about appropriate sex roles, gendered behavior, and male/female sexuality. These messages are present in many forms, including editorial content, photos and advertisements. Specifically, they prescribe instructions dictating which male/female physical appearances are ideal, which partners are appropriate, and which types of relational behaviors are acceptable.
- Overtly advocate particular gendered behaviors, attitudes and opinions
 - According to Gauntlett (2002), “The media clearly suggests that, in order to be fulfilled and happy, you should: understand your own sexuality, have sex often, seek help for sexual problems, [and] have a satisfactory sexual partner – or get a new one.” (pp. 122-123). Over the last 30 years in particular, the mass media has become much more overt in doing so, where “the photos and advertisements are more explicit, and the message appears to be gaining popularity” and “magazines that were once hidden under mattresses are now proudly displayed on coffee tables” (Krassas et al., 2003, p. 99).
 - The movement toward third-wave is known as the as a shift toward a “performance turn” in feminist theory and politics. This performance turn marks a breaking point from “thinking and acting in terms of systems, structures, fixed power relations” in order to emphasize “complexities, contingencies, and challenges of power and the diverse means and goals of agency” (Kroløkke and Sørensen, 2006, p. 21).
 - Media framing has been defined as selecting certain aspects of a story, event, topic or particular characteristics and making them more salient in a text to encourage a specific definition, interpretation, evaluation, attitude or behavior (Armstrong, 2004; Cunningham et al., 2004; Entman, 1993; Scharrer, 2002).

Gender Stereotypes: reproduction and challenge (Talbot)

Oh

Bossy Women Gossip

Girlish Women Giggle

Women natter, women nag

Women niggle-niggle-niggle

Men Talk

(Liz Lochhead, Dreaming Frankenstein)

1. Stereotype

To stereotype someone is to interpret their behavior, personality and so on in terms of a set of common-sense attributions which are applied to whole groups.

The establishment of normalcy (i.e. What is accepted as 'normal') through social- and stereotypes is one aspect of the habit of ruling groups... to attempt to fashion the whole society acceding to their own world view, value system, sensibility and ideology. So right is this world view for the ruling groups that they make it appear as 'natural' and 'inevitable' - and for everyone - and, in so far as they succeed, they establish their hegemony. (Richard Dyer)

2. Hegemony

Hegemony involves control by consent, rather than by force. The representational practice of stereotyping plays a central role in it, by endlessly reiterating what amounts to caricatures of subordinate groups.

- e.g. A study of a mixed group of american engineering students: the predicament faced by female engineering students: to succeed or to be accepted (by male classmates)? (Bergvall, 1996)
- E.g. British adolescents' experience and expectations of talk in classroom (Stanworth, 1983)
- Gender stereotypes are closely linked with and support gender ideologies. If we view them as ideological prescriptions for behavior, then actual individuals have to respond to the stereotypical roles expected of them.
- Gender stereotypes linked to gender ideology reproduce naturalized gender differences. In doing so, they function to sustain hegemonic male dominance and female subordination.

3. Capitalizing on gender stereotypes (WL)

- e.g. Phone-sex operator: use powerless WL to gain economic power (Hall, 1995)
- .e.g African American drag queens' performances of an 'uptown white woman' style (Barrett, 1999)
- The booklet for men who want to 'pass' as women: 'Speaking as a woman: a guide for those who desire to communicate in a more feminine manner'

4. Queer

- queering of stereotypes undermines the naturalization of gender categories and destabilize the link between them and particular attributes and patterns of behavior. WL is clearly not only the province of women.

Feminism in Media

Income Commercials - Times have changed. For every woman who's ever been told how to live her life, here's a song dedicated to you, sung by Singapore's very own Tanya Chua. And to find out how Income is evolving with the needs of today's women, go to income.com.sg/women. Because times have changed, and insurance should too.

https://www.youtube.com/watch?time_continue=1&v=WBOwYdZ5pcU

LGBT Discourse & Slang

Singapore's Pink Dot Narrative:

- Open, understanding, inclusive, progressive mindset, acceptance, diversity, freedom to love
- Unique to SG:
 - Intertextuality: tapping on national narrative (link to language and ethnicity and language and national identity)
 - “A Singapore where everyone can be accepted for who they are, regardless of race, language, religion, sexual orientation or identity.”
 - “Pink Dot seeks to promote greater understanding, inclusion and acceptance of the LGBT community; to ultimately bring them closer to their family, friends, and **to the country where they belong.**”
 - Racial harmony --> non-discrimination to LGBT community: similarity is that both are advocating for minority groups that are associated with certain degree of social stigma
 - ‘red dot **for** pink dot’: ‘for’ is a preposition of giver-receiver relationship --> appealing to the community to accept the LGBT group
 - 1) aligned with the ‘shared values’ in Singapore that “community support and respect for the individual” “consensus, not conflict” and “society before self” --> rally the larger community
 - 2) Positioning the audience as someone who is generous in giving and stands up for justice --> make the audience feel the moral obligation to support the cause

US pride parade:

- celebrate, be bold, equal human rights, spaces for self-expression, continued fight for equality, celebrate the unique heritage and diverse cultures, pave the way for
 - ‘pride parade’, ‘Stonewall Rebellion’
 - “celebrating the present, envisioning the future, and honoring the past.”

Chapstick lesbian (n.) – queer identified woman who is sporty and athletic. The word denotes that she’s the not the type to wear makeup (ala a “lipstick lesbian”) and goes for a more natural look.

Lipstick lesbian --> fem --> chapstick lesbian --> STEM --> butch

Fruit and fruitcake

- Usually used as pejoratives to refer to LGBT people
- Re-appropriated as insider terms of endearment within LGBT communities.
 - Many modern pop culture references within the gay nightlife like "Fruit Machine" and "Fruit Packers" have been appropriated for reclaiming usage, similar to queer and dyke.

Dishonorable discharge

Yestergay

Hasbian: A former lesbian who is now in a heterosexual relationship

Pillow princess

Barnard College Transgender Admissions Policy & FAQ

Policy

Since its founding in 1889, Barnard's mission has been to provide generations of promising, high-achieving young women with an outstanding liberal arts education in a community where women lead. Every aspect of this unique environment is, and always will be, designed and implemented to serve women, and to prepare our graduates to flourish and make a difference in the world. This mission is powerful, and remains vital today, perhaps more so than ever.

In furtherance of our mission, tradition and values as a women's college, and in recognition of our changing world and evolving understanding of gender identity, Barnard will consider for admission those applicants who consistently live and identify as women, regardless of the gender assigned to them at birth. We will also continue to use gendered language that reflects our identity as a women's college.

This admissions policy does not affect students who transition during their time at Barnard. Once admitted, every student will receive the individualized support that is an essential part of the Barnard experience. If, during a student's time at Barnard, the student decides that Barnard, as a women's college, no longer offers an appropriate educational environment, Barnard will offer guidance and resources to assist in making choices that are best for that student.

FAQ

Who is eligible for admission to Barnard?

Barnard accepts applications from individuals who consistently live and identify as women and who seek an outstanding liberal arts education in a unique environment designed and implemented to serve women.

What does it mean to consistently live and identify as a woman?

The applicant must identify herself as a woman and her application materials must support this self-identification. If the applicant is concerned about discrepancies in her application materials, she can speak with an admissions counselor or address any concerns in the essay or personal statement.

Are trans women eligible for admission?

Yes. Barnard accepts applications from those who consistently live and identify as women.

Are trans men eligible for admission?

No. Barnard accepts applications from those who consistently live and identify as women. Applicants assigned female at birth who now identify as male are not eligible for admission.

Are individuals who identify as non-binary or gender non-conforming eligible for admission?

Barnard accepts applications from those who consistently live and identify as women. To be considered for admission, application materials should support this self-identification.

What about Barnard students who transition to male before they complete their degree?

They remain eligible to earn a Barnard degree. If, during a student's time at Barnard, the student decides that Barnard, as a women's college, no longer offers the appropriate educational environment, the College will offer guidance and resources to assist in making choices that are best for that student.

What does this mean for Barnard's mission?

Barnard's mission remains unchanged—to provide generations of promising, high-achieving young women with an outstanding liberal arts education in a community where women lead. The Board's decision reaffirms our mission in light of society's evolving understanding of gender identity.

How will Barnard address logistics such as housing, athletics, and other aspects of campus life?

Over the course of the upcoming academic year, our staff will develop a plan for implementation that will go into effect for applicants applying for admission in the fall of 2016 (the Barnard Class of 2020).

So Your Girlfriend's a Vegan

VEGANISM

One intrepid dyke asks the age-old question: Do you eat meat?

By Sarah E. Brown

I recently had dinner with a lesbian friend of mine at a chic vegan restaurant in downtown San Francisco. While we were midway through our meal of lime-marinated oyster mushrooms and tofu-ricotta lasagna, my friend dunked her toasted crostini in sun-dried tomato pesto and was about to take a bite when she blurted out, “Do you see how many chicks are in this place? Why are so many of us vegan?”

Her question was one that I have fielded many times before. It is undeniable that both vegan and lesbian communities draw from each other, both for support and membership. Lesbian-oriented events in big cities are almost always catered vegan, or at least provide vegan options. Geographically speaking, communities with significant lesbian populations, such as Portland, Ore., Berkeley, Calif., and Brooklyn, N.Y., are also well-known vegan havens. Yet there still seems to be a lot of misunderstanding both within and outside the lesbian communities.

Why are there so many queer female vegans? While each person comes to veganism on her own terms, there are great incentives for women of all sexualities to be vegan. To understand the significance of the vagitarian-vegetarian connection, it is necessary to see the interconnected relationships among veganism, lesbianism and feminism.

In her essay “Pepperoni or Broccoli? On the Cutting Wedge of Feminist Environmentalism,” feminist Joni Seager argues that feminism and animal rights are di-

rectly related and that their goals are inextricably intertwined. Seager proposes that animal rights discourse reveals the problematic nature of concrete identity categories.

Many feminists have also advocated this approach to subvert traditional patriarchal gender roles.

Seager also speaks of a similarity in the ways in which both animals and women have been sub-ordinated: “Debates about animals unmistakably echo familiar racist and sexist ideologies about ‘natural affinities,’ categories authorized by nature, destinies inscribed in biology, and ‘scientific proofs’ of the limited capacities of the ‘other’ that have rumbled through the centuries to justify slavery [and] the oppression of women.”

Like other feminists, Seager suggests we critique structures that are simultaneously oppressive to both women and animals, arguing that their oppressions are interrelated.

In understanding that one can and must be interested in animal rights and feminist issues concurrently, it is clear to me that efforts to increase rights for animals and women of all sexual orientations are not mutually exclusive. Just as one person’s choice to invest in sustainable energy sources affects the global environment, the positive implications of veganism extend way beyond the individual or family dinner table. Eating and using animal products reinforces the universal oppression of women—lesbian or otherwise. Thus, negotiating both a vegan and a lesbian identity can provide a real opportunity for positive change.

So the next time you find yourself dating an herbivore, perhaps the real question you should be asking yourself is, “Why aren’t I a vegan?”

Perfume Commercials and Sexualization

The real worry for me is the real submissive element that the woman as sexual service provider for the male – that's a real concern – it's a form of grooming for young girls and I think companies should be very wary of associating themselves with that.

The Disney-owned ABC network in the States quickly found issue with the amount of cleavage she was flaunting and banned the ad until the creators agreed to a re-edit. It then joined an illustrious list of celebrity perfume endorsements deemed too inappropriate for the mainstream media. This press-worthy coupe is shared by Beyoncé's first fragrance Heat, Kate Moss' YSL Parisienne commercial, Dakota Fanning's peculiar Marc Jacobs campaign, Eva Mendes' nipple slip for Calvin Klein and, to nobody's surprise, this corker from Sophie Dahl.

Advertising a fragrance is a tough gig – it's the ultimate case of the Emperor's new clothes – selling us something we actually can't see. And of all the different products that rely on sex to market themselves perfume is a particularly interesting case study. Scent is intrinsically linked to desire and sexual attraction. It actually makes sense to associate it with romance, flirtation and the prelude to gymnastics in the bedroom. Of course the way advertising agencies have always ham-fistedly portrayed women in these ads is riddled with problems – none more concerning than the hypersexual strain of imagery that has emerged over the past few years.

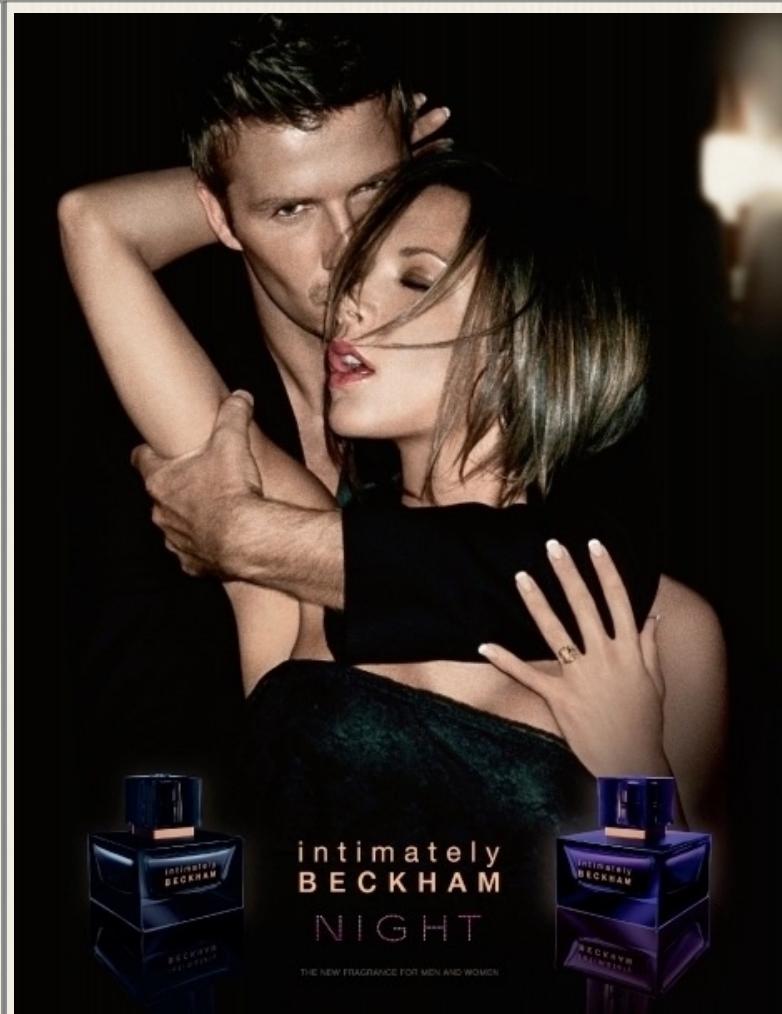
Almost like a template - women - famous or otherwise – appear in these ads posing in 1. A state of undress (not new) 2. In position of submission - either dominated by a man or calling out for his attention (unfortunately also not that new) and 3. (the twist) more and more often they are positioned in scenarios that appear to skate very closely to representing abuse. The pre-orgasmic (or is it panicked?) voiceovers that narrate the TV commercials add another layer of concern.

How and why have marketers come to so strongly correlate sugary fragrances in expensive bottles with submissive and/or borderline abusive sex?

Ad Week contributor Robert Klara says, “It’s gone from a knowing cleverness about sex to the rawness of a porn shoot. Marketers have lost the whole meaning of why [people] wear fragrances and moved away from reality in fragrance ads. Today, cologne is positioned solely around beautiful, young people—and you only sell it with sex.”

Interestingly it tends to be the most high-end brands creating the most overt and disturbing material. These brands are fixated on appearing “aspirational” to consumers and somewhere along the line that has started to be interpreted as something that is highly sexual.

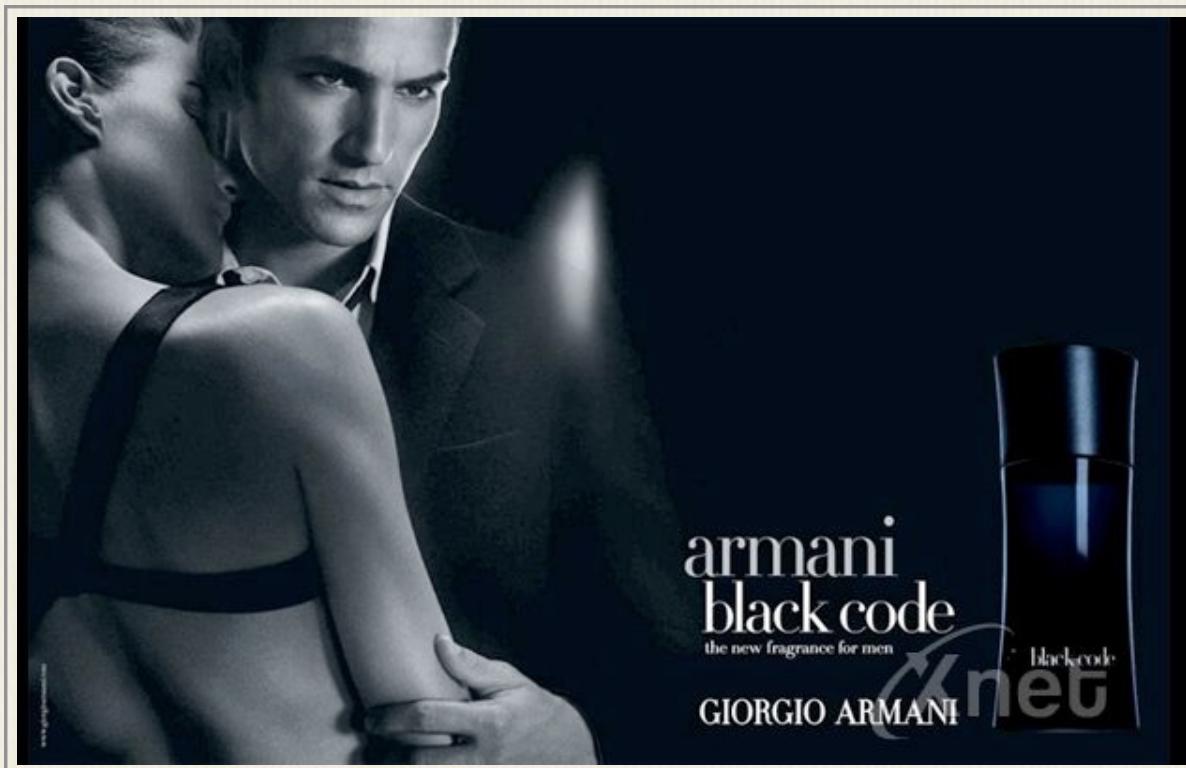
Reinforce gender stereotypes:





Contradi...
e à l'inverse de tout
Calvin Kl...
Parfumerie agréée
Calvin Klein [1,29 FF/...

Challenge gender
stereotypes (?)





Lang & Politics

- Language is used to bridge the **mismatch of perspectives** and **interests** of the government and the public.
- The ultimate purpose is to **persuade**, bringing the audience to the speaker's side so as to **advance political agenda** even without coercion.
- **Negotiate alignment** between **government's/politicians' identity/values** and those of the **public**

Part 1:

1. Ideology
 - Racist
 - Orwell's 1984
2. What is meant by politics? Some characteristics
 - the art of governance
 - Hegemony
 - The more they can rule by consent, the less force they need to use ie the more effective is the ISA, the less need for RSA
3. Political discourse
 - can be any domains, esp social
4. Lifestyle politics

- new capitalism
- The personal is political
 - Jaime oliver
 - Subpolitics

5. Persuasion by ethos, pathos, and logos

Part 2:

1. Van Dijk's ideological square: Trump & Clinton
2. Rhetorical devices

Including asyndeton, polysyndeton, rule of three (tricolon), anaphora, epistrophe (antistrophe), parallelism, antithesis, hypophora, rhetorical question, polarization, disclaimer, presupposition & implicature, pronouns, simile, metaphors, metonymy, personification, allusion, euphemism, irony, hyperbole, oxymoron, alliteration, tenses and shifts in tenses, passivization, nominalization

3. Politics in the media age

- assumption that citizens are able to make informed decisions
- Assumption that citizens are able to be sensible enough to distinguish true claims from falsehoods
- People's choices are often motivated by simple emotions rather than sound analyses of facts and arguments
- People tend to disregard information that challenges their existing beliefs

Part 3:

1. Discourse of the nation in practice
 - collective memory (Halbwach)
 - Collective consciousness (Durkheim)

2. Discursive construction of national identity

- National identity as a government project
- ISA
- Interpellation
- National songs

Liu Xiaobo's death: China media vs Western media

Liu Xiaobo dies of organ failure

chinadaily.com.cn | Updated: 2017-07-13 22:25

Liu Xiaobo, a **convicted criminal** released on medical parole, died of multiple organ failure on Thursday, according to the Shenyang Bureau of Justice in Liaoning province. He was 61.

Since he was diagnosed with liver cancer in June, Liu has been receiving treatment at the First Hospital of China Medical University in Shenyang. The hospital had organized specialists from home and abroad to treat him, but his condition kept getting worse. He died on Thursday after all emergency rescue efforts failed.

Liu was sentenced to 11 years in prison in 2009 for engaging in activities aimed at overthrowing the government.

He was awarded the Nobel Peace Prize in 2010. However, China considers the award reflects poorly on the Nobel Committee, as Liu was convicted of criminal acts against the State before the prize was announced.

Liu Xiaobo death: 'Even RIP is being deleted by censors'

By Kerry Allen

BBC Monitoring 13 July 2017

The death of **Nobel Peace Prize laureate** Liu Xiaobo has prompted tributes around the world, but in mainland China, there has been no coverage in Chinese.

On social media, users have noticed attempts from the government censors to mute reaction online.

Thousands of users are aware of his death, however, and have found creative ways to post tributes.

'Results cannot be displayed'

Mr Liu was China's most influential dissident and his death has made headlines globally.

But coverage on mainland China was muted - with only a few short reports in English.

Xinhua and CCTV news issued brief statements on their English sites stating that Liu Xiaobo, "convicted of subversion of state power", had died.

Communist Party mouthpiece Global Times said on its English edition that Mr Liu was "a victim led astray" by the West.

"The Chinese side has been focusing on Liu's treatment, but some Western forces are always attempting to steer the issue in a political direction, hyping the treatment as a "human rights" issue," it wrote.

Chinese-language sites appear to have steered clear of reporting the story altogether - a news search of "Liu Xiaobo" on leading Chinese search engine Baidu brings up no domestic press mentions of Mr Liu since February.

On social media, it is very much the same story. A search on the popular Sina Weibo microblog brings up a message saying "according to relevant laws and policies, results for 'Liu Xiaobo' cannot be displayed".

'Even RIP is being deleted'

Many apparently innocuous comments from influential users appear to have been deleted from Sina Weibo.

Xu Xin - a user with 31 million followers - posted a few candle emojis, which have been removed.

People often use candle emojis on Weibo to commemorate someone who has died.

'TobyandElias' wrote: "Weibo is really busy tonight - things are constantly being deleted. Even R...I...P is being deleted"

'Free at last'

Weibo users have used creative ways to show their condolences and bypass the censors.

Some have posted screengrabs of image tributes that they have seen on Twitter and Instagram, platforms which are blocked in mainland China.

Some also post links to songs as tributes. 'AlwaysABadCard' links to the lyrics page of a song called "No one knows where we will go tomorrow". It describes being "locked in a cage" and hoping "that tomorrow will be better".

As censors often scrape for simplified Chinese words, 'urKARINA' uses traditional characters to write her message instead. "Thank you for your courage. You are free at last," she says.

From William Pierce (National Alliance)

Lies and Consequences

Every time I raise this issue of Jewish control of the mass media and its consequences, I get two reactions from Jews and their allies. First, they'll tell me that it's not true, that they don't really control the media. Then, after I begin naming names, and they see that they can't sustain that lie any longer they'll say, "Okay, so we control the media, but it doesn't mean anything. We're just independent businessmen. We don't conspire with each other to manipulate public opinion or control the political process."

But you know, that's a lie too. They do conspire, and their conspiracy has consequences: terrible consequences, and not just for Serbs.

Miscegenation: The Morality of Death

HISTORY HAS TAUGHT us that the most fundamental necessities for the existence of a healthy and progressive White society are the racial quality of its members and a moral code or value system which complements and enhances that quality.

Ultimately, of course, the former is much more fundamental than the latter. Only a sound race can give birth to sound racial ethics. Without the living biological entity, there is and can be nothing. But as long as the race survives — as long as the potential for effective racial sovereignty exists — alien and spiritually damaging values alone will not prove fatal.

The enemies of our race have obviously long understood this truth. That is why, a half-century ago, they waged the most vicious war the world has ever seen in order to destroy an idea based upon that racial truth. That is why they subsequently organized the systematic swamping of White civilization by millions of

alien immigrants. And that is why they have used their control of the news and entertainment media, of the government, and of schools and universities to implement a massive propaganda campaign to encourage miscegenation between Whites and non-Whites.

Of course, miscegenation is not a natural occurrence. Evolution would have been impossible if every evolutionary experiment had been short-circuited by cross-breeding. Nature's urge toward higher and more complex life forms has demanded that subspecies remain genetically isolated until all possibility of genetic admixture has been removed. Even though such isolation of the various human subspecies from one another has not been of sufficient length to ensure the impossibility of genetic admixture, it has ensured the existence of deep-seated psychological barriers which, under natural conditions, prevent miscegenation.

When these natural conditions are disrupted and distorted, however, unnatural sexual activities such as homosexuality and miscegenation have been known to result. Just as bulls have been known to mount mares, and St. Bernard dogs have tried to mate with Chihuahuas when forced into close confinement and deprived of their natural environment, so Whites have copulated with Negroes in similar circumstances. It is the disruption of the White man's natural environment and the dehumanization of his society and culture, therefore, which the Jews and their collaborators in the news and entertainment media have consistently worked for in order to encourage racial mixing.

This campaign began at least as early as 1967, when 16 U.S. states still had laws against miscegenation. In that year Jewish director/producer Stanley Kramer brought out the film *Guess Who's Coming to Dinner*, starring Katherine Hepburn and Spencer Tracy as a couple whose daughter begins an affair with a Negro. The aim of the film was clear and since has been admitted. It was designed as an "educational film" for White Americans: after seeing their on-screen heroes, Tracy and Hepburn, surrendering their White daughter to a Black male, they would feel less compunction in doing the same. [1]

Since that time Whites have not just been encouraged to mate with Blacks, Hispanics, and Asians, they have been subject to every conceivable Pavlovian method

to blackmail and bully them emotionally into doing so. With ever increasing intensity the message has been that miscegenation is not just an option, but the option that society expects. Particularly, the primary aim of the Political Correctness movement, in all of its manifestations, has been to confuse heterosexual Whites and make them feel sinful and guilty for being White; to encourage them to “repent” by helping put their race out of existence.

1967’s Guess Who’s Coming to Dinner was one of the earliest films done by Hollywood to blatantly promote race-mixing between Blacks and Whites.

The Hollywood film The Last of the Mohicans, which came out in 1992 with the Jewish actor Daniel Day-Lewis in the leading role, is a typical example of how the Jewish news and entertainment media have spearheaded this campaign. In the film White males are portrayed as weak, cowardly, disloyal, and barbaric — and as justly deserving of their slaughter at the hands of the noble, dignified, courageous, and sexy Red Indians. Yes, just to ensure that White women don’t miss the implication that White men are worthless, the leading White female character dumps her despicable British-officer fiancé and runs off into the sunset with the Mohican hero. The underlying message of the film is clear: race-mixing is not only natural and understandable, it is also the morally right thing to do.

Zoologists and anthropologists have identified two types of feral constraint which ensure that under natural conditions animal groups — including human groups — which may be able to interbreed with each other refrain from doing so. On one hand, there are inborn biological impulses based upon physical “sign stimuli,” such as smell, color, and visual differentiation. Then there is the behavioral imprinting and habituation which takes place in the early weeks and months of infancy based upon the intimate relationship between the mother and the infant. This helps to ensure that when sexual mating is eventually attempted, it will take place only with those forms that resemble the parent or siblings. [2]

Not surprisingly, the Jews have gone all out to corrupt and cripple the latter tendency in Whites, particularly under the guise of “children’s entertainment.” In 1994, for example, the Walt Disney Company brought out a re-adaptation of its

1967 film *The Jungle Book*. This was Disney's first children's offering since being taken over by the Jewish clique headed by Michael Eisner, and, predictably, it was a complete distortion, both of the original Kipling story and the 1967 Disney animated version. With a story line remarkably similar to *Last of the Mohicans*, the White heroine rejects her British-officer fiancé for an Indian jungle boy played by a Chinese actor.

Significantly, the White girl's decision is portrayed as being based upon moral considerations of right and wrong, upon her realization that White society and White men in particular are irredeemably bad. Eisner pursued this line in the two subsequent Disney animated children's films, *Pocahontas* and *The Hunchback of Notre Dame*, which are similar both in their pernicious race-mixing propaganda and in their blatant disregard for the original stories. Such systematic consistency in shape and content suggests design rather than coincidence.

In any case, the actual motivation of Michael Eisner in churning out such material is not the most important question. The thing that really matters is the actual effect of his efforts: young children are being influenced, at an age where they are most open to behavioral imprinting, with a message that miscegenation is good and morally correct, and that Whiteness is evil and morally wrong.

Just as young Whites in the past were encouraged by an alien religious dogma to feel sinful because of their natural sexual urges, to feel unclean in having them, and to seek "salvation" by denying them, so today they are indoctrinated with guilt-inducing ideas about being White. And the solution which they are offered to overcome these artificial feelings of guilt and self-hate is increasingly clear: mate with a non-White partner and have mongrel offspring. Racial suicide is thus insidiously presented to them as the only way in which they can overcome their Whiteness and all the consequent pain and shame that goes with it.

Actually, miscegenation has rapidly emerged as the official religion of the New World Order and its adherents. Propagated with an increasingly hysterical fervor, it has been developed as the new universal slave-morality which embraces and transcends established religions such as Christianity. In March 1994, for example, evangelist Billy Graham's publication *Christianity Today* urged readers to rejoice

over the existence of mixed-race marriages and mixed-race children and to do everything possible to make them fully accepted into society. It even stated that this is one area where the news and entertainment media are morally ahead of the churches.

This propagation of miscegenation as an ideological crusade also has made significant inroads into the education system. When a North Carolina middle school principal recently cautioned a White female student and a Black male student about the dangers of interracial dating, he was immediately suspended from his job and disciplined. He was not allowed to return to work until he had been “re-educated” after confessing and repenting his “sins” in a counseling and sensitivity training program. [3]

The ideological nature of this campaign to promote miscegenation was also reflected in an article in the August 1996 issue of Maryland Family Magazine, part of the Times Mirror group. Written by Helen Armiger, described as a candidate for ordained ministry in the United Methodist Church, “How to Raise an Unbiased Child” argues that society is compelled to teach its youth to live harmoniously and productively within a global environment. Quoting approvingly a Maryland education official, Armiger insisted that there exists a moral obligation to provide children with the opportunity to engage in a variety of relationships with people of different races and sexual orientations without any kind of parental or social constraint.

Behind the high-sounding slogans portraying miscegenation as morally imperative and beneficial, the motivation of its proponents is clear: the intention is not to “save” or “redeem” Whites, but to destroy them completely. What such “morality” really derives from is a totally subjective, alien mind-set which seeks the biological extinction of the White race, and which, from its own perspective, sees such an extinction as a good and righteous thing. Some of its proponents are much more honest than others in admitting to this reality. One journal, *Race Traitor*, edited by Noel Ignatiev and subtitled “Treason to Whiteness is Loyalty to Humanity,” openly declares its conviction that the only way to solve the social problems of the age is to abolish the White race. Its admitted aim is not “multiculturalism” or “multiracialism,” but biological unity and racelessness. [4]

Such thinking is not confined to the political fringes. On September 29, 1996, The New York Times Magazine ran an article by Jewish writer Stanley Crouch (author of the book *The All-American Skin Game: Or, the Decoy of Race*). Entitled “Race is Over,” Crouch’s article confidently predicted that a century from today unprecedented levels of racial mixing — of a wide variety of combinations — will ensure that the very concept of race will be redundant. Americans of the future, it argues, will find themselves surrounded in every direction by people who are part Asian, part Latin, part European, part American Indian. The sweep of body types, combinations of facial features, hair textures, eye colors, and what are now “unexpected skin tones” will, in Crouch’s view, be far more common because the current paranoia over mixed marriages should be by then largely a superstition of the past.

Even this declared goal, however, reveals only part of the agenda, because one particular race has an exemption ticket from this universal morality of genetic amalgamation. But The New York Times Magazine article symbolizes what the Politically Correct movement is really all about. When the mainstream Harper’s Magazine runs articles advocating government-sponsored summer camps for young White girls to meet and begin relationships with non-White males, it is not doing “good” for those girls; it is actively encouraging what is most definitely bad for them. And when the Prudential Insurance Company of America sponsors a series of racial unity conferences for children across America and the world, it is not doing what is “right” for those children; it is doing what is totally and utterly wrong for them.

Actually, such “morality” is without any moral foundation whatsoever. It’s not based on any natural or biological law, nor does it follow any rational or scientific line of reasoning. This helps to explain why it is having some difficulty in achieving its objectives. Undoubtedly many Whites preach the cause of miscegenation, and many have put it into practice. But, revealingly, the numbers in the latter camp are still much smaller than in the former.

Some of the Whites who advocate race-mixing are obviously unhealthy in a genetic sense, and mentally ill as opposed to spiritually sick. The person who wrote to his local newspaper recently stating his frustrated wish to have five per cent Black blood in his ancestry so as to blend in with what he considers the ideal American racial composition, may be an example. [5]

In any case, in instances such as these miscegenation could even be considered a tool of natural selection in weeding such people out of the White gene pool.

For the majority of Whites who advocate miscegenation, however, their sense of righteousness in espousing it is nothing more than a manifestation of trendiness: of wanting to feel and appear fashionable.

Take, for example, the case of the young Hollywood couple Tom Cruise and Nicole Kidman. Both appear to be healthy and physically attractive specimens of Aryan humanity. Yet they have recently adopted a Black child and actively collaborated with the Jewish media in publicizing it as a fine and noble deed which has helped the cause of human and societal “progress.” There is nothing biologically wrong with this couple; they’ve just gone out of their way to make a fashion statement. And the adopted child is nothing more than a fashion accessory for their symbolic commitment to the idea of miscegenation.

Indeed, it is revealing that for all their fashion consciousness, Cruise and Kidman chose to marry each other rather than non-Whites: they chose to adopt a non-White child rather than to create one. Even they, therefore, whether conscious of it or not, are evidence that most Whites are not yet putting the idea of miscegenation into practice — regardless of the lip service which they might feel compelled to give it.

Kidman and Cruise, now divorced, pictured with both adopted children.

A recent study of miscegenation statistics by Jewish academic Douglas J. Besherov, resident scholar at the American Enterprise Institute, seemed to give some credence to this view, although the report highlighted some very disturbing trends. These included a tripling of marriages between Whites and Blacks since

1970, and a sharp increase in marriages between Whites and Asians or Hispanics. The U.S. Census Bureau counted about 150,000 interracial marriages nationwide in 1960. By 1990 that number grew tenfold to 1.5 million. In 1994 it was estimated at more than 3 million.

Equally alarming was the statistic that 35.4 percent of White women married to Black men said they planned to have children, a higher proportion than the 29 percent of White women married to White men who said they wanted children. This is on top of a four-fold increase in mixed-race births since 1970, although not all of these involved a White parent.

Such trends are obviously ominous and potentially catastrophic by pointing in the long term to the biological extinction of White America. In the short term, however, from the perspective of those of us trying to prevent such a nightmare from unfolding, they do provide at least some grounds for optimism and opportunity. Despite 30 years of Judeo-Christian brainwashing, over 90 per cent of Whites are declining to transgress what Douglas J. Besharov admits is American society's "last taboo."

Similarly, despite the efforts of Senator Howard Metzenbaum (D-OH, now retired), who in 1994 introduced the Multiethnic Placement Act in the Senate in an effort to bring about an increase in transracial adoptions, most Whites appear still to prefer to adopt White babies, and most non-Whites still prefer to adopt non-White babies. Such attitudes, moreover, appear to be hardening in spite of the Clinton administration's attempts to legislate against them.

The Cruise-Kidman adoption, for instance, was condemned by the National Association of Black Social Workers on the grounds that transracial adoptions amounted to racial and cultural genocide.

Undoubtedly an important factor in this situation has been the growth in tensions that has accompanied the transition to a multiracial society. As racial and ethnic identification has become more relevant in people's lives, the resulting racial polarization and intensified group solidarity have mitigated somewhat against the idea of interracial mating. It seems clear, for example, that the O.J. Simpson trial

served the useful purpose of intensifying both White and Black racial consciousness and of discrediting the idea of miscegenation.

One hopeful sign of this was the fact that Hulond Humphries, a White high school principal in Wedowee, Alabama, who was ousted from his position in 1994 for threatening to cancel the spring prom if interracial couples turned up, recently won an election runoff for superintendent of schools.

As with the race question in general, many Whites — for the moment at least — seem to be carrying around with them two conflicting value systems in relation to race-mixing: the one they publicly purport to hold and the one they actually live their private lives by. While the former is artificially created and only maintained by continuous external conditioning, the latter arises from instinct, which is genetically ingrained.

Thus, although race-mixing propaganda may have been purposefully designed to appeal to the subconscious and to avoid encountering rational faculties, it has inevitably come up against subconscious genetic realities which are not easily influenced by alien attempts at behavioral modification. Consequently, while it has been relatively easy to bring about widespread spiritual sickness and confusion, it has been much more difficult to implement widespread biological amalgamation.

Such a situation, however, will not last forever. History is full of examples of artificial and destructive moralities triumphing over the natural order. Despite its setbacks, the cult of miscegenation has spread substantially over the last thirty years and will continue to do so. Current trends continue to point to the most fundamental and inescapable reality which confronts us today: the White race stands on the precipice of biological extinction.

And one thing is certain: as the strains and tensions of this multiracial society increase in the coming years, so the campaign to destroy us through racial mixing will intensify. For this reason alone, regardless of increased racial polarization, the false morality of miscegenation will not disappear naturally. The circumstances of racial chaos will help us, but only organized and radical action on our part will achieve the vital necessity of a complete and decisive separation of the races and the final destruction of the morality of death.

SG's quasi-liberal

1. National service for conscription/draft
2. Protest permit
3. Managed float
- 4.



Lang & Institutions

- **Asymmetrical** speaking rights and obligations --> language is used to **regulate behavior** --> any deviation = high cost
- **Differentiated & conventional** participant roles, or identities
- Influence of **new capitalism** in social institutions

Part 1:

1. Defining an institution
 - power asymmetry: expert vs non-expert
2. Institutional identities
 - interpellation: we become subjects through subjection to societal institutions
 - Texts produced by institutions map out an identity/role for the subject
 - Internalized => regard as obvious, unquestioned commonsense => latent naturalized ideology
3. Institutional language
 - power and dominance can be jointly produced, for example, when people are led to believe that dominance is legitimate in some way or other.
 - The more commonsensical or naturalized the discourses and practices appear, the greater is the capacity for dominant groups to rule by ‘consent’

- Institutions influence behavior because deviation from the accepted institutional order is costly (economically, cognitively, and socially) => reward & sanctions => rules/constraints & compliance
- The durability of institution stems from the fact that they can create stable expectations of the behavior of others.
- Organizations can have multiple, dynamic, chaining identities depending on the perspective taken. They seek to engage in impression-engagement activities to influence audience. E.g. Mission statements
- Compassionate consumption => low-cost heroism

4. Scripting

- regulation of styling is extended to the micro-interactional activities of employees.
- Behavior of the employees (organization representatives) must match the corporate identities
- E.g. Call center
- Limitations: 1) not possible to script every interactional contingency 2) can lead to cynicism about just how sincere the organizations' representatives - and by extension the organization itself - actually are.

5. Language and Power

- power seen as quantifiable and measurable

6. Institutional talk (IT)

- IT as strategic discourse that is power laden and goal/task-oriented. -> hence less-fluid or open-ended; predictable structured and sequenced

7. Asymmetrical speaking rights and obligations

- asking questions, resisting institutional control, constraining answer, interruptions, enforcing explicitness, topic control

8. Summary of IT

- 1) Differentiated & conventional participant roles, or identities
- 2) Structurally asymmetrical distribution of turn types
- 3) Asymmetrical relationship between participants in terms of speaker rights and obligations

9. Institutional identity:

- 1) Representation
- 2) Testimonial
- 3) Endorsement

Part 2:

1. Lang & discourse in contemporary society

- business discourse creeps into other social domains
- Depend crucially on power differential: business exerts power over other domains
- Imitate the social and discursive practices of more powerful entities to ensure intelligibility, approval, and legitimacy
 - e.g. Knowledge economy
 - E.g. Overuse of suffix -preneur, thinking outside the box, moving forward
 - Backlash against overused & overly conventionalized words (similar phenomenon: swearwords lose their potency with overuse) --> but not backlash against enterprise culture

2. New capitalism in education

- cuts in government funding --> reliance on corporate funding --> enterprise managerialism and a pro-market educational agenda
- Business world increasingly dictate what type of knowledge is necessary
- Education or knowledge has become a commodity which one can 'buy'

- A right now becomes a commodity --> implications for justice and equality
- Enterprising values and qualities
- From bureaucratic to entrepreneurial

3. Delivering government

- citizens as customers --> lacks complex web of rights, obligations, and collective rather than individual interest
 - Proliferation of pronoun ‘we’, ‘our’ and ‘you’: individual or customer at the heart of its appeal, personalized, ‘we’ projects a self-confident organization identity
 - Conversationalisation: 1) colonization of the public domain by the practices of the private domain 2) appropriation of private domain practices by the public domain

4. New capitalism in healthcare

- constructs readers as ‘consumers’ who should take responsibility of their health through proper ‘lifestyle choices’
- Reproducing the ideology of consumerism and the construction of health problems as individual rather than public or structural problems that need collective solution

5. New capitalism in prison

- in the discourse of rehabilitation, crime is blamed on the individual and not on structural factors such as poverty, deprivation and lack of opportunity through education and work

6. Selling oneself: marketization in the personal sphere

- e.g. self-help books
- Self = product

- Blurring of boundaries between business & the personal (intertextuality) --> repercussions: ‘market dependency’ implies the reconfiguration of human conduct around one universal appropriate benchmark/principle, ie enterprise
- Constant re-invention of self without a specific goal, and individuals are made to bear full responsibility for success or failure
- Semantic widening of ‘brand’ from cattle to manufactured goods and now through metaphorization, to human beings --> implications: 1) market themselves fairly yet not being overpriced 2) conscious and perpetual need to adjust to the needs of the market/demand

7. Intertextuality and recontextualization



Language & Biz

- Language is used to **generate consensus, stimulate belief** and **negotiate alignment** between the goals of the **institution** and the needs of the **individual**
- Language as a **hegemonic control** and a **valuable commodity**
- **New Capitalism** (characterized by neoliberalism) and empty biz buzz words

Part 1:

1. Introduction

- no single coherent business discourse --> might have conflicting ideologies and ideas

2. Typical business objectives

- a clearly defined target
- Considerations: survival, profit-maximization, profit-satisfying, sales growth,

3. Alternative aims and objectives

- ethical & socially responsible objectives
- Public sector corporations provide a service to the public
- Public sector organizations: ensure compliance with the law
- Healthcare and education

- Charities
- All go for private business lines, even for the non-profits

4. Changing objectives

- caused by change in 1) company's stage of development 2) competition
3) technology

5. Discourse as a form of hegemonic control

- Goals: generate consensus, stimulate belief and negotiate alignment between the goals of the institution and the needs of the individual
- Language is seen as a valuable commodity that needs to be managed
- E.g. Mission statements, professional code of conduct, scripted communication, company pledges, team talks

Part 2:

1. The 'New Capitalism'

- characterized by neoliberalism: transfer control of economic factors from the public sector to the private sector
- Deregulation, privatization, marketization and competition
- Customer care culture fulfill the important ideological function of establishing the market and consumer choice as the model for all interaction in the public sphere (Cameron)
- The new economy results in the commodification of language (Heller)

2. Discourse in the new capitalism

- Biz buzzwords are ideological and in some sense, 'empty' (Simpson & Mayr). --> overused and become meaningless
- e.g. the discourse of teamwork (Fairclough)
- E.g. The discourse of flexibility (Fairclough)

- Economic change: 1) beyond human control 2) a contemporary condition without historical depth 3) a cascade of change to which we have no choice but to respond 4) from objective fact to normative obligation
- The pervasiveness of such representations of economic change is circulate o the neoliberal project (Bourdieu): They contribute to creating and extending a ‘free’ market unshackled by political restraints and imperative for all social life, by constantly representing the uncompleted project as fact and as the norm.

3. Mathematical representation

- to assess values and to make comparisons
- From quality to quantity
- Value in the form of money is the ‘real’ universal that can express all other generalities and be the measure upon which they can be compared.
- Technocratic language serves ideological purposes (even though seemingly objective)
- Condensation: complex processes to shorthand reportings
- What is left out of the equation (What is said in the text vs what is omitted)
 - E.g. KPI, GDP

Part 3: Cameron’s article Styling the Worker: Gender and the commodification of language in the globalized service economy

1. Key points

- The new work order
- New capitalism
- Language as a valuable commodity, a potential competitive edge

- Commodification of a quasi-feminine service persona

2. Standard & Standardization

- reducing optional variation in performance
- Subordinate individuals to a corporate norm

3. Different conceptualization of style

- audience design
- Initiative style shift
- Crossing
- Stylization

4. Why scripting?

- Efficiency
- Calculability
- Predictability
- Technological control

5. Conclusion

- Style is gendered
- Good customer service? = performing femininity

Taylorism: scientific management

Fordism: standardization and specialization

Good Arguments

1. The ‘free market’ is actually not free.

The invisible HAND

2. Cost-benefit analysis, a tool to control market behaviors

Good Examples

1. Rhetorics of ‘flexitime’

2. Rhetorics of

Work-life harmony

Economy

These examples seem to confirm and provide concrete coherence for some of the basic hypotheses proposed by ANT about economy, markets, and financial affairs:

- a) economy is **performative** (Callon, Muniesa), not only in terms of “making something,” but in the sense of “inventing,” “making something real,” and “inventing itself” (such as new kinds of markets, financial products such as the “infamous” CDS, or Hedge Funds, etc., or strategies like the “arbitrage”);
- b) economy and finance are “**calculative**” (Callon). They produce “objects” by transforming informational content into calculation and computation. This is not a truism, it is at the core, the central part of cognitive and pragmatic activity (i.e. semiotic) of economy: translating informative enunciates into calculable actions. For Callon, this represents the central issue for an anthropological analysis of markets;
- c) **value is invented.** Obviously economy and finance work with “value,” but they also construct it;
- d) the invented objects become **not only new products, but also instruments and tools:** “Derivatives such as swaps, options, and other financial instruments play an important role in the process of separating the desired qualities from the purchased security. Traders use them to slice and dice their exposure, wielding them in effect like a surgeon’s tools – scissors and scalpels to give the patient (the trader’s exposure) the desired contours” [Beunza and Stark 2005, 71-72].

This is a very important, as well as very complex, issue and characteristic of finance. It is not only “self-reflexive” and “meta-systemic” (such as meta-linguistic or meta-semiotic, in the sense that it describes itself by inventing another level of language and sense). Finance re-produces itself through these activities, but also by “disentangling” [Callon 2007]: “Selecting out of the trade those qualities to which trader [or “arbitrageur”] is not committed and involved.” This last process is in-

trinsically “semiotic,” in the sense that it is quite similar to mechanism discovered in enunciative activities.

Organizational Discourse (Iedema & Scheeres)

1. Knowledge work

- Changes in business organizations have been discussed in terms of a rise in 'knowledge work' (Drucker), or work that centers on the producing, sharing and applying of data and information.
- Since knowledge often begets knowledge, the emphasis on knowledge work produces a positive feedback spiral.
- Think of the end of 9-5 workday, the advent of flexitime, employment casualization and the intrusion of work-related technologies into home sphere. All these blur the boundaries between private self and work self.

2. Emotional labour

- The new economy increasingly requires the skills that were confined to the private domain of relational work to be brought to the forefront of the management and processing of information and people (Castells)
- Even factory workers are said to require interpersonal and decision-making skills previously reserved for managers' (Barley and Kunda)
- Research has shown that new business practice can yield personal achievement and pride, but also result in stress, frustration and even anxiety because of the personal costs associated with producing emotions for the benefits of unknown others.

3. However, concepts such as knowledge work and emotional labour fall short when asked to describe changes and experiences in the contemporary workplace.

- Knowledge and emotion are notions that position people's conduct as subservient to existing discourse practices - that describe reactive and cumulative behaviors, not innovative and self-motivating ones.

- Knowledge and emotion are notions that render invisible the extent to which people can act in unpredictable, non-linear and sometimes unexplainable ways. Affect, in contrast, helps broaden our appreciation of human vitality, creativity and interestedness.

4. Affect

- Importantly in the context of contemporary business, affect shifts our attention to the unusual and the unexpected, whether that manifests as creativity, innovation, surprise, excitement or intensity.

- Emergence of affect-based conducts, driven by new policies and creative initiatives

- In public service organizations, we witness governmental approaches to risk management that rely on disclosure and 'being honest'

- In business, there are moves afoot to render discourse practices more responsive to governance models, ecology impact assessments, and standards of gender equity.

pp



Lang & Sci

- **Objectivity** --> illusion of objectivity
- **Prestige** and **legitimacy**
- **Spectrum** of text types

Intro: The Sokal Affair

Overview of academic / scientific discourse:

- Distinct enough for it to require active induction and socialization before one can master it --> to present knowledge construction in a professionally relevant manner
 - Each academic discipline has its own culture and conventions --> still considerable commonalities: jargons as a marker of in-group membership
 - Specialized and peculiar --> to achieve great accuracy and uniformity
- Key distinguishing criterion: the need for objectivity**

The impact of the Enlightenment:

1. Rationalism
2. Empiricism
3. Skepticism

Linguistic features of academic / scientific discourse:

1. Passivization & 3p pronoun

2. Specialized jargons

3. Citation

4. Hedging

5. Formal language

6. Complex language

Text types of academic / scientific discourse:

1. Academic writing (within the discipline)

2. Scientific writing for educational purposes (for different education level)

3. Popular science writing (for the masses)

4. Academic / scientific discourse in advertising (for)

5. Academic / scientific discourse in politics

Note: each text type is located along a continuum rather than as an individual unit, distinct from the others, in a taxonomy. Differences between their audience --> level of interest and knowledge --> differences in linguistic choices

Illusion of objectivity and the exploitation of academic / scientific discourse:

- academic / scientific discourse cannot be entirely objective given that it inevitably will be mediated by the subjective lenses of both human perception and human language.

- Politics has been guilty of abusing academic / scientific discourse e.g. Nazi Germany --> academic scientific discourse has been manipulated to serve and legitimize various self-serving human ends for almost as long as it has been recognized as a means and source of human knowledge

- **Prestige and legitimacy** of academic / scientific discourse --> perceived superiority and objectivity as opposed to ostensible inferiority and subjectivity of traditional belief systems

Academic / scientific discourse and other discourses:

Manipulate the disparity between how academic / scientific discourse is **perceived** and how it **actually** is.

1. In advertising: Food and wellness products

- Perceived health benefits - at best dubious and at worst outright detrimental or harmful

- Diversity of human biology --> cannot be a one-size-fits-all solution

- **Credibility --> tap on prestige and legitimacy --> illusion of objectivity --> implicitly guarantee the health benefits of these products to every users**

2. In law enforcement and military: ↑ reliance on technology

- ↑effectiveness and efficiency

- ↑impersonal to the general public --> lack of human element --< difficult to provide ethical justification

- An illusion of objectivity --> downplaying or even eliminating the moral dimension --> mitigate the potential criticism

3. In politics

- Due to the attendant moral opprobrium, the abuse of academic / scientific discourse in politics has transformed itself to become far more insidious and less explicit
 - Taylorism: scientific management
 - Fordism: standardization and specialization
 - Neoliberalism: advocate for free trade, minimal state intervention and regulation, privatization
- Crept into the discourse of governance
 - Politics is concerned with the ideology behind a given governmental policy; governance is concerned with the administration of it.
 - Human is seen not as a unique individual but homogenous commodity
 - Dehumanized view of humanity --> amorality --> de-individualization --> objectively measure the value of each human being
 - The advent of neoliberalism --> shift the balance of power from governments to corporations

Specialized jargons creeping in daily life

1. Business jargons

- Blueprint

-

2. Science & Tech jargons

- Troubleshoot

- Trial and error

- Bug

- Catalyzed by...

- Evolve

- Viral

- Meme

- Synergy

- Ecosystem

- Extrapolate

- Newswire

- Porous

- Permeate

- Diffuse

Intertextual:

Business and scientific discourse overlap:

1. Injections
2. Equilibrium
- 3.



Language of Law

- **Essential function:** to **impose obligations** and **confer rights**.

- **Overall objective:** to **minimize any dispute** over the interpretation and therefore exercise of the law.

- **Comprehensiveness, objectivity, precision**

Linguistic features of legal discourse

1. Archaic or rarely-used language: ceremonial tone --> highly conservative, even rigid
2. Borrowings: from French and Latin
3. Spelling: prefer long spelling
4. Verbosity and tautology: wordy and redundant expressions, preposition doubling
5. Modal verbs: make a distinction between obligation and discretion
6. Performative adverbs and auxiliaries

7. Syntactical complexity

8. Syntactic discontinuity / embedding
9. Impersonal voice

Legal English: necessity or bane?

Objectives:

- Comprehensiveness: cover every possibility
- Objectivity: impartial
- Precision: no room for ambiguity

Ultimately, **overall objective**: minimize any dispute over the interpretation and therefore exercise of the law.

Essential function of legal documents: to impose obligations and confer rights.

For: Obtrusive gracelessness --> unambiguity

Against: Plain and simple English --> intelligibility to the masses

Legal discourse and the discursive construction of truth

- The reconstruction of what happened to whom or to what
- Frame of telling --> “angle of telling”
- Criminal courtroom is “contest between competing narratives, which will be resolved on the criteria of relative similarity to narrative typification” (Brooks and Jackson)
- How agency and identity is discursively constructed in legal discourse.

Related arguments

Middle ground that recognizes the cultural influences on and from the law



Lang & Sports

Lang and national pride (shame)

In Rio, Daley was distraught. Just 24 hours after setting a record score in the preliminary round - one that would have won gold at London 2012 - **he struggled to hold back the tears as he tried to explain what had gone wrong to the British media.**



Interesting Examples

ELL is all about seeing trends and reading minds.;

Lexicon

Paranoimia (a song by English synthpop group Art of Noise released in 1986, from their album In Visible Silence)

Shenanigan, /ʃə'nanɪgən/ n. orig. U.S. Trickery, skulduggery, machination, intrigue; teasing, ‘kidding’, nonsense; (usu. pl.) a plot, a trick, a prank, an exhibition of high spirits, a carry-on.

Fibre (BrE) vs Fiber (AmE)

Metrosexual n. and adj.

Etymology: < metro- (in metropolitan adj.) + sexual adj. and n., punningly after heterosexual adj. and n.

A. n. A man (esp. a heterosexual man) whose lifestyle, spending habits and concern for personal appearance are likened to those considered typical of a fashionable, urban, homosexual man.

Amelioration:

Sexy bitch

Bad ass

Kick ass

Ergonomics

Amorphous

The Republic Times (a burden game):

Your wife and your son has been transferred to a safe location. --> presupposes male player

Since young (Ms Yong @SwissCottage)

Smarter **than me**

No, smarter **than I** (West World)

Ring my bells

Bits n bobs

Silent roar (Oxymoron)

Deeply shallow

I'm so **beat**.

1. Shortened form of beaten adj., often used as pple.; as adj. chiefly in the sense: Overcome by hard work or difficulty; common in the expression dead-beat.
b. figuratively in current use. Also beat out, beat up, worn out, exhausted. See also dead beat adj.2, beat generation n.

One heck of a ...

See something through colored lens

Sapere Aude

Prima donna

hell week n. U.S. (chiefly College slang) a period (typically a week) of physical and psychological harassment, constituting an initiation ritual for a college fraternity or sorority; a similar period of initiation in other contexts; (also in extended use) an unpleasant time or experience.

like hell: (a) (as an intensifier) desperately; extremely, very much; (b) indicating contradiction: not at all, on the contrary.

1776 H. H. Brackenridge Battle of Bunkers-Hill v. iv. 28 With these rude Britons, wage life-scoring war, 'Till they admit it, and like hell fall off.

1813 M. L. Weems Drunkard's Looking Glass (ed. 2) 5 He loves you like h ll.

1854 Thackeray Newcomes I. xxix. 286, I tried every place..and played like hell.

1892 R. Kipling Lett. of Trav. (1920) 66 ‘Hit, old man?’ ‘Like hell,’ he said.

1925 ‘F. Lonsdale’ Last of Mrs. Cheyney i. 19 Maria: Enjoying the concert, Willie? Willie: Like hell!

1931 Amer. Speech 7 433, I hate like hell to do this.

1941 H. MacInnes Above Suspicion ix. 76 ‘I’ve quite enjoyed it here.’ Like hell I have, she added under her breath.

1992 Daily Mail (Nexis) 16 Nov. 49 My foot hurts like hell.

Baddest bitch used in a positive meaning

Gendered discourse:

Got pregnant by another guy: male is the actor, but female is the passive victim.

“Twitterati”, describing users of the social networking site, and “fo’ shizzle”, slang speak meaning “for sure”

Popular culture may often be given credit for inventing words it had merely popularised, the research found, citing “meh”, an interjection communicating a lack of enthusiasm, believed to have been first used in 1992 but popularised by the Simpsons.

Bombshell

The image shows a Compartes chocolate bar on the left and a Wikipedia article page on the right. The chocolate bar has a yellow label with the text 'THE BLONDE BOMBSHELL DARK CHOCOLATE STRAWBERRY CHAMPAGNE' and 'COMPARTES HANDMADE IN LOS ANGELES'. The Wikipedia page is titled 'Bombshell (sex symbol)' and includes sections on History, Stereotype, and See also.

Etymology:

bombshell (n.)

1708, from bomb (n.) + shell (n.). The figurative sense of "shattering or devastating thing or event" attested from 1860. In reference to a pretty woman (especially a blonde) it is attested from 1942 ("Bombshell" as title of a movie starring blond U.S. actress Jean Harlow (1911-1937) is from 1933).

Bombshell is associated with sex symbol. It is used as product name of chocolate and perfume. Why do these certain product brand themselves with these words? What significance does it hold? What does that imply about the way people perceive sex, romance and how these perceptions are shaped by consumerism?

A fun fact: Instagram censored the hashtag '#bombshell'. --> link to the research paper on the ambivalence around the topic about sex.

Bae: before anyone else?

Shero

OmTeloletOm

Douche

Douchebag and its variants, or simply douche,[10][11] are pejorative terms[11] referring to an arrogant, obnoxious, or despicable person.[12] The slang usage of the term originated in the 1960s.

Smash or pass

Ding-dong

Someone that has no idea what they are doing or they are dumb, stupid etc.

Please off the lights.

Ship it

Bukkake

Sheeple: people who are docile, and easily led by others

Stussy's '**lookbook**': now it is a 'book', a guide, benchmark, reference of how certain things are done --> fashion standards can also be set

Related: **fashion bible**

Bring to greater heights

UAE - Accommodation (euphemism of the year)

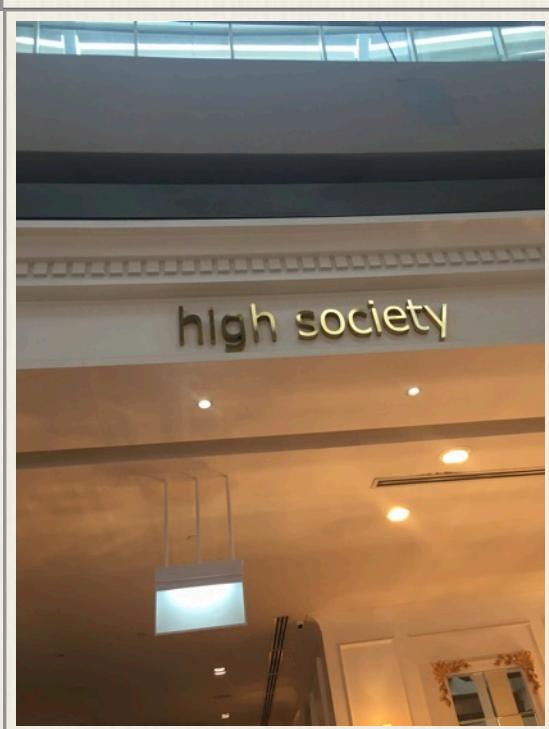
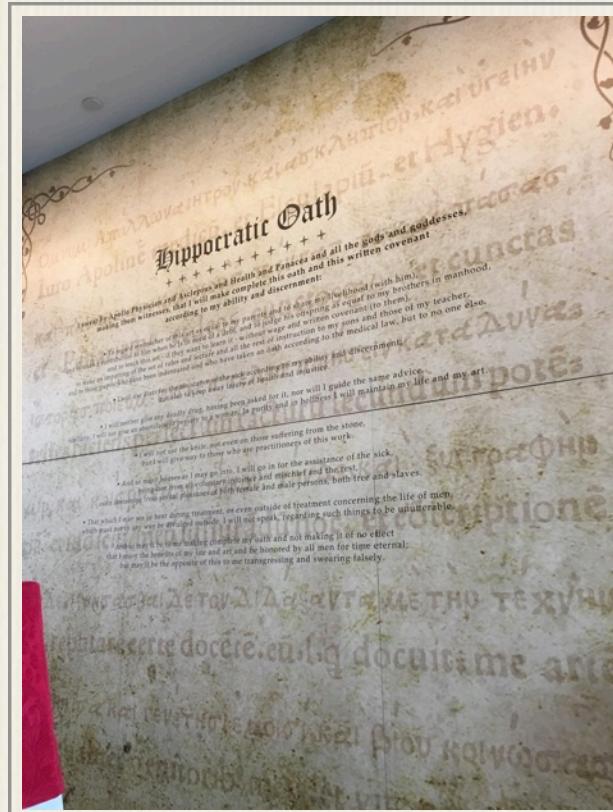
D. Trump called terrorists at Manchester Ariana Grande concert attack '**losers**'

Vita Sackville-West and Virginia Woolf (Orlando)

Solo female traveler

Broga

Sacrificing the mice --> killing the mice



Hmu (hit me up)

EC (eye candy)

Mingalangpar

Xin chao

Hugot ('whogoaT') initially a Filipino word

Cisgender

Transgender

Intersectionality **inter-sex-ionality**

vagitarian-vegetarian connection

Bro, dude, bruh,

HYFR = hell ya fucking right

Bad and boujee = when you got a bitch that's savage fa
(Urbandictionary.com)

"Bad and Boujee" is a trap anthem about making money and spending time with women who have expensive taste. "Boujee" is an intentional misspelling of "bougie," which is slang for bourgeois, and refers to the materialism of society's middle class.

Sg's rhetorics of government policies:

Managed float regime; "**managed flexibility**"

'Proposed protest'

Rational radicalism

Tidur: in Malay, 'go to bed'

Autoeroticism

Hinny

‘**You**’ and 你, 您

Sonder

We/I, but **you/you**

‘**Haha**’ can be a new way of hedging

‘**got pregnant by another guy**’: look at how the speaker forms the sentence

‘**Re-accommodation**’ - euphemism of the year

“He who controls the past controls the future. He who controls the present controls the past.” George Orwell, 1984

faux-feminism

Catalyzed by...

Black Power Movement

Girl crush vs men crush

A state of undress

Absolutes in religious songs

Anal, analize, wikilawyer, wiki gnome, wiki fairies:

https://en.wikipedia.org/wiki/Wikipedia:Don%27t_be_anal

Gnome (language change driven by online gaming subculture)

Surgical: swift and precise

Onsra & Kilig

Mental cases by William Owens :

- Thus their hands are plucking at each other,

Picking at the rope-knots of their scourging;

Snatching after us who smote them, brother,

Pawing us who dealt them war and madness.

Exposure

Insensibility: Beatitudes

Dulce et decorum est

F boy

Alpha male

WTF: What's the food; lol: fork, plate, spoon

Got tea-job? (KOI hiring ad)

Daddy/mother sexual connotation (daddy f me harder, mother fkr)

In a scientific conference website: attendees **that** instead of **who**

Use of '**whence**'

Jeez, Geez (less serious about religion?)

The crossroads of 'should' and 'must'

Unusual euphemisms in the Scifi novel *The Languages of Pao*

• "**subaqueation**" for "drowning", the traditional method of execution on Pao

• "**neutraloids**" for "eunuchs", the physically enhanced but castrated guards of the Panarch

OITNB interview, Who Would You Want as Your Cellmate?

“if that has to be a male, then Hillary Clinton because I can get some great stories from her”

1. Male tends to take on an organisational authority by using ‘we’

Vincent: “He’s scared of US”

2. Understand Singapore from 3 stores in Orchard:

- Factorie: reproduce gender stereotypes

E.g. Men’s shirt print ‘system error’ ‘untitled document’ while female’s ‘just try me’

- H&M: hyper-feminist

E.g. ‘I’m not texting him back’, ‘Empower girls’, ‘girl power’

- George: Americanism

E.g. Huge American flag as deco,

come-on line

Booty call

Fine arts or liberal arts major, including librarianship, **who neither smokes nor drinks alcoholic beverages (WHY the post-modification?)**

Terms of address

Bro, dude, bruh,

<https://english.stackexchange.com/questions/8203/using-dear-darling-or-honey-to-address-a-friend>

<https://forum.wordreference.com/threads/dude-bloke-what-are-the-words-to-address-females-informally.320699/>

What is one word that you can use to describe each MBTI personality

What is one word that you can use to describe each MBTI personality type?

Anna Rose Levi, studied at Homeschooling

Updated 46m ago

ENTJ - schadenfreude (German) the feeling of joy or pleasure when one sees another fail or suffer misfortune.

ENTP - trepverter (Yiddish) a witty comeback you think of only when it's too late to use.

ENFJ - mokita (Kivila) the powerful unspoken truth everyone knows, but no one wishes to talk about openly for fear of disrupting social harmony.

ENFP - pretoogjies (Dutch) the eyes of a chuckling person who is up to benign mischief.

ESTJ - kyoikumama (Japanese) a mother who relentlessly pushes her children toward academic achievement.

ESTP - lekker (Dutch) an adjective meaning anything from "tasty" to "sexy" to "feeling good".

ESFJ - duende (Spanish) the mysterious power that a work of art has to deeply move a person.

ESFP - utepils (Norwegian) to sit outside on a sunny day and enjoy a beer.

INTJ - ataraxia (Ancient Greek) the lack of agitation that comes from understanding the ways of the universe, accepting fate, knowing what one can control, and therefore focusing only on the things one can actually change.

INTP - litost (Czech) the humiliated despair we feel when someone accidentally reminds us, through their own accomplishments, of everything that has gone wrong in our lives.

INFJ - mamihipinatapei (Yagen) a wordless yet meaningful look between two people who desire to initiate something but both are reluctant to start.

INFP - luftmensch (Yiddish) refers to someone who is a bit of a dreamer, literally means "air person".

ISTJ - verschlimmbessern (German) to make something worse when trying to improve it.

ISTP - desenrascanco (Portuguese) the ability to quickly improve a situation.

ISFJ - waldeinsamkeit (German) the feeling of solitude, being alone in the woods, and feeling connected to nature.

ISFP - njuta (Swedish) much more than joy, to have a deep appreciation of something.

Some of these are joking around but still, accurate huh?

Urban Dictionary

Content

In the context of Urban Dictionary, "definitions" include not only literal definitions, but also descriptions. As such, "to define" a word or phrase on Urban Dictionary does not necessarily entail providing a strict definition; merely a description of some aspect of the word or phrase could suffice for inclusion in the dictionary.

Originally, Urban Dictionary was intended as a dictionary of slang, or cultural words or phrases, not typically found in standard dictionaries, but it is now used to define any word or phrase. Words or phrases on Urban Dictionary may have multiple definitions, usage examples, and tags. Some examples include, but are not limited to "Angry Hitler"[25] or "Russian Candy Cane."[26]

Visitors to Urban Dictionary may submit definitions without registering, but they must provide a valid email address. Before new definitions are included in the dictionary, they must be approved by volunteer editors. Editors are not given any guidelines to use when approving or rejecting definitions.

Quality control

By default, each definition is automatically accepted or rejected based on the number of "Publish" or "Don't Publish" votes it receives from volunteer editors, who are members of the public. The editors are not bound by any criteria for the approval or rejection of definitions. Editors previously needed a valid email address, but it is no longer required, as three options are provided for new words: "Add It!," "Keep Out!," and "I Can't Decide." However, a Facebook or Gmail account is required to post a new definition.[27]

Editors are distinguished by their IP address, and the site's usage of HTTPS cookies limits each editor from voting on any particular definition too many times.

If a definition is initially rejected, it is automatically rejected if it is resubmitted in the same form at a future time. If a definition is published, it is immediately displayed on the site. The definition can then be voted "up" or "down" by site visitors. In late 2011, the site was reviewed by about 20,000 editors on a monthly basis.[28]

Issues with content

One objection about content is that the very name "Urban Dictionary" misleadingly implies that urbanites in different cities share a common vocabulary. A more serious objection is that definitions can be trumped up for the sole purpose of embarrassing people.

Although the explicit nature of many definitions on the site has led to objections, the site contains many non-explicit definitions. For example, the word "massive" is Jamaican in origin and is used to describe a group or collective. Peckham responded to the issue, stating that people may not be able to understand the meaning of such words without the aid of Urban Dictionary.[16]

Application

Legal

As of 2013, Urban Dictionary has been used in a couple court cases to define slang terms that are not found in dictionaries. For example, the slang term "jack" was used in order to define the name the defendant on trial used for their team, "the jack boys." [29] Urban Dictionary was also used in a District Court complaint where a man posted a threat on a gun exchange Facebook page. [17] The crowd-sourced dictionary was also used in a sexual harassment court case in Tennessee. It was used to define the phrase "to nut" as "to ejaculate".[29]

Other

In the United States, some state Departments of Motor Vehicles refers to Urban Dictionary in determining if certain license plates are appropriate or not. For example, a man in Las Vegas was allowed to keep "HOE" as his license plate after managing to convince the state, with the use of Urban Dictionary, that it meant "TAHOE", as in the vehicle made by Chevrolet, since that was already taken.[18]

IBM had programmed Watson to use Urban Dictionary. After having all the words and definitions incorporated into Watson, he began responding to researchers' questions with profanity, leading the programmers to remove it from its memory and adding an additional filter to prevent it from swearing in the future.[30]

No Coward Soul Is Mine (Emily Bronte)

Charlotte Brontë described Emily as "a solitude-loving raven, no gentle dove". She had often experienced her sister's lack of gentleness, not least on the occasion when she discovered Emily's notebook of poems and verse fragments, and insisted they should be published. Emily was horrified by the idea. But the Haworth household was urgently in need of income, and eventually, uncharacteristically, Emily gave way.

Those poems, with a smaller group by Anne and Charlotte, were assembled into a collection, and published in 1846. Literature, the Victorian male establishment had decreed, was not the business of women, so the collection, prudently disguising the sisters' gender, was entitled *The Poems of Currer, Ellis and Acton Bell*. The sisters themselves paid the publishers' bills. They sold a mere two copies, and had two reviews. Presentation copies were despatched to the leading poets of the day, including Wordsworth, but no word came back.

Emily Brontë's poems might be called elemental lyrics. The "epic poem" she had it in her to write turned out to be, of course, the novel *Wuthering Heights*, and she did not live to enjoy any maturer phase of development. She died at 30, and thus, like Keats and Shelley (and even, to a degree, Byron) left her successors with an unfinished legacy of influence. She too might have lived on to become a great power in Victorian poetry. The work is not faultless but it is gloriously free of the period's favourite faults – sentimentality, blandness, religiosity.

"No Coward Soul", this week's poem, epitomises the fierce, almost biblical authority of her tone, and the generous sweep of her imagination. Its topography begins with the poet's soul and culminates in "universes" – a wonderfully unexpected plural.

A super-Protestant sense of the "spirit within" informs the vision. The Deity inhabits the poet, and is not to be found in feeble religious "creeds". Her claim goes

even farther: in stanza two, she seems to construe God as an ally, who provides potency in return for her soul's hospitality. Is "Undying Life" (line eight) a term of address, or a reference to the speaker? The punctuation invites us to take it both ways.

The poet employs her quatrain form not for a simple song of praise, but to assert a balance of power, an exchange between equals. Perhaps it's significant that this is one of the last poems she wrote before the creative upsurge of *Wuthering Heights*. She is praising an immortal deity, while preparing her own immortal life as a writer.

It's said that Emily Dickinson chose this poem to be read at her funeral. It's a pleasing thought. The two Emilys had a good deal in common: their solitude and independence, their hymn-like metres, the crystalline directness of their language, the art of thinking big on a miniature scale.

There are interesting formal features to this poem; most obviously, the alternating tetrameter/pentameter pattern of the quatrain. But look also at the running-on of stanza three into four. This technique, unusual then, shows a bold approach to poetic syntax.

The massing of verbs in the last two lines of stanza five is also bold. The word order in the last line is not cumulative, as might be expected, but an undulation, suggesting a dynamic, evolutionary creative process. The spirit has to "dissolve" the life it acts upon before it becomes regenerative. By giving such importance to the terms "creates and rears" the poet suggests her deity is maternal as well as fatherly, enfolding, perhaps, the qualities of the mother she had lost in early childhood.

Poets like Emily Brontë, under-mothered, under-schooled, make their own nurturance. Her work variously calls on Imagination, Nature and God, infusing these forces with the surge of her own energy, bravery, honesty and need. So closely acquainted with death and loss, Emily Brontë can be almost terrifyingly on the side of life.

No Coward Soul Is Mine

No coward soul is mine,
No trembler in the world's storm-troubled sphere:
I see Heaven's glories shine,
And faith shines equal, arming me from Fear.
O God within my breast,
Almighty, ever-present Deity!
Life - that in me hast rest,
As I - Undying Life- have power in Thee!
Vain are the thousand creeds
That move men's hearts, unutterably vain;
Worthless as withered weeds
Or idlest froth amid the boundless main,
To waken doubt in one
Holding so fast by Thine infinity;
So surely anchored on
The steadfast rock of immortality.
With wide-embracing love
Thy Spirit animates eternal years,
Pervades and broods above,
Changes, sustains, dissolves, creates and rears
Though Earth and moon were gone,
And suns and universes ceased to be,
And Thou wert left alone,
Every Existence would exist in Thee.

There is not room for Death,
Nor atom that his might could render void:
Thou - Thou art Being and Breath,
And what Thou art may never be destroyed.

Abbreviation > Original

1. CEO
2. Radar
3. MRT
4. Terf
5. ATM

Euphemisms

SHORT sharp terms make big points clear. But people often prefer to soften their speech with euphemism: a mixture of abstraction, metaphor, slang and understatement that offers protection against the offensive, harsh or blunt. In 1945, in one of history's greatest euphemisms, Emperor Hirohito informed his subjects of their country's unconditional surrender (after two atomic bombs, the loss of 3m people and with invasion looming) with the words, "The war situation has developed not necessarily to Japan's advantage."

Euphemisms range promiscuously, from diplomacy ("the minister is indisposed", meaning he won't be coming) to the bedroom (a grande horizontale in France is a notable courtesan). But it is possible to attempt a euphemistic taxonomy. One way to categorise them is ethical. In "Politics and the English Language", George Orwell wrote that obfuscatory political language is designed "to make lies sound truthful and murder respectable". Some euphemisms do distort and mislead; but some are motivated by kindness.

Another way to typify them is by theme. A third—and a useful way to begin—is by nationality. A euphemism is a kind of lie, and the lies peoples and countries tell themselves are revealing.

American euphemisms are in a class of their own, principally because they seem to involve words that few would find offensive to start with, replaced by phrases that are meaninglessly ambiguous: bathroom tissue for lavatory paper, dental appliances for false teeth, previously owned rather than used, wellness centres for hospitals, which conduct procedures not operations. As the late George Carlin, an American comedian, noted, people used to get old and die. Now they become first preelderly, then senior citizens and pass away in a terminal episode or (if doc-

tors botch their treatment) after a therapeutic misadventure. These bespeak a national yearning for perfection, bodily and otherwise.

Sensitive China, perfidious Albion

Some Chinese euphemisms also stem from squeamishness. Rather than inquire about a patient's sex life, doctors may ask if you have much time for fang shi (room business). Online sites sell qingqu yongpin, literally "interesting love products".

But Chinese circumlocution is often a form of polite opacity. Chinese people don't like being too direct in turning down invitations or (as many journalists find) requests for interviews. So they will frequently reply that something is bu fangbian (not convenient). This does not mean reapply in a few weeks' time. It means they don't want to do it, ever. If they don't want to tell you what is going on they will say vaguely they are bu qingchu: literally "I'm not clear."

One feature of Chinese euphemisms comes from the tonal nature of the language. Yanis slang for cigarettes; jiu means alcohol. But, with different tones, the two syllables together can also mean "to research". So a corrupt official being asked to do something might suggest, "Let's research (yanjiu) this issue together", by which he would probably mean, "Give me some cigarettes and some alcohol and I'll make it happen."

The British are probably the world champions of euphemism. The best of these are widely understood (at least among natives), creating a pleasant sense of complicity between the euphemist and his audience. British newspaper obituaries are a rich seam: nobody likes to speak ill of the dead, yet many enjoy a hint of the truth about the person who has "passed away". A drunkard will be described as "convivial" or "cheery". Unbearably garrulous is "sociable" or the dread "ebullient"; "lively wit" means a penchant for telling cruel and unfunny stories. "Austere" and "reserved" mean joyless and depressed. Someone with a foul temper "did not suffer fools gladly". The priapic will have "enjoyed female company"; nymphomania is "notable vivacity". Uncontrollable appetites of all sorts may earn the ultimate accolade: "He lived life to the full."

Such euphemisms are a pleasant echo of an age when private lives enjoyed a degree of protective discretion that now seems unimaginable in Britain. That left room for “a confirmed bachelor” (a homosexual) or someone “burdened by occasional irregularities in his private life” (leaving the reader guessing whether the problem was indecent exposure, adultery or cross-dressing).

Writing about dead people is a question only of taste, because they can’t sue. Describing the living (especially in libel-happy jurisdictions such as England) requires prudence. “Thirsty” applied to a British public figure usually means heavy drinking; “tired and emotional” (a term that has moved from the pages of Private Eye, a satirical magazine, into general parlance) means visibly drunk. “Hands-on mentoring” of a junior colleague can be code for an affair, hopefully not coupled with a “volatile” personality, which means terrifying eruptions of temper. References to “rumbustious” business practices or “controversial”, “murky” and “questionable” conduct usually mean the journalist believes something illegal is going on, but couldn’t stand it up in court if sued.

In the upper reaches of the British establishment, euphemism is a fine art, one that new arrivals need to master quickly. “Other Whitehall agencies” or “our friends over the river” means the intelligence services (American spooks often say they “work for the government”). A civil servant warning a minister that a decision would be “courageous” is saying that it will be career-cripplingly unpopular. “Adventurous” is even worse: it means mad and unworkable. A “frank discussion” is a row, while a “robust exchange of views” is a full-scale shouting match. (These kind of euphemisms are also common in Japanese, where the reply maemuki ni kento sasete itadakimasu—I will examine it in a forward-looking manner—means something on the lines of “This idea is so stupid that I am cross you are even asking me and will certainly ignore it.”)

Euphemism is so ingrained in British speech that foreigners, even those who speak fluent English, may miss the signals contained in such bland remarks as “incidentally” (which means, “I am now telling you the purpose of this discussion”); and “with the greatest respect” (“You are mistaken and silly”). This sort of code allows the speaker to express anger, contempt or outright disagreement without making the emotional investment needed to do so directly. Some find that cowardly.

Boardroom, bathroom, bedroom

A thematic taxonomy of euphemism should have a category devoted to commerce. Business euphemisms are epitomised by the lexicon of property salesmen. A “bijou” residence is tiny (it may also be “charming”, “cosy” or “compact”). A “vibrant” neighbourhood is deafeningly noisy; if it is “up and coming” it is terrifyingly crime-ridden, whereas a “stone’s throw from” means in reach of a powerful catapult. Conversely, “convenient for” means “unpleasantly close to”. “Characterful” means the previous owner was mad or squalid. “Scope for renovation” means decrepit; “would suit an enthusiast” means a ruin fit only for a madman.

But the richest categories would centre on cross-cultural taboos such as death and bodily functions. The latter seem to embarrass Americans especially: one can ask for the “loo” in a British restaurant without budging an eyebrow; don’t try that in New York. Lavatory and toilet were once euphemisms themselves; they in turn were replaced by water closet (WC) and the absurd “rest room”. British English encourages lively scatological synonyms: foreigners told that someone is “taking a slash” or “on the bog” may be mystified.

Sex outstrips even excretion as a source of euphemism. The Bible is full of them: “foot” for penis, “know” for intercourse, with “other flesh” if transgressive. Masturbation was self-abuse or the sin of Onan to the Victorians; oral sex is “playing the bamboo flute” in Japanese. A prostitute accosting a client on the streets of Cairo will ask *Fi hadd bitaghsal hudoumak ?* (Literally, “Do you have someone to wash your clothes?”)

Even the most straight-talking obfuscate that line of work. Swedes, like many others, refer to *världens äldsta yrke* (the world’s oldest profession). A brothel in Russian is a *publichny dom*—literally a “public house”, which causes problems when British visitors with rudimentary Russian try to explain the delights of their village hostelry. In China many hair salons, massage parlours and karaoke bars double as

brothels. Hence anmo(massage), falang (hair salon) or a zuyu zhongxin (foot-massage parlour) can lead to knowing nods and winks. For obscure reasons, Germans call the same institution aPuff. In Japan, such places are called sopurando, (a corrupted version of “soapland”) or a pin-saro (pink salon).

Euphemisms for the act itself may be prim (carnal knowledge), poetic (make love) or crude (shagging). Over time such expressions lose their suggestive power and may even become off limits themselves. To engage in sexual intercourse in German is bumsen (to thump), along the lines of the English “bonk”. To masturbate is wichsen (to polish). In both cases the slang sexual connotation has overtaken the original one.

Personal ads provide an entire subgenre of euphemism. “Cuddly” means “fat”. “Romantic” means needy and clingy. “Old-fashioned” means inconsiderate sex (if male) or infrequent (for females). “Outgoing and fun-loving” mean annoyingly talkative, promiscuous or both. “Open-minded” means desperate.

Little white lies

Orwell was right: euphemisms can be sneaky and coercive. They cloak a decision’s unpleasant results, as in “let go” for “fire”, or “right-sizing” for “mass sackings”. They make consequences sound less horrid—as, chillingly, in “collateral damage” for “dead civilians”.

Such jargony, polysyllabic euphemisms, often using long Latinate words instead of short Anglo-Saxon ones, can quickly become an argot used by slippery-tongued, well-educated insiders to defend their privileges. With luck, the real word may fall into disuse and the humble outsider will feel intimidated by the floppy, opaque language that masks wrongdoing or shortcoming. How do you begin to complain if you don’t know the lingo?

Politically correct euphemisms are among the most pernicious. Good and bad become “appropriate” or “inappropriate”. A ghastly problem becomes a less alarming “challenging issue”. Spending is investment; cuts are savings. “Affected by material error” (in European Union parlance) means money stolen from the budget.

But euphemisms can also be benign, even necessary. Sometimes the need to prevent hurt feelings justifiably takes precedence over clarity. Saying that dim or disruptive children have “special needs”, or that they exhibit “challenging behaviour”, does not make them easier to teach—but it may prevent them being teased or disheartened. “Frail” (of an old person) is nicer than doddery or senile. Euphemisms may be a species of lie, but some of them are white.

A culture without euphemism would be more honest, but rougher. Here’s a New Year’s resolution: scrub your conversation of euphemism for a day. The results will startle you.

<http://www.economist.com/node/21541767?fsrc=scn/tw/te/ar/makingmurderrespectable>

Interpretability Issues

Cultural ambiguity

- Is there anyone sitting here?

- Yeah just sit.

- (???)

- Would you mind if I sit here?

- Yeah, yeah sure.

- (???)

- Would you like some tea?

- Thanks.

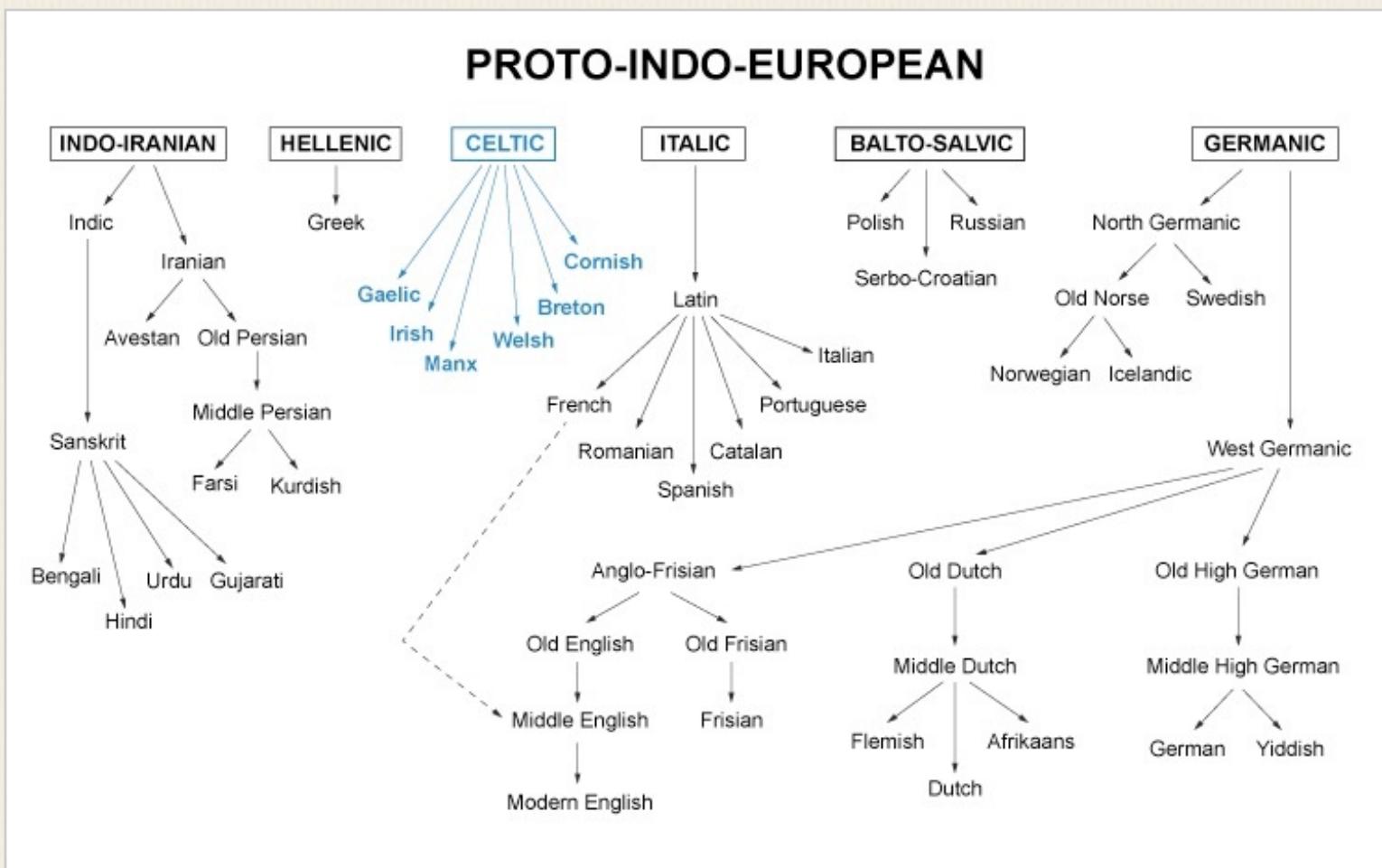
- (So???)

The emoji  has entirely different pragmatic meanings when used in

China's cultural context vs Western cultural context. Also uninterpretable by the older generation.

Language Evolution and AI

The other day I had a wild guess (you could call it a hypothesis/postulate) about natural language and artificial language. Since the AI learning algorithm is modeled after human intelligence, we could draw some insights as to how humans have developed our natural language. As shown below, one language branches out to form ‘new language varieties’ due to language contact. And then eventually these varieties of language become new languages when there are sufficient differences from the origin language. Probably co-incidentally, we observe the same trend on the Asian continent - ancient Chinese spread to and eventually evolved into Japanese and Korean languages.



So my hypothesis is that **give sufficient time**, a variety of language will **eventually and definitely** becomes a language on its own. This hypothesis, if proven right, could be extended to artificial language (the language people purposely create) and AI language (the new variety that AI develops). (probably programming language as well? I don't know.)

After having a vague idea, I had a conversation with a chemistry teacher. He actually used the chemical equilibrium and thermodynamics model to predict that in the future there might be only one universal language in the world. This is because like a reaction system, the complexity of language is initially low (only one original Proto-Indo-European language) and then increases (many different languages is developed) and eventually approaches homogeneity (maximum randomness), when it tends towards a single language that is like a 'rojak'. [this idea is highly disputable but even some researchers also have similar ideas, out of different reasons]



Solve for X

How to distinguish between language variation and change?

Variation: different usage of English, and they both exist in the contemporary world (maybe spoken by different speech communities)

Change: different usage of English, but one usage has become obsolete in the contemporary world (people nowadays use the new meaning)

Subject Introduction

English Language and Linguistics (ELL)

英语及语言学

By 张浏

纠结好久要用中文还是用英文 最后考虑到语（自）言（己）的（中）统（文）—（退）性（化）还是决定用英文来写吧 一是这样我容易把握自己的writing style 二是英文好用 pun:P 说到这里 大家待会儿如果看得不明觉厉我先在这里道歉了 重要的信息看不懂可以微信我 笑话看不懂的话就直接跳过好了 不过呢如果笑点你全都get到了 那你真的应该认真考虑选这门课（那我们应该认识一下hhh）大概中文部分就到这里了吧

About me and ELL

Being a pure science student, I had a strange fascination towards English Literature since I was in secondary school. Although I was not able to take E Lit, I guess it has planted a seed since then. During the ELL intro lecture, I was instantly drawn to every aspect of the subject: word play, word history, language and mind, even syntax which most people find a dry topic. After the lecture I appealed to take the proficiency test, and two days later, I got the message that changed everything.

My ELL journey is tough yet fulfilling. Like my peers who take this subject, I've never expected even an easy C in an ELL exam. An A grade is almost impossible (more often than not, the highest grade in the cohort is B and the average is D/E). Last year term three was a hell of mess for me: my ranking points were not that impressive, partly due to the low grade I got for ELL. I doubted my decision. For-

Zhang Liu, this is Mr Tham from ACJC ELL. I am pleased to inform you that you have been offered H2 English Language and Linguistics in ACJC.

Please reply to this number as to whether you are willing to take up this subject. Reply 'Yes' or 'No' BEFORE 2 PM today. Thank you.



Delivered

tunately, I've got an awesome ELL tutor who guided me through this period and the best senior I could ask for who was ever so supportive. (special shoutout to Qi Lu, even though she probably won't see this article).<)

In case you're kind of scared by the ordeal ahead of you, let me just say, **after every storm, you will transform.**

What is ELL?

English Language and Linguistics (ELL) seems a mysterious subject among the scholars. UNknown knowledge. UNfamiliar language. UNusual subject. Are you brave enough, then, to take up the challenge and be UNique (tongue-in-cheek)?

Without further ado, let's take a look at the syllabus:

There are 2 papers (each 3 hours in one sitting), **Paper 1** and **Paper 2**.

PAPER 1: Analysing Language Use

Overall weighting: 50%

Duration: 3 hours

Material will be drawn from areas such as the following: transcriptions of everyday conversations, speeches, and radio interviews; music lyrics; podcasts; tabloid and broadsheet journalism; advertisements; magazines; leaflets; non-fiction books; blogs; diaries; letters; emails; sms/text messaging; articles; biographies; writing for children; press releases and publicity materials; reviews; films; cartoons; computer games; websites.

Section A: Analysis

One compulsory task based on two linked texts printed on the question paper. The task will require systematic analysis of the various linguistic constituents of both texts, and consideration of relevant contextual factors.

Bare declaratives
some eggs
well we're up early and... (1)
the city's waking up and people are starting about the
business of getting to work (2-3)
Primrose Hill here in front of us it's the most spectacular
view of the city isn't it (4-5)
it's a wonderful vantage point (6)
there's the enormous green bowl of Regents Park
sweeping away in the near distance (6-7)
they're turning such beautiful such amazing colours (9)
because you were here FIFTY years ago (12-13)

The bare declaratives in the first half of the podcast
are confidently expressed by T and R for the purpose
of allowing listeners to visualise and immerse
themselves in the natural beauty of the birdwatching
spot. Adverbials of location e.g. "in front of us" (4-5),
coupled with positively connoted gradable adjectives
"spectacular" premodified by intensifier "most" in a
relational process where Primrose is described as worthy
of such glowing epithets, seem to recreate the
breathtaking scenery before the very eyes of listeners. T's
gushing over the scenery is evident in the choice of the
intensifier "such" which is repeated in conjunction with
positively connoted gradable adjectives "beautiful" (9) and
amazing (9) to engage and impress on listeners the
wondrous sight unfolding before listeners.

our ...
Park...and
the temper:
boasts an
else in
bird... (14-
Overlookin
King's Par
tour. (16-1
The park
(17-18)
The islan
Parrot, &
Honeyeat
Leaving F
The upla
eucalypts
by white-

Bare de
where I
places
King's F
island (I
positive
portray



Section B: Adaptive writing and commentary

One compulsory task, based on material printed on the question paper.

The task will be structured in two parts, requiring candidates to: (a) adapt given material for another written medium using apposite and coherent written expression. (b) write an evaluation of their adaptation, discussing and exploring the range of linguistic constituents upon which they have drawn.

PAPER 2: Investigating Language Use in Society Assessment

Overall weighting: 50%

Duration: 3 hours

Section A: Language Variation and Change

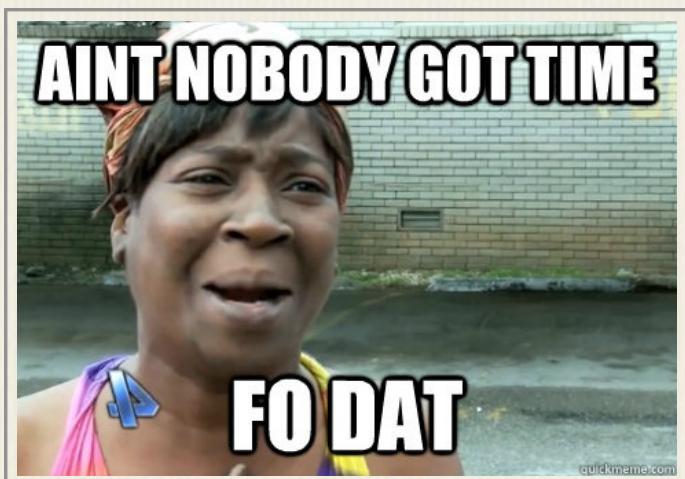
Relevant areas of concern in this section are:

- reasons for language variation and change
- language change over the past 100 years in spelling, grammar, lexis, meaning, etymology, pronunciation, conventions and style
- terms and concepts related to language variation
- regional/social/stylistic variation and change in the English lan-



guage and how new varieties of English reflect the society they are situated in • attitudes to different varieties of the English language • the role of standard English, in particular the place of Singapore Standard English and Singlish¹ in Singapore • English as a world language • the impact of new communications technology on the use of the English language.

Section B: Language, Culture and Identity



Relevant areas of concern in this section are:

- the influence of culture on language in general
- how language shapes our perspectives in the discourse of different institutions (e.g. the media, government, academia, business)
- how language is used to produce, reproduce or challenge social values and attitudes
- how texts (through lexis, grammar, semantics and discourse structure) produce representations of identity such as gender, age, social class, ethnicity, nationality, and occupation
- why and how some groups seek to differentiate themselves through language.

Who should take ELL?

You must be resilient. By ‘being resilient’, I really mean that you can accept failure, face it and bounce back quickly. As I have shared in the first section, it has been a winding road for me, and almost every single ELL student (locals and scholars alike). To put it directly, ELL is a **very demanding** subject. The rigor of its curriculum is nothing less than any H3 subject, even more so because you are a non-native speaker of the language. You will be competing with a cohort of a group of specially selected students who are brilliant in English language. In a word, you have to be 100% prepared.

If you are someone who are curious about new things and can absorb them fast enough, you should give it a shot! In ELL, we are constantly learning new concepts, new theories, and new ways of thinking. So an open mind is important.

Why ELL?

Do you want to have witty conversation in English, effortless as you make a joke in Chinese? Do you want to read people's minds just through the word they utter? Do you want to know how language links to the larger society and its pertinent issues, such as gender, age and ethnicity? ELL is a truly inter-disciplinary subject which allows you to explore language use in different discourse contexts in the scientific, political, or commercial domains (the list is not exhaustive though). With ELL, you can be a fluent speaker, a creative writer, a critical thinker and so much more! You will never worry about not being able to write a good research paper in university. Nor will you be troubled by your college application essays because of bad English.

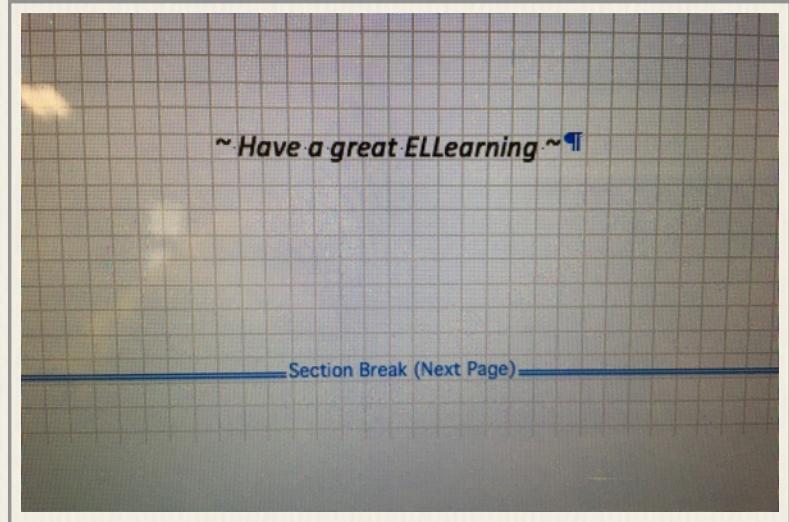
ACJC's ELL

ACJC's ELL has very good reputation, (prestige even). It is an ELEP (English Language Elective Programme) center, among the only three schools in Singapore (the other two are RJC and CJC if I'm not mistaken). AC ELL distinction rate for Class of 2015 is 58.8%, far ahead of national average (BTW, Hwa Chong's distinction rate is 30+% something, I'm not implying anything ok?) As for my tutor's class, everyone got either A or B. In other words, you are in good hands!

[With high distinction rate comes with high expectations. So be prepared for strict scrutiny of your essay!]

Career prospect:

More traditional (stereotypical) majors/jobs: journalism, communication studies, information management, literature, education, editor, writer, psychology, philosophy, and most of other Humanities.



Others: software engineer, web designer, forensic linguistics, natural language processing, artificial intelligence, researcher, computational linguistics and language technology and information science in general.

How to take ELL?

Distinction in O Level English (or appeal) to be eligible for the proficiency test. Take note of the exam date and time **as well as** the notification date and reply deadline.

Proficiency test format:

- 3 hours
- 3 sections:

Section A: Adaptive Writing (similar to O Level situational writing, take note of Audience, Purpose, and Context)

Section B: Analysis of your own writing in Section A

Section C: free writing (similar to O level argumentative/expository writing)

Sapere aude!

ZL

Tel: 8515 6883

Wechat ID: peccavi617

Email: peccavi.617@gmail.com

**The world is a very
puzzling place. If you're
not willing to be puzzled,
you just become a replica
of someone else's mind.**



Some ramblings

Be a social engineer. Engineer thoughts and ideologies.

Pseudo-intimacy

Pseudo-familiarity

Pseudo-autonomy

Pseudo-environment

Quasi-dialogical stance

Commodification of quasi-feminine service persona

Taylorism: scientific management

Fordism: standardization and specialization

Questions and Doubts

Style-shifting: used interchangeably with code-switching etc.

What's the difference between intertextuality and recontextualization

- Take some words from one discourse type to use in another discourse type.
- E.g. Cognitive discernment from psychology to education.
- E.g. LHL talked about 'entrepreneurial dare among the youths'

-

Range and goal:

Goal is either brought into existence by the doing or it exists prior to the doing, but is affected in some way.

A range - a participant specifying the scope of a happening. But the range is not affected by the actions. E.g. 'Ann climbed the mountain' Mountains exist whether anyone climbs them or not; the performance of the process has no impact on the mountain. But the mountain specifies the range of Ann's climbing.

Interpellation

Latin's 'yes' and 'no'

The answer to this question goes far beyond the facts of Latin itself and has to do with what a possible question and answer in any language is.

In point of fact, many languages around the world do not have specific words for 'yes' and 'no', and Latin belongs to one specific type of language which is fairly common around the world. There appears to be a five-fold typology based on whether the question is phrased in a positive or negative way, and whether the answer is phrased positively or negatively.

- 1 Two-form languages: yes and no.
- 2 Three-form languages, yes (to a positive question), yes (to a negative question) and no.
- 3 Four-form languages: yea, yes, nay, no.
- 4 Agreement languages: 'That is correct' vs. 'That is incorrect'
- 5 Echo languages: no general words for yes or no, only positive or negative echo statements, 'It is' vs. 'It isn't'

Modern English and most European languages belong to the first category, two-form languages, in that there are only two forms and they are ambiguous between different logical implications*:

If asked as a negative question, 'yes' could be easily misunderstood as affirming the proposition 'Yes I did kill him' or alternatively as affirming the negation of that proposition 'Yes, I did not kill him'. Because of this potential ambiguity, many languages, including the Scandinavian languages, German, French, Georgian and other languages, have a second word for 'yes' that is used in response to a negatively phrased question:

In yet other languages, including, Middle and early Modern English but also modern Romanian, a four-form system exists in which each possible answer to a question was entirely unambiguous:

Some languages, such as Japanese, have a system in which the yes word actually means ‘That is correct’, and no means ‘That is incorrect’, with the result that the polarity of the question always matches the polarity of the answer:

The fifth and final category is that of languages which do not have any generalized particles for question answers at all, but which instead reaffirm the implicit statement behind the question:

Latin belongs to this last category of languages, which also includes the Celtic languages, Mandarin, Finnish and many other languages. Such languages are maximally unambiguous, more so than even the four-form languages, because they reassert the informational content of the question again, albeit at the expense of economy of expression. In some cases, these languages have negation as a morphological category of the verb itself (this is true in e.g. Finnish), and it appears that Latin was at one point heading that way as well, since the question particle -ne actually descends from an Indo-European negative particle:

- Nihilne in mentem? ‘Does nothing suggest itself to your mind?’
- Ah, pergisne? ‘Are you at it again?’
- Esne iratus, frater? ‘Are you angry brother?’
- Potesne mihi succurrere, quaeso? ‘Can you help me, please?’

Although -ne was a clitic that could attach to more than just verbs, its presence on verbs functioned the same way negation in Finnish did. This meant that verbs

in both languages had a similar functional load, since they not only carried propositional content but a specific pragmatic content as well.

The bottom line is that although there isn't really good data on how frequent these types are relative to each other, Latin sits squarely within the normal distribution of languages in lacking yes/no words.

*Thanks to this site for the graphics: <http://www.aveneca.com/yesno.html>

New words

1. Hustler
2. Diva
3. Overrated
4. Damsel
5. de facto
6. Opsimath
7. Whence
8. Ideologue
- 9.
- 10.

Linguistics Scifi

Linguistics is our best tool for bringing about social change and sf is our best tool for testing such changes before they are implemented in the real world, therefore the conjunction of the two is desirable and should be useful. (Suzette Haden Elgin, 1996)

<http://users.clas.ufl.edu/hardman/LSFsyllabus.html>

<https://www.princeton.edu/~browning/sf.html>

1. Native Tongue (Suzette Haden Elgin novel): a thought experiment
 - Láadan: a language constructed for women to break free from male dominance

- Link to nu shu in Yun Nan China

2. Snow Crash by Neal Stephenson

-----linguist heroes

DOUBLE NEGATIVE - David Carkeet

THE FULL CATASTROPHE - David Carkeet

PYGMALION - George Bernard Shaw (1912)

THE POISON ORACLE - Peter Dickinson (1974)

HANDS ON - Andrew Rosenheim (1992)

-----use of linguistic theory

SNOW CRASH - Neal Stephenson (1992)

GULLIVER'S TRAVELS - Jonathan Swift (1726)

THE EMBEDDING - Ian Watson (1973)

Ozark trilogy - Suzette Haden Elgin

YONDER COMES THE OTHER END OF TIME - Suzette Haden Elgin

-----other

THE TROIKA INCIDENT - James Cooke Brown (1969) [Loglan]

LOVE ME TOMORROW - Robert Rimmer (1976) [Loglan]

ETXEMENDI - Florence Delay [Chomsky ref]

SO YOU WANT TO BE A WIZARD - Diane Duane

TONGUES OF THE MOON - Philip Jose Farmer

THE DISPOSSESSED - Ursula LeGuin (1974)

Chomsky

Chomsky distinguishes between what he has called *competence* and *performance*. He claims that it is the linguist's task to characterize what speakers know about their language, i.e., their competence, not what they do with their language, i.e., their performance. The best-known characterization of this distinction comes from Chomsky himself (1965, pp. 3-4) in words which have been extensively quoted:

Linguistic theory is concerned primarily with an ideal speaker-listener, in a completely homogeneous speech-community, who knows its language perfectly and is unaffected by such grammatically irrelevant conditions as memory limitations, distractions, shifts of attention and interest, and errors (random or characteristic) in applying his knowledge of the language in actual performance. This seems to me to have been the position of the founders of modern general linguistics, and no cogent reason for modifying it has been offered. To study actual linguistic performance, we must consider the interaction of a variety of factors, of which the underlying competence of the speaker-hearer is only one. In this respect, study of language is no different from empirical investigation of other complex phenomena.

Pinker (2007, p. 74) points out the consequences of such a view: 'Though linguists often theorize about a language as if it were the fixed protocol of a homogeneous community of idealized speakers, like the physicist's frictionless plane and ideal gas, they also know that a real language is constantly being pushed and pulled at the margins by different speakers in different ways.' It is just such 'push and pulling' that interests Labov, the most influential figure in sociolinguistics in the last forty or so years. He maintains (2006, p.380) that 'the linguistic behavior of individuals cannot be understood without knowledge of the communities that they belong to.'

Neo- and post-

Why are there now so many terms like ‘neo-’ and ‘post-’?

Postmodernism

‘neo-’: Forming compounds referring to a new, revived, or modified form of some doctrine, belief, practice, language, artistic style, etc., or designating those who advocate, adopt, or use it.

E.g.

Neo-nazism

Neo-liberalism

Neo-Maoist

Neo-fascism

Neo-revisionist

Neo-feminist:

Neofeminism describes an emerging view of women as becoming empowered through the celebration of attributes perceived to be conventionally feminine, that is, it glorifies a womanly essence over claims to equality with men. It is a term that has come into use in the early 21st century to refer to a popular culture trend, what critics see as a type of "lipstick feminism" that confines women to stereotypical roles, while it erodes cultural freedoms women gained through the second-wave feminism of the 1960s and 1970s in particular.

Thoughtssss

All natural languages have been artificial. It is only that they have been naturalized.

Chemistry model of language

In order to identify the correct linguistic concept, and subsequently unpack it accurately, you have to pay attention to the **denotation**, **connotation**, and **association** of each linguistic concept. This should be ingrained into your intuition.

Stereotype is the null hypothesis. It's the norm that we always assume to be true. The problem is not with stereotype itself; the problem arises when people are not open to any alternative hypothesis and hence do not actively find or even reject any evidence that supports - sufficiently or insufficiently - the alternative hypothesis.

I've been thinking: what is the purpose of learning linguistics? Or rather, what **SHOULD** be the purpose? It seems that we are only critiquing the social trends, behaviours and motivations behind language. However, the more I find out about the language, the more I am hurt by what I know. "Ignorance is bliss." This is so true. It's perfectly fine because we do not even realise the deeper meaning - we take what other people say for granted, and we become just like them. Easy. However, when we do know but realise we can't do anything about it, it is frustrating. We analyse othering and essentialism, sure. But the fact is that bigotry will continue, people will still discriminate the moment someone opens his/her mouth, the majority of people will still opt for the easy argument / easy option i.e. TO CONFORM. When I heard someone said "Chinese are ugly (by "Chinese" I was pretty sure he meant PRC Chinese as himself was a Singaporean Chinese)" or when I sensed the impatience and aggressiveness in the embassy call staff the moment my Chinese accent "betrayed" my identity, I felt completely disappointed and yes there nothing I could do about it.

Actually, do we even have as much linguistic freedom as we think we have?



Assignment & LPs

Discuss the significant issues on the notions of standard English and non-standard English.

What are the standards of English?

- Changing standards of English
- Flexibility
- Fluidity

“There’s no official language police. When does slang become every day normal use, part of communication? I hear politicians ‘bigging up’ an organization or charity - ‘big up’ comes straight from Jamaican. Ann Widdecombe said ‘let me fix up’ when she put on her microphone, that’s Jamaican.”

The very nature of English language - and what it means to be British - is its flexibility, he says.

Standard English is a multiplex idea, encompassing diverse meanings. Notions of Standard English in different societies and individuals result in many “standards of English” of detectable differences.

Standard English itself, due to its arbitrary conventions, is an evolving and ever-changing entity, flexible and fluid, constantly shaped and re-shaped by social and political realities. What determine “Standard English” is largely arbitrary. Language is also a dynamic one. “There’s no official language police. When does slang become every day normal use, part of communication? I hear politicians ‘bigging up’ an organization or charity - ‘big up’ comes straight from Jamaican. Ann Widdecombe said ‘let me fix up’ when she put on her microphone, that’s Ja-

maican.’’ Linguistic features that were previously considered characteristic of ‘non-standard English’ are now used by prominent influencers to communicate ideas in a formal setting, which used to be reserved for Standard English. The blurred line between “Standard” and “Non-standard” highlights that language is not written rules that cannot be changed. Instead, language, as a social phenomenon, is closely influenced by various developments. For example, with the rise of the Internet, the use of

The choice of use of

Socio-economic value of standard English

- Academic results

Socio-culture value of non-standard English

- Multiculturalism

‘Young people are growing up with a new form of composite language. It’s a bit cockney, a bit West Indian, a bit West African, with some Bangladeshi and Kuwaiti - and it seems to be replacing traditional cockney.’

Unlike Standard English which is sought after due to its socio-economic functions, non-standard English does not have such prestige. Nonetheless, it is usually appreciated as a symbol of multiculturalism.

Language education

- Standardization
- Prescriptivism vs descriptivism

‘So if banning slang is not the solution, might the key be to understand them?’

‘Education is essential, says Prof Kerswill, so people understand how different social group speak, and how their language relates to ethnicity or social class.’

In language education planning, there are two paramount “forces”, the standardization process and the resistance to it. A complete ban on the perceived non-standard English not only seems unrealistic, but can be detrimental, precisely because of its socio-cultural significance. On the other hand, standardization might also be seen as a critical unifying factor in a society. The key is to achieve a balance.

Assignment 2

Discuss in detail how language choice reflects the concerns of society.

Intro:

Although language is, by nature, a set of random rules that become conventions through time, it is never neutral in real life. Perceptions about different varieties of the English language are influenced by social and political factors, as highlighted in the popular metaphor, “Language is a dialect with an army and navy.” Both linguistic choices made by individuals and language policies adopted by institutions are usually motivated by ideological concerns. A useful and interesting perspective is that these choices and concerns are not static. Dynamic social environment can result in change in attitudes towards certain varieties of language. It can also highlight the fluidity of individual identities.

1st Para: Prestige of language varieties & Accommodation

Accommodation Theory (Giles):

Speech convergence refers to speakers converging their speech to the interlocutors they are speaking to where the speakers have a vested interest in pleasing others, putting them at ease, or winning their trust and confidence. When speech convergence takes place genuinely out of accommodation, it is a polite speech strategy.

Speech divergence is where a deliberate attempt to diverge from the speech style, accent and even the language of the person addressing the speaker. This is sometimes done to exhibit cultural distinctiveness or establish out-group membership. When divergent forms are prestigious, speech divergence becomes positive as speakers are admired and this benefits the diverger.

Phonetic convergence, or the process by which conversation patterns change the acoustic characteristics towards a common target, has been accounted for using Communication Accommodation Theory (Giles et al., 1991). Phonetic convergence is seen as one of the mechanisms through which individuals decrease the social distance. A present research (Adank et al., 2013) demonstrates that vocal imitating of speech positively alters attitudes about the speaker's perceived Social Attractiveness.

Peter Trudgill believes that attitudes towards accents are based more on social connotations and prejudices surrounding the location or social group associated with that accent than on the sound itself.

Due to socioeconomic reasons, certain language varieties connote higher levels of prestige than the others. Hence, the listener usually form perceptions about the speaker based on the variety he or she speaks and a range of qualities associated with it. The speaker might choose to converge with the variety spoken by the listener to decrease social distance or to create certain positive impressions. In text A(i), the young university student had an encounter with a doctor in central Lon-

don, where the doctor's attitude changed completely - from being unsympathetic to being more willing to talk - after the student code-switched from a Geordie accent to an Estuary accent. Geordie English (GE) and Estuary English (EE) are varieties of English spoken in different regions of the United Kingdom (UK). In GE, /ɛ/ specifically in words with the spelling 'ea' (such as bread and deaf) may be pronounced as [i:]. /əʊ/ specifically at the ends of words, with the spelling 'ow' (such as in throw and follow) is pronounced as [a] in monosyllabic words (thus, throw as [θɹa]) and [ə] in polysyllabic words (window as ['wində]) EE, in contrast, has features such as the glottal stops for /t/, including some between vowels and the vocalized /l/ as in 'fill', giving pronunciations sounding like "fiw". GE is mostly spoken inhabitants of Tyneside, northeastern England that is largely rural and industrial, whereas EE is spoken in the southeastern England where there are mostly high-end services like banking and education. The majority of people in UK thus perceive someone with an Estuary accent as highly educated, and of a higher socio-economic class. Perceptions about someone with a Geordie accent are usually quite the opposite. This might partly explain why the student in text A(i) was initially treated with seemingly apathetic attitude. This changed when the student code-switched to Estuary accent which has a higher prestige and is also spoken by the doctor. This linguistic behavior is phonetic convergence and has been accounted for using Communication Accommodation Theory (Giles et al., 1991). Phonetic convergence is seen as one of the mechanisms through which individuals decrease the social distance. A present research (Adank et al., 2013) demonstrates that vocal imitating of speech positively alters attitudes about the speaker's perceived Social Attractiveness. Linguistic accommodation is also examined in the "New York department store study" (William Labov, 1966). Labov investigated the pronunciation of the 'post-vocalic' /r/ sound in American speech. His findings were that the sales assistants from Saks (upper class) used the /r/ sound most. Those from S. Klein's (lower class) used it least. Those from Macy's showed the greatest upward shift of pronouncing /r/ when they were asked to repeat their utterance. He concluded that the pronunciation of /r/ increased as the class of the store increased, and that the more careful the speech was, the more likely the /r/ was to be pronounced. Labov also found hypercorrection was most common in the lower middle class (Macy's), as they were most likely be aware of the prestige

forms and used them in careful speech to improve prestige and appear to belong to a higher class. Therefore, converging is not only a means to increase social attractiveness, in other words, reduce social distance between the speaker and the listener, but also a way to manipulate perceptions, particularly when the speaker converges to prestige language variety.

2nd Para: Language Planning & Policy: the dilemma of language varieties

Diglossia (Charles Ferguson)

Diglossia refers to the co-existence of two languages, two dialects or varieties of the same language used complementarily in a community.

These two varieties are functionally differentiated -- one is regarded as high (H), and the other is low (L). Both the H variety and the L variety are used in different domains to serve distinct purposes.

Diglossia is a characteristic of speech communities rather than individuals. Nonetheless, individuals may therefore be bilingual and diglossia is sometimes described as “institutionalized bilingualism”.

Linguists note that many African Americans are competent speakers of more than one variety (Taylor 1971; Hoover 1978; Baugh 1983; Smitherman 1986, 2000, 2006; Rickford and Rickford 2000). Still, in their movements from the professional environment, which ahas one set of linguistic set of norms, African Americans may experience what some have referred to as a “linguistic push-pull” (Smitherman 1986, 2000, 2006; Lippi-Green 1997; Rickford and Rickford 2004). This push-pull reflects an ambivalence resulting from a perceived need to adhere to the conflicting norms associated with speakers’ diverse societal roles. The dilemma for many African Americans is that language that serves as a symbol of ethnic identity may also serve as the focus of discrimination in mainstream society and language that can be useful for socioeconomic advancement may lead to suspicion in the African American community.

Individuals’ linguistic choices, however, are sometimes influenced, if not constrained by language policies by governmental and educational institutions. In some cases, changes in language policies and other social phenomenon also reflect changing attitudes towards certain language varieties. Text A(ii) raised some questions regarding “Black English” that the educators and language planners ought to consider seriously, for example, which language to encourage in certain circumstances, or should we standardize a particular language or variety. “Black English”, more accurately referred to as “African-American Vernacular English (AAVE)”, is spoken by certain black inhabitants of many cities in the northern

United States. It is characterized by linguistic features such as non-finite ‘be’, compleative ‘done’, double or multiple negation and specialized auxiliaries. These features are socially stigmatized because of its association with the African-American ethnicity and are typically avoided in any formal context. Hence, based on Charles Ferguson’s Diglossia Theory, AAVE can be seen as the “L” variety in American society while the Standard American English (SAE) is the “H” variety. AAVE and SAE are functionally differentiated and are used for distinct purposes. For example, in formal situation, SAE is used almost exclusively. Nonetheless, individuals may be “bilingual” (able to speak both AAVE and SAE) and diglossia is sometimes described as “institutionalized bilingualism”. Linguists note that many African Americans are competent speakers of more than one variety. Still, some African Americans may experience what some have referred to as a “linguistic push-pull”. This push-pull reflects a dilemma resulting from a perceived need to adhere to the conflicting norms associated with speakers’ diverse societal roles. If they use AAVE, the very language that serves as a symbol of ethnic identity may also serve as the focus of discrimination in mainstream society. But if they use SAE, the language that can be useful for socioeconomic advancement, they may be seen as “talking white” and marginalized in the African American community. Many Singaporeans, in fact, face a similar dilemma in a society where the Colloquial Singapore English (CSE) is regarded as the “L” variety and the Standard Singapore English (SSE) as the “H” variety. CSE is seen as unprofessional and crude and the public perceive speakers of CSE as uneducated or from a lower socioeconomic class. This was especially so when the government first started the “Speak Good English Movement (SGEM)”. For example, in the focusing stages of this language policy, CSE was not allowed in the education system and formal documentation in corporations. But still, some Singaporeans insisted that the cultural value of CSE should be recognized as it is part of the Singaporean identity. In recent years, however, we have seen a changing attitude towards CSE. The most convincing instance may be that a limited extent of CSE usage is allowed in primary and secondary education in Singapore. Some politicians also started to use CSE in their campaigns as a strategy to appear friendly to the voters. This is a significant shift in government’s language policy and symbolizes more tolerance towards CSE. Like Singaporean society, American society has also seen a shift in attitude towards AAVE. Possibly

due to rising popularity of the black rap/hip hop culture, AAVE appears to be used increasingly by other ethnicities as a way to sound ‘cool’, especially by teenagers. Hence, changes in linguistic choices can reflect changes in the wider social environment, including attitudes towards certain language varieties as well as the speech communities.

3rd Para: Language as a tool to perform identity --> fit in to the larger society

Construct identities through linguistic choice based on different contexts.

Fluidity of identity

Performativity of gender

"Bilinguals use their languages in different situations, with different people, in different domains of life, for different purposes." – Complementarity Principle (Psycholinguist Francois Grosjean)

BBC interviewed a Filipino migrant to England about his accent: "I arrived in the UK from the Philippines in 1975, speaking English with a West Coast American accent! This wasn't an asset in a North London comprehensive school, but over time, I managed to cultivate what someone once described as a "BBC World Service" accent. That led to being accused of being too "posh". I am now fluent in Estuary English. The accent I use varies with the situation I find myself in - although RP always works best in any situation."

Individuals may also actively style-switch between language varieties to perform different identities in different contexts. Hence, the fluidity of individual identity reflects that . In text A(i), the student was able to perform the identity of a student who receives higher education in London rather than someone from the rural Northeastern England by style-switch from a Geordie accent to an Estuary accent. This can be explained by using the Complementarity Principle proposed by the psycholinguist, Francois Grosjean. He said, "Bilinguals use their languages in different situations, with different people, in different domains of life, for different purpose." BBC interviewed a Filipino migrant to England about his accent: "I arrived in the UK from the Philippines in 1975, speaking English with a West Coast American accent! This wasn't an asset in a North London comprehensive school, but over time, I managed to cultivate what someone once described as a "BBC World Service" accent. That led to being accused of being too "posh". I am now fluent in Estuary English. The accent I use varies with the situation I find myself in - although RP always works best in any situation."

LPP Assignment

China: Pu Tong Hua, Chinese dialects

Keywords: Pu Tong Hua, Chinese dialects

Related topics: languages of the minorities, foreign languages such as English

The Constitution of People's Republic of China states that the state popularizes Pu Tong Hua as the common language. According to *Law of the People's Republic of China on the Standard Spoken and Written Chinese Language*, the standard national spoken and written language is *Putonghua*, a common spoken language with pronunciation based on the Beijing dialect and the standardized Chinese Han characters. This choice reflects a well-accepted fact in China that Beijing is the political, economic and cultural centre of China. Consequently, the Beijing dialect enjoys higher prestige than any other Chinese variety, in other words, it has higher linguistic capital. Simplified Chinese Han characters have spread and become the accepted norm largely due to the influence from the New Culture Movement (mid 1910s to 1920s), where the intellectuals of the times advocated for simplification of Chinese language.

The law also mandates that the standard spoken and written Chinese language shall be used as the basic written and spoken language as the spoken and written language for broadcasting, films, and television programs, as well as the written language in facilities in public places, on signboards and advertisements, in the names of enterprises and other institutions and the packaging and inserts for merchandise marketed in China. Staff members in all jobs where *Putonghua* is used as the working language shall be able to speak *Putonghua*. Speaker's ability of using Putonghua when the context demands that is regarded as communicative competence. Only the H-variety can be the accepted register to be used in H-domain (Diglossia, Ferguson).

Additionally, *Putonghua* and the standardized Chinese Han characters shall be taught in classes for foreigners who learn the Chinese language. Local dialects may only be used if state functionaries find it necessary to use them in the performance of official duties; if the use of it is approved by the State Council of Broadcasting and Television Administration under the State Council or by broadcasting and television departments at the provincial level; if the use of dialects is necessary in Arts and entertainment or Academia.

The language policy largely aims to promote the normalization and standardization of the standard spoken and written Chinese language and to allow it to play a better role in public activities, and to promote economic and cultural exchanges among all of China's ethnic groups and regions. The political motivation of this policy might be that China's government wants to unify the country with one common language and to ensure mutual intelligibility among people from different regions and ethnic groups. Only then can information from the central government effectively reaches out to people all over China.

However, it has many implications such as the endangerment of certain dialects and hence a possible loss of diversity in the Chinese Language. The enormous rate of internal rural-to-urban rate of migration promises to have more influence on weakening regional and minority varieties, such as Sichuan dialect and Xinjiang dialect (very much influenced by the minority language Uyghur) than campaigns to spread Putonghua. (Splotchy, 2014)

Aware of the problems, the Chinese government is placing more emphasis on the preservation of Chinese dialects. For instance, parliament member Liu Yandong pointed out in his speech that we should use modern technologies, such as audio database, to investigate, organize, study and develop dialects, especially endangered dialects. Apart from top-down policies, there are also bottom-up initiatives to preserve dialects. For example, local television stations use dialect in certain programmes. Many linguists also initiate many projects on Chinese dialect preservation. However, such policy does not seem to work very well in most parts of China. For example, among the many dialect communities, Putonghua is on the rise and dialects are rarely used among the younger generation. This can be due to both the pull factors and the push factors. One of the most significant pull

factors is that Putonghua is the only accepted language medium for mainstream education in China. Parents teach their children Putonghua from a very young age to raise their competitiveness. The push factor includes the stigma associated with speaking dialects, as many Chinese assume speakers of rural dialects to be uncultured and uneducated.

3. 方言使用场所

接下来，笔者在调查问卷中设置了一个多项选择题，“您通常在哪些场合使用方言”，通过对这一选项的回答，笔者对得到的数据进行了分析，结果如图 5 所示。

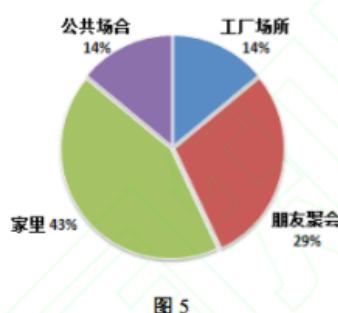


图 5

表 2

使用频率 学历	十分频繁	有时使用	从来不用
小学	100.0%	0.0%	0.0%
初中	50.0%	35.7%	14.3%
高中	25.0%	65.0%	10.0%
大学	10.8%	81.1%	8.1%
研究生及以上	0.0%	100.0%	0.0%

职业对于方言使用的频率也有很大影响，具体信息如表 3 所示。

表 3

使用频率 职业	十分频繁	有时使用	从来不用
工人	0.0%	100.0%	0.0%
农民	100.0%	0.0%	0.0%
上班族	11.1%	77.8%	11.1%
学生	14.3%	75.0%	10.7%
商人	75.0%	25.0%	0.0%
其他	42.9%	42.9%	14.3%

To evaluate the consequences of the language policy in China, the case study of Jiao Dong dialect usage in Shandong Weihai. As shown in the two graphs above, the language policy of using Putonghua as the common language seemed to create a stratification in the society, where different there is a clear distinction in the varieties marked by their education level, age and socioeconomic class. The implication is that the use of Putonghua is domain and context specific and that its use is closely linked to the education level and the profession (which, in turn, to some extent determines the socioeconomic status) of the speaker.

There is also an interesting language policy in Xinjiang which is called ‘bilingual education’. However, the policy is not truly ‘bilingual’ because the Uyghur ethnic group has to learn Mandarin Chinese; whereas it is not compulsory for the Chinese Han people to speak the Uyghur language. There is a stark distinction between the status of Chinese and other languages spoken by other ethnic groups. Chinese seems to be a language that everyone need to learn regardless of ethnic background. In fact, this is a controversial language policy that has received many critics over the years. The unequal standing of the two languages has triggered much unhappiness among the minority ethnic group, in this case the Uyghur.

(In Xinjiang, the ‘competing’ languages / varieties include Uyghur language, Mandarin, Xinjiang Chinese dialect, and now increasingly, English as well)

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Jun hols P1SA

Text A is a news article explaining a new scientific discovery to the public. Its purpose is primarily informative - to educate the public on the science behind left-handedness, and its possible implications such as its link to schizophrenia. On the other hand, text B is a casual conversation among three female friends where a woman shares stories about her family members who are left-handed. What is salient is that left-handedness can be a sensitive topic and society may have certain bias against left-handed people.

Text A's choice of linguistic techniques and focus of content are congruent to its purpose - that is, to provide information about a new scientific discovery on the left-handed gene. First of all, being informative in nature, text A substantiates its explanation with specific details. For example, the author makes reference to the gene with the scientific jargon specific to the domain of biology, "LRRTM1" (A8). The proper noun provides details and not vague general reference, showing solid scientific grounds. There are two main benefits of using specific reference. One is to allow the readers to do further research if they are interested. The other is to reinforce the impression that the news is scientifically sound. Coupled with detailed evidence, Text A also successfully convince the readers through appeal to ethos by citing experts from established research institutions. The author points out that the research is done by a "Oxford University-led team" (A5), presupposing a shared belief that Oxford University is a highly regarded, prestigious institution in academia. Later in the text, the same idea is reinforced by mentioning that the study "appears in the journal Molecular Psychiatry" (A11). The quality of this research is further guaranteed since established scientific journals usually has very strict reviewing process before selecting a paper. Hence the implication here is that the research is recognized and thus can be trusted. The text also quoted "Dr Fred Cavalier, a consultant geneticist at London's Guy's Hospital" (A44), deliberately highlighting his position and affiliation in the apposition to show credibility. Moreover,

the designation “Doctor” refers exclusively to who have attained a Ph.D. Degree, hence the high expertise in the field. These features are necessary in view of its purpose, for in order to inform, one has to first show that the information is reliable and hence trust-worthy. In contrast, in text B, the purpose of the main speaker, Jane, is less obvious. It seems that the main purpose of the conversation is for Jane to share stories about left-handed people, but the hidden agenda might well be to counter some unfounded biases against left-handed people. As the story-teller, it is clear that Jane holds most of the turns, and controls the direction of the conversation. The power asymmetry between her and the listeners is also reflected in one of the turns where Jane ignores Lynn’s question “was that from” (B4). Lynn is interrupted and Jane went on with her story without addressing the question. Since Jane is the story-teller, she can choose to provide only certain information and not others. The omitted information of who the ‘contemporary’ actually is might be because the speaker deems it irrelevant or she does not want to make specific reference to the person. A less explicit purpose of the conversation could be to address society’s misconceptions of the left-handed people, although it is only made more clearer towards the end of the conversation where Jane mentions derogatory terms about left-handed people. In Jane’s turn, “I’ve never used a a derogatory term to talk about it and I (.) I cant think of any but I know there are some” (B36), she points out the presence of discrimination against left-handed people, and more importantly, asserts her stand on the issue - she does not think being left-handed is a form of deficiency, contrary to many others in the society. What is salient here is Dana’s eagerness to clarify that she is on the same side as Jane by interrupting with the turn, “no no (.) NEVER” (B38). Dana emphasizes on the adverb of frequency “never” by increasing her volume, highlighting that she is totally against disrespect towards left-handed people. Hence, through a seemingly mundane daily ‘gossips’, an agenda might be set up as speakers assert their opinion and belief regarding a larger social issue, albeit never directly stated.

Despite being a scientific news, text A’s content is catered to the general public, showing the author’s awareness of the readership of the newspaper. The author makes sure that the content is less cognitively dense by explaining the basic background knowledge in ‘laymen’s term’. For example, the author explains the role of

LRRTM1 gene by stating that ‘the researchers believe the LRRTM1 is responsible for this flip’ (A16). ‘Flip’ will likely never be accepted in a research paper, but it is apt here because the audience has limited knowledge in the field and ‘flip’ is more comprehensible to them. From the readers’ perspective, it is only reasonable that a newspaper article avoids confusing the audience with scientific jargons and highly specialized knowledge. Similarly, the audience-speaker relationship in text B is also an important factor determining the linguistic choices made by the speakers. The interlocutors in text B are likely to be close friends. Their close friendship is illustrated by the turn where Lynn not only knows Jane’s second brother, but also addresses him by his first name. They thus attempt to maintain a cordial relationship throughout the conversation, most obviously seen in the prevalence of back-channelling. A salient turn is that after knowing that the contemporary says Jane’s daughter has to learn how to use right hand, Lynn and Dana join Jane’s disbelief and skepticism towards the contemporary. Lynn says, ‘NO(.) Why did she’ (B21) and Dana says, ‘WHY(1) yeah (1) why make life difficult’ (B24). They show support for Jane by questioning the contemporary and agreeing to Jane that there is no need to go out of the way to ‘correct’ her daughter to use right hand instead. In fact, it is, arguably, only socially acceptable to be on their friend’s side, even more so because Jane is talking about her immediate family members and about a quite sensitive issue. In view of this, it is natural that Lynn and Dana use linguistic features that signal friendship rather than disagreement, to avoid offending Jane,

Being an educational news article, Text A attempts to be objective and careful about fact-checking. Despite knowing that readers might want a definite answer, it takes care not to exaggerate the certainty of findings, especially when it comes to the link between left-handedness and schizophrenia. This is required because the field of brain research still involves a great amount of ambiguities. Examples include the use of modal of low/medium certainty ‘might’ in ‘carrying the gene might also slightly’ (A5) and the use of ‘appears’ in “the gene appears to play a key role in controlling...” (A8). It can be argued that it is a basic integrity of scientific reports to be factual about findings, and to be honest in admitting ambiguities. The same expectations hold for any scientific text. It is even more imperative since it is dangerous to mislead the public to believe that left-handedness will lead to

schizophrenia. This is why the author highlights in the pull quote that ‘no-one really understands what causes schizophrenia yet’ to avoid causing any misconceptions among the readers. Similarly, the speakers in text B are also careful in what they are speaking because of the sensitivity of the issue. They are also aware of society’s bias regarding left-handedness. This contextual awareness leads Lynn to say ‘yeah (.) well its unnatural’ (B34), disapproving Jane’s father’s behavior of forcing her brother to use right hand. It might also explain Jane’s self-correction from “I’ve never heard” to “I’ve never used” (B36) - Jane has certainly heard other people using the terms to discriminate against left-handed people, given the society’s norm. Here, she is trying to challenge such claim by asserting her personal principle of not using such terms.

Jun Hols P1SB

Coming Soon: A New Study Corner near the School Garden!

Still fighting for space to study with friends in school? Worry no more! The school's management team is planning to turn a part of the car park into a new study corner, right near our very own school garden. You can study in the company of a relaxing scenery. The study corner will be a half-open area with fans installed on the pillars and on the ceiling. Any student could enjoy this space specially created for them to study or simply spend time with their friends.

How can you study without a cup of hot coffee to boost your brain power? The coffee bean, as a stimulant to the nervous system, will get you through all the grinding and mugging. Want a break? Coffee tastes best when shared with a friend or two - after all, hundreds of years ago, coffee was first introduced to help people socialise! The hot drink machine has user-friendly, intuitive interface, making the brewing process quick and easy. We know that you're pressing for time! If the traditional 'kopi-si' is not what you're looking for, there is cappuccino, macchiato, latte - you name it! Of course if you are a strict non-caffein believer, 'teh-si' and milo, among many other local favorites, will also be served.

Another idea is to install lockers at the study corner so that the students don't need to carry a huge stack of notes everywhere. There is no need to pay rental fee for the lockers - all you need to do is to fill in an online form to book a locker for a week.

Please take 5 minutes to complete the following survey. Your response will make a difference!

1. How often do you study in school?
2. Do you think a new study corner would benefit the school population?

3. Drink machine: choose include what kinds of drinks (can choose multiple options) (MCQ) Others, please specify

4. Do you want to book the locker if it is installed?

5. Other ideas for study corner (structured)

Evaluation:

1. Certainty

2. Local terms adapted from text C

3. Different from text D because the purpose is not to sell the machine to businesses, but to explain its function -> benefit to students.

4. Adapt a few drinks commonly liked by students + the starbucks

5.

Essay Outline

Attitudes to variations in english --> concerns of society

Clues from the texts:

Text (i)

1. RP has begun to attract negative ratings such as 'insincere', 'distant'.
2. Noticeable increase in the use of local accents at national level - call centre for car insurance or mortgage enquires use Edinburgh Scots or Yorkshire
--> wider study: the most popular call centre accent is the Geordie accent
3. However, some urban accents like Birmingham accent still generate negative reactions.
--> the same for Asian accent such as Indian English

Text (ii)

1. 'get rid of the indian accent' in contrast to 'refine the way you speak'
2. Achieve a more english sound --> the objective

In fact the existence of such english course itself reflects the unquestioned belief that everyone should aim for a British accent, and that some accents are inherently desired and others unpleasant.

TS 1: Regional varieties of English are not inherently inferior or superior. Any judgment is ultimately derived from a judgment about its speech community. Hence, attitudes towards regional dialects reflect society's perceptions or stereotypes about the speakers of certain English dialects.

When majority of the people in society naturally - and most of the time subconsciously - associate a particular dialect with negative meanings, it might be due to its

- **Examples:** Text (i) some urban accents like Birmingham accent still generate negative reactions

- **Linguistic features** of Birmingham dialect: 'The Brummie'

- Both the vowels of strut and foot are pronounced [ʊ]

- The vowel of goat (RP [əʊ]) can be close to [aʊ]

- **Social context** of Birmingham

- Historically an industrial city: For instance, despite the city's cultural and innovative history, its industrial background has led to a muscular and unintelligent stereotype: a "Brummie screwdriver" is UK slang for a hammer

- Metropolitan: mixed influences from many other accents

- Negative media stereotyping

- **Concepts:** Prestige (overt, Lobov) --> the Brummie is perceived as 'crude' and uneducated low ling capital (Bourdieu) associated with Brummie

- **Wider studies:**

Andersson and Trudgill's research findings

"American listeners, who do not recognise a Birmingham accent when they hear one, who know nothing about Birmingham and who probably don't even know where it is, do not find the Birmingham accent unpleasant at all. And everything they know about London leads them to find London accents highly attractive." (Bad Language, page 136: Andersson and Trudgill, 1990)

TS 2: Compared to the Standard English, there is an increasing preference to local varieties, as they are seen as friendly and down-to-earth. As a result, many companies also anchor their publicity in local dialects, appealing to consumers by creating a sense of familiarity and connection.

- Examples:

- Text (i) RP has begun to attract negative ratings such as ‘insincere’, ‘distant’.
- Text (i) Noticeable increase in the use of local accents at national level - call centre for car insurance or mortgage enquires use Edinburgh Scots or Yorkshire
- --> **wider study:** the most popular call centre accent is the Geordie accent
- QQ: The company exports to commonwealth countries and hires locals to produce print materials written with local flavor.
- --> **wider study:** McDonald’s Confirm Shiok TV Commercial series
 - One of the ads for twisted and shake fries: “do you Jiak Katang”, a hokkien phrase which describe western mannerism. Here it takes its literal meaning which is ‘to eat potatoes’.
 - Cater to local Singaporeans, they will understand the humor instantly and feel that the ad is more personal and close to heart.



- **Concepts:** Covert Prestige, accommodation (converge), diglossia (Ferguson) and leaky diglossia

- Social context:

- Development of economies and cultures in these regions
- Increasing recognition for regional dialects

- Increasingly egalitarian society: a flat structure --> negative attitude to those who want to sound ‘high-class’; instead, those sometimes ‘crude’ yet authentic accents are favored because they sound ‘unassuming’

TS 3: Despite the increasing popularity of local varieties, standard register is still strongly associated with professionalism and high level of education, especially in domains like international trade and academia.

- Examples:

- Text (ii) ‘get rid of the indian accent’ in contrast to ‘refine the way you speak’
- Presupposition behind the advertisement: Achieving a more english sound is what everyone should strive for (the objective).
- In fact, the very existence of such British accent course reflects the unquestioned belief that everyone should aim for a British accent, and that some accents are inherently desired and others unpleasant.

- Concepts: linguistic capital, Lectal continuum (Platt), Pakir’s Expanding Triangles of Expression (advanced speakers can switch between different varieties; whereas the less educated speakers are confined to the lower spectrum of dialects).

- Social context:

- A ‘hierarchy’ of social status still exists: people make judgements of a speaker’s background by the way she/he speaks.
- The most ‘desirable’ variety will reflect what the majority of the society aspire for.

- Wider studies:

- In Singapore, there is increasing use of American accent, especially among the young and in the service industry. This forms a contrast with what was the case several decades ago, when Singaporeans mainly look to

the UK for standard speech of english. Such a change in preference is consistent with increasing Americanization and increasing popularity of American pop culture among Singaporean youths, such as Hollywood movies, Netflix shows, recent craze about DC/Marvel.

Essay Outline 2

Gender stereotypes: perpetuated / challenged

Context: Lifestyle magazine

Clues from the texts:

Text (i)

‘Fire up!’

‘More adrenalin? Hell, yeah!’

‘Who knows? It may just land you a fiery, pretty chick’

‘real men eat steak’

Text (ii)

‘gift-shopping’

‘getting hubby to help out around the house’

‘dreading cooking for a horde of people’

‘Scheduled Sex Challenge’

‘revive a flagging sex life’

‘get intimate with your hubby’

TS 1: Lifestyle magazines usually prescribe instructions dictating which male/female gender behaviors are ideal.

Sub claim 1: The association of risk-taking and ‘fighter’s spirit’ with idealized manhood reinforces masculine archetypes.

- Examples & analysis

- ‘fire up’ ‘do something scary once in a while’

- ‘More adrenaline? Hell, yeah!’

‘Adrenaline’, ‘something scary’ points to a recurring theme which is seeking thrills and excitement. Here, the real man identity is constructed as someone who is bold, who dares to do dangerous things. The use of non-standard English such as ‘hell, yeah’ is also used to conjure up a sense of ‘roughness’ and hence the traditional notion of being ‘masculine’. It attempts to resonate with most of the male readers, reinforce their perceptions about the ideal self-image as a ‘real men’. As the masculine identity is now tied with these values, the magazine achieves its objectives to influence male readers.

Sub claim 2: Similarly, the Simply Her Magazine also presupposes stereotyped gender roles for females.

- Examples & analysis

‘Getting Hubby to help out around the house’: women are the ones who are supposed to do the housework. If the husband is doing the housework, he is just ‘helping out’ voluntarily --> the disparity between expectations for males and females --> stereotypically women are expected to take on the domestic roles, such as cooking, cleaning the house

- Linguistic concepts:

- Hegemonic constructions of masculinity and femininity

- Lifestyle magazines are a kind of media that influence people’s daily choices and their image of ‘the ideal self’ in terms of their gender identities.

- By prescribing certain qualities to each gender, these magazines reinforce gender stereotypes.

- Wider studies:

- How female and male roles and expected behaviors are spelt out in Disney movies e.g. A line in the song ‘A girl worth fighting for’ in *Mulan*

'My girl will marvel at my strength, adore my battle scars. I couldn't care less what she'll wear or what she looks like. It all depends on what she cooks like'

TS 2: Objectification and passivization of the opposite sex in the Men's magazine also perpetuates stereotypical gender roles in sexual relationship

whose targeted audience presumably identify themselves with a heterosexual male identity.

- Examples & analysis

- 'Who knows? It may just land you a fiery, pretty chick' vs 'you skill will land you a job'
- 'a fiery, pretty chick' is the goal of the material process: it is something that is brought into existence by the doing - in this case, 'practicing fighting regime' and getting stronger --> women is positioned as a passive object, being affected/transferred by men --> under men's control but without their own autonomy
- Subtly downplay female as an object - a thing that you desire to get, rather than a person with independent agency --> sounds as if female is like their belongings

- Linguistic concepts:

- Patriarchal dividend (Ideology that justifies and naturalizes male domination)

- Wider studies:

- Cologne Commercials like the one from Dolce & Gabbana's Light Blue Summer, Armani's black code
- Females are positioned as if they are an achievement that men have won and owned because of their personal charm

TS 3: Socially prescribed gender roles can be challenged by advocating by the attempt normalize social behaviors that were traditionally not excepted of particular genders.

- Examples & analysis

- 'Do the smart thing... hire a personal chef to do all the work for you'
- 'make time to get intimate with your hubby': Instead of putting women as a passive receiver of sex, which is usually the case, the Simply Her magazine foregrounds women as the actor in an active voice, highlighting that it is ok for them to initiate sex with their husband --> the 'sexually-empowered' women
- Thus, traditional male dominance in a sexual relationship is challenged. Instead, the magazine advocates that women should and can take charge of their sexual schedule and be bolder in expressing their sexual desires
- The magazine argues it using logos "it can benefit marriage and your health", citing evidence of the readers who have tried

- Linguistic concepts:

- 'The personal is the political': many women's lifestyle magazines have been influenced by feminist movements
- Empower women in their daily, personal choices

- Wider studies:

- The navy commercials: it's ok for a women to join the army and it's possible that she becomes a high-rank official

Essay Planning

Randolph Quirk in the 1960s wrote that “English is not the prerogative or ‘possession’ of the English”.

- [imitate] What distinguishes the native speakers from non-native speakers?

o

o Globalization and immigration

o College application

o Job application

- [use] One of the functions of language concerns the politics of identity. English, as a global language should be capable of being a language fluid enough to be used by the locals as a tool to express their identity?

o “but it will have to be a new english, still in full communion with its ancestral home but altered to suit its new African surroundings”

o Appropriation

o Creative usage of English to express local culture and identity

o Paul Tan’s poem, 我是 (I am)

my eyes surely black

dark mirror black well

limitless unlike

my tun-tun-tu-tu vocabulary

o ah pah wants to take you chya-hong in new motor-car.

- [change] Who sets the norms? rise of new Englishes challenges the exclusive rights of inner circle countries as the norm-providers

- o Innovation

- o Inner circle countries have lost their power to dictate what forms should be used

- o Technology, social media and internet make it even easier for local varieties to go viral around the world, gaining popularity and hence changing the entity of English language

- o As a result, innovations from the outer/expanding circles are gaining acceptance more widely than ever

- ♣ How Indonesian phrase, “Om Telolet Om” went viral on the internet

Essay Outline 3

Intro:

Legal language is the domain of a specialist occupation and the intended audience comprises experts in the field. Legal discourse is consistent, precise, and certain. These distinctive characteristics are necessary for legal discourse to fulfill its primary functions - to regulate society by establishing obligations and by ensuring that rights are granted.

Point 1: Legal discourse constructs meaning in a consistent, predefined way, even at the expense of redundancy and wordiness. This is to minimize disparity in interpretations of meaning and hence avoid dispute.

- Example:

- The same reference term “authorized representative” is used consistently throughout the text

- Linguistic analysis:

- Anaphoric references repetition of the exact phrase
- Direct repetition (Cohesion)
- ‘Authorized representative’ refers exclusively to the person who will then be given legal-binding rights and obligations.

- Motivation:

- Pretested and preassigned terms are used in laws to refer to a specific role
- This is to achieve a common understanding of the term among the law experts. The consistent usage of the specialized term allows for a common

reference and the only reference so that there would be minimal dispute of the referential meaning.

- Value/identity:

- Consistency of address --> only one standard, only one definition throughout the legal document --> no leeway for different interpretations --> anyone must abide by what is defined by the law

Point 2: Legal discourse constructs meaning in a highly specific and certain manner, hence asserting its authority in order to regulate citizens' behavior effectively.

- Example 1:

- “any officer of the Board duly authorized by the Board to act in that behalf **who** shall sign every such deed, document or other instrument to which the seal is affixed”

- Linguistic analysis:

- Long-winded noun post-modifications that clearly lay out the obligations of the Board officer --> these obligations belong specifically to the officer and he holds personal responsibility to fulfill them
- ‘deed, document, or other instrument’: cover as much instances as possible --> not leaving out one single possibility
- ‘Shall’: modal verb of high certainty and obligations
- ‘every’: absolute determiner of quantity --> there is no excuse before this rule --> power differential --> exercise its regulatory power

- Motivation:

- the function of an Act is to regulate people’s behaviors
- In legal document, purely use language to regulate --> to achieve such purpose, language has to 1) lay out EXACTLY what the people

are expected to do 2) employ a tone of high certainty to assert its authority over people

- Value/identity:

- Primarily establish the authority of the legal institution as a behavior regulator

Point 3: Legal discourse maintains an objective stance, showing its impartial identity as a judicial institution that upholds society's expectations of it being fair and factual.

- **Example:** “there is hereby established a body to be known as the Housing and Development Board.”

- Linguistic analysis:

- existential process, “there is...” --> normalize the fact that HDB has been established
- Bare declarative: a fact, rather than an opinion

- **Motivation:** Make things official --> formalize

- **Value/identity:** fact-driven, evidence-driven, and not based on personal subjectivity

- **Example 2:** “a person liable to be detained or subject to guardianship”

- Linguistic analysis:

- generic reference ‘person’ to mental health patient

- Motivation:

- Factual post-modifications without subjective lens
- Carefully avoid any term that may suggest discrimination in the slightest
- To maintain objective in describing and referring to certain party involved

- Value/identity:

- neutrality of the legal body, and by extension, the legal documents.
- Minimize bias that may cloud judgment, avoid taking a side --> fairness and justice

Key conflict: legal institutions want to keep social order; common men want to get out of trouble

Identity: **authority, objectivity, impartiality**

Any party: sweeping reach, absolute, party justice is meant to be impartial: apply to as many people as possible

Assigning the agencies and responsibilities --> for laws to enforce

Spell out what can and cannot be done --> the reach of the law

Or: coordinating conjunctions --> equal weightage --> both are equally outcomes --> could possibly apply to you

Post modifications: specificity -- > lay out what you can and cannot do

Essay Outline 4

How language **constructs reality** and **influences our perceptions**

Intro:

Sapir-Whorf hypothesis

“Language is shaped by social reality, but language in turn also reinforces social reality. (Fairclough)” Language does not merely reflect but constructs social reality.

Point 1: Language is used to influence general perceptions about certain social groups by reducing them to negative stereotypes.

- Example:

- ‘Young people with limited English or even a foreign accent are labelled “freshies”, Muslim “bombers” and “terrorists”, Somalis “pirates”.

- Linguistic analysis/concepts:

- Labelling (Goffman) & Label of primary potency (Allport)

- Language makes categorizing people possible by assigning labels to certain social groups

- These labels may reduce an individual’s character by creating or associating negative stereotypes with it.

- The negative stereotypes are always foregrounded and highlighted

- Over time, it becomes so deeply ingrained in people’s that it becomes naturalized

- Forming deep-rooted bias and perceptions about these social groups

- Othering: ‘us’ vs ‘them’ (Lavinas)

- Usually these labels rely on essentialism, reducing the people to only a few (negatively connoted) characteristics
- It presupposes a stark contrast between ‘us’ and ‘them’, positioning ‘them’ as the ‘enemy’ who are essentially different from and inferior to us due to the negative traits (that we believe) they all possess

- Wider studies:

- Orientalism (Said): patronizing West attitude towards Middle Eastern, Asian and North African societies. The West essentializes these societies as static and undeveloped.
- **Link back:** Such artificial distinction between ‘us’ and ‘them’ influences our thinking patterns and hence perceive ‘them’ in tainted lenses.

Point 2: Language is used to construct reality by deliberate omission and inclusion of specific information.

- Example 1:

- To reflect a more fluid understanding of gender, Duke University’s Center for Sexual and Gender Diversity changed its name from the LGBT Center.

- Linguistic analysis/concepts:

- Framing: de-emphasize on certain information and highlight other information
 - Firstly, LGBT does not include other gender minorities --> sexual and gender diversity seems like a more inclusive term
 - Frame it in a good way: emphasize on ‘diversity’ --> positively connoted

- Example 2:

- Gender neutral pronouns: ‘they/them/their’ ‘ze’ and ‘hir’

- Linguistic analysis/concepts:

- Gender neutralization (Pauwell)
 - Previously, male pronoun was used for general reference, rendering women invisible
 - Gender neutralization deliberately blurs the distinction between the two genders
 - In such process, reality is being reconstructed as people pay less attention to gender inequality

- Wider studies:

- Media news report re-construct reality
- **Link back:** Through deliberate linguistic choices, reality can be constructed, de-constructed and re-constructed.

Point 3: Language, as a representation of society, is repeatedly used by the speakers, forming linguistic habit that leads to some “inertia of thought” where people fall into their thought pattern without conscious control.

- Example:

- ‘The language habits of our community predispose certain choices of interpretation.’

- Linguistic analysis/concepts:

- Sapir-Whorf Hypothesis: language influences how we think
 - Language is a representation of existing social and cultural realities
 - The reiterative process of using one language can wire our thinking process in accordance to the society

- Wider studies:

- **Chinese:** 献丑了 **to show humbleness**

- **Link back:** Shaped by the way we use language, we might develop preconceived notions that construct our views of the reality, as well as influences our perceptions of the people around us.

Sept Hols Outline 1

Top-down: trends in tech & innovation culture

- challenge the status quo
- Change is the new constant
- The need for products to be novel, unique, unprecedented
- The need for products to be relevant
- The need for products to be able to solve practical problems --> the utilitarian belief
- Scientific discourse features: objectivity, technical jargons etc

Bottom-up: trends / salient examples in the text

- ‘PremAir®’: trademark patented and ‘Volvo remains one step ahead’: Satisfy readers’ curiosity and need for new products that they have never seen before
 - ‘keep you in complete control’ vs ‘just carefully considered, functional design that makes everyday journey effortless’ --> technology automated the process, but people have the ultimate control over it --> makes technology product human-centric and highlight that to serve consumers’ interest is the sole purpose of their products
 - Technically sound explanation of how the product works ‘innovative air quality system that protects occupants against harmful gases coming into the cabin’

Intro:

Language of technology and innovation is increasingly used in advertising of technology products. The companies construct an identity for themselves as a front-runner in the race for more advanced technology. Language is used to target at customers' desire for greater convenience and control. To make their claims more credible, the companies also leverage on the objective scientific explanations.

Tension is an overarching starting point for all paragraphs: a mismatch between how much information about the product the producer has and how much the consumers have. The goal of language is to convey such information **such that** the producer can eventually benefit from it.

Language is used to establish the identity of the company as a pioneer at the frontier of tech and innovation, delivering products that use the-state-of-the-art and cutting-edge technology.

- **Example 1:** 'PremAir®'

- Linguistic analysis:
 - proper noun, trademark to show that the product is patented and hence is a unique product which is developed and owned by the company
 - Neologism coined through blending by 'premium' and 'air' --> tap on the connotation of 'premium' as having superior quality

- **Example 2:** 'Volvo remains one step ahead'

- Linguistic analysis:
 - 'Remains' is a relational process highlighting the current state of being the market leader has been the case even in the past
 - 'one step ahead' 'ahead' is a preposition and the object omitted is implied to be 'other companies in the automobile market'
- Position Volvo as the leader of the automobile market, setting the trend in automobile technology for other companies
- Portray their products as the most advanced so far

- Resonates with people who are seeking for the most advanced technology and satisfies their desire for using the most high-tech products
- Ultimate aim is to get people curious and excited about their product because of it is novel and unprecedented
- Especially for consumers who also want to stay at the forefront of technological changes, they will buy into Volvo's corporate identity as the game changer in the industry so as to make themselves seem as someone who are using the latest technology

Language also serves to align the company's product design philosophy with consumer's interests, highlighting the utilitarian benefits the consumers could get by using their products.

- **Example 1:** 'keep you in complete control'
 - Linguistic analysis:
 - 'complete' is an absolute adjective
 - Gives consumers the absolute autonomy over the product --> sense of ownership
- **Example 2:** 'just carefully considered, functional design that makes everyday journey effortless'
 - Linguistic analysis:
 - 'Carefully considered' adverb of manner, thoughts are put into the design
 - 'that makes... effortless' a relational clause as post-modification of the noun 'design' showing how useful and relevant the design is such that it means much greater convenience for the users/consumers
 - Technology automated the process, but people have the ultimate control over it

- Highlight that to serve consumers' interest is the main objective of their product design

Advertisement of technology products often create a sense of pseudo-objectivity by borrowing features from scientific discourse. The mechanism behind the products is explained to the readers in a highly specific and specialized manner. Even though not all readers can understand all the information, such details substantiate the companies' claims with indisputable scientific truths.

- **Example:** Technically sound explanation of how the product works e.g. 'innovative air quality system that protects occupants against harmful gases coming into the cabin'
 - Linguistic analysis:
 - Occupants: people who are present in the car, general reference that blur the specific human reference
 - air quality system, harmful gases: semantic field of chemistry and environmental science, technical evidence to convince the readers that the engineering design is effective in protecting the safety of drivers and passengers
 - Conveys a sense of pseudo-objectivity
 - Explaining how the product works not only pitches to the expert consumers who are acquainted with the technical terms used, but create a general impression that Volvo is serious about the technological soundness and the engineering design
 - Hence gaining the consumers' trust since they know that Volvo's car is produced based on substantiated research and scientific investigation
 - **Wider examples:**
 - Apple's commercial video explaining how they designed their Mac Book Pro

- Scientific fact about how the micro-sensors are assembled in layers, and how the layers are compressed and integrated in an optimal manner to increase the sensitivity of the touch bar.
- Even though general consumers might not understand how the technical process exactly is, they still feel amazed by how accurate and precise the process is, thanks to meticulous scientific measurements and calculations.
- <https://www.youtube.com/watch?v=WVPRkcczXCY>
- ‘a precisely designed LED spectrum projects through a metal oxide back plane.’

Sept Hols Outline 2

Top-down: trend in sports culture

- sports spirit: higher, faster, stronger i.e. Constant improvement is expected
- Sports and national pride
- Sports and celebrity
- Competition, rivals vs hero(ine)
- Sense of suspense, excitement and motivation

Bottom-up: salient examples from the texts

- metonymy and co-reference: ‘the world number 8’, ‘the republic’s starlet’ ‘the republic’s flag bearer’, ‘the newly crowned Olympic bronze medalist’
- National pride: ‘given Singapore an early National Day present’
- Sports spirit to aim for better: ‘having clinched the first medal, the challenge for the next medal is about to begin’
- Sports spirit of hard work: ‘twelve grueling, painful, bloody, sweaty years later’, ‘another thousand crosses please’
- ‘Are you ready for boots like Gina’s? Nike Air Rio. Soft Leather. Wide last. Air cushioned.’

Language of sports can be used to construct sports values such as perseverance and motivation. An athlete’s identity is often constructed as national hero, whose performance is seen a symbol of national pride. Sports brands might also tap on the language of sports to project certain desired identity to their consumers.

Language of sports is used to construct values that are commonly believed to be sports spirit, for example, perseverance and a drive to succeed and improve.

- **Example 1:** Sports spirit to aim for better: ‘having clinched the first medal, the challenge for the next medal is about to begin’

- Linguistic analysis:

- ‘the next’: not dwelling on the previous glory, moving on and looking even further

- ‘is about to begin’: present tense that signals future event --> the work towards getting another medal is going to start very soon

- **Example 2:** Sports spirit of hard work: ‘twelve grueling, painful, bloody, sweaty years later’, ‘another thousand crosses please’

- Linguistic analysis:

- List of vivid (even graphic) and negatively connotated adjectives (metaphors)

- ‘thousand’ is a hyperbole, emphasize on the sheer amount of practice required of the athlete in order to attain the best performance

- Flout the maxim of quality through metaphors and hyperbole

- Construct and highlight the values in sports: tenacity to endure stringent training schemes and a strong desire to push oneself to the physical limit and attain higher performance

- **Sub-claim: sports discourse also tend to revolve around personal quality and in this way construct values that are important in achieving excellence in sports**

- Example: ‘highly determined Tianwei’, ‘confident’, ‘believe in myself more’

- **Wider example:**

- Such discourse is also employed by sports stars themselves

- For example, the diving olympiad medalist said, ‘I will never be defeated.... I’m not someone to just give up. If I have a dream of doing something I’ll make it happen one way or another.’

Language can construct an identity for the athlete to be a symbol of national pride, associating the performance of an athlete on the sporting arena with the pride of a nation where the athlete is from.

- **Example 1:** metonymy and co-reference: ‘the world number 8’, ‘the republic’s starlet’ ‘the republic’s flag bearer’, ‘the newly crowned Olympic bronze medalist’

- Linguistic analysis:

- **Angle of telling**

- **The Rhetoric of Glamour (Breeze)**

- Emphasize and focus on Tianwei’s identity as a Singaporean athlete

- At the same time, glorify her identity by highlighting that she is now a newly crowned Olympic bronze medalist (even if reiterating this point can be redundant since the readers are already given the information)

- This way, her personal glory is associated with the nation’s glory.

- **Example 2:** reinforced by ‘she has certainly given Singapore an early National Day present’

- Linguistic analysis:

- **Create an imagined community (Anderson)**

- Her honor is not only personal attainment, but something to be celebrated collectively among all Singaporeans

- **Sub-claim: while the people hail their national hero, the opponent from another country is usually downplayed**

- Example: ‘As for Ishikawa, she was bitter about the crushing defeat’

- ‘crushing defeat’ emphasizes the
- ‘bitter’ highlights the negative emotion the opponent is going through because she lost the game

- Ideological square (van Dijk)

- emphasize the good about ‘us’ while emphasize the bad about ‘other’

- Wider example:

- sport-related collective memories in Hungary
- Hungary has been known as a sports nation for several decades. Regardless of rhetoric and strategies, the success of elite sport has always been an emphatic goal in practice (Bakonyi, 2007; Foldesi, 1993), and its identity-building potential has been generally accepted.
- I was born in Debrecen and have always supported the local team, even in bad times . . . I have a favorite foreign team, Juventus, but that’s also a long story . . . But if the two played, it would be Debrecen of course. My town, my team. (Football fan from Debrecen, aged 22)

Language can project to the consumers an identity of an aspiring athlete striving to ‘be the best and beat the rest’. The sports apparels will then be seen as useful in helping them attain their desired self and higher sports performance.

- **Example:** ‘Are you ready for boots like Ginola’s? Nike Air Rio. Soft leather. Wide last. Air cushioned.’
- capitalize on sports celebrity’s identity
- Rhetorical questions enticing readers, especially those who are Ginola’s fans, to buy Nike’s boots
- Create an impression that wearing the Nike boots to train is the first step to be as successful as their idol, Ginola

- Ellipses to emphasize the supreme quality of Nike shoes
- Sports magazine: people are likely to be very passionate about sports and some even aspire to be a sports star like Ginola
- Make the readers believe that a good training campion like Nike's boots will improve their performance

- Wider example:

- David Beckham endorse adidas shoes and jacket

<https://www.youtube.com/watch?v=Pc5gHm8Po20>

Sept Hols Outline 2

Background:

- The status of english in Singapore: prestigious
- The function of English in Singapore: in H-domain, primarily for international trade, teaching, service industry, media

From the text:

Text Ai

Context: MOE i.e. government design syllabus for English language education

Focusing, acquisition planning

- Those with the highest proficiency in English are usually in teaching and media (Ai)
- ““effective communication” remains as important an aim, if not more important, today’ (Ai)
- ‘emphasize the teaching of internationally acceptable English (standard English) to our pupils’ (Ai)

Text Aii

Context: call centers training, service industry

Prescriptivist, scripting, Accommodation

- ‘A tension between effectiveness and personalization’ (Aii)
- ‘It’s essential that accents and pronunciation do not impact upon intelligibility, grammar is accurate, and questioning clear’ (Aii)
- ‘Culturally appropriate talk is necessary to build rapport when necessary’ (Aii)

Relevant concepts:

Diglossia (Ferguson)

Focusing, acquisition planning

Prescriptivist, scripting

Linguistic capital

Linguistic competence

Internationalism

Accommodation

Mutual intelligibility

Intro: People's linguistic behavior is being regulated by 'different stakeholders in society'. This can be done through government level policies in an overt manner. More covertly, the different institutions and individuals might attempt to control the use of English by making judgment of what is acceptable and what is not.

Attempts to control English can be done on a government level, using policy to regulate the implementation and expectation of English education from top down. In Singapore's context, the objective of government policy on English use is largely pragmatic - to achieve effective communication in order to benefit from international trade.

Hence there is a significant emphasis on using Standard English.

- **Example 1:** the MOE's EL syllabus states that “effective communication” remains as important an aim, if not more important, today' (Ai, 30).

- This shows that the government prioritizes

- Linguistic concepts:

- MOE's policy is part of the focusing (Haugen), acquisition planning (Hornberger) stage of language planning

- **Example 2:** ‘emphasize the teaching of internationally acceptable English (standard English) to our pupils’ (Ai)

- Linguistic concepts:

- Internationalism: Clearly, Singapore government takes the stance of valuing the pragmatic function of english to achieve mutual intelligibility with the international community.

- Linguistic capital (Bourdieu) / Linguistic competence is more highly valued

Attempts to control English can also be done from bottom up, for example, in many business institutions, where certain variety of language is accorded with higher prestige and hence becomes more acceptable.

- **Example:** ‘It’s essential that accents and pronunciation do not impact upon intelligibility, grammar is accurate, and questioning clear’ (Aii)

- Linguistic concepts:

- Prescriptivist, scripting: set a standard as to how the call center workers *should* speak

- Mutual intelligibility (Smith&Nelson): one reason for standard english having a higher prestige in service industry is that in the communication with customers who call to enquire, the priority is to communicate information in an accurate and effective manner. Standard English is hence required to ensure mutual intelligibility is achieved.

- Prestige and diglossia: Another reason is determined by the nature of the interactions at call centers. Call center workers are a voice representing the companies and hence they have to establish professionalism during their interactions with callers. This context is an H-domain where higher formality is required. Hence, the use of Standard English (the H-variety) is necessary.

There are, however, divergent opinions on how English should be used, especially when there is not only a need to simply communicate information, but also a need to establish personal connection.

- **Example:** ‘Culturally appropriate talk is necessary to build rapport when necessary’ (Aii)

- Linguistic concepts:

- Accommodation theory (Giles), the need to converge with the audience so as to create a pseudo-intimacy
- The work place is evolving. Emotional labour is becoming more important and is sometimes necessary especially in the service industry. The interaction with customers no longer stops at simply informative and pragmatic. Rapport is also important in ensuring consumer satisfaction and establishing consumer loyalty.
- This trend is changing the way some institutions are controlling the use of English by their employees. Instead of merely emphasizing on the use of standard english, they also tap on local accent to show familiarity and attempt to build rapport and connection with customers.

Scientific Discourse

In-group identity (construct identity)

Logical reasoning: apparent objectivity but sometimes can be used to deliberately align the perspective of the readers with that of the scientist/author (shape perspectives)

Clear distinction between facts and personal opinions (mix of certainty and tentativeness) (shape perspectives)

“a well-known biochemist at Stanford University said we had obviously assembled it wrong”

Depending on the context, scientific discourse can be used to achieve different purposes. It can be used to construct in-group identity within the community of researchers in a particular field of study. Language of science also uses logical reasoning to shape readers' perspectives so that they will be more convinced by the scientific findings. Also, in scientific discourse, language is usually used to draw a clear distinction between facts and opinions, hence shaping perspectives of the readers.

Scientific discourse can be highly domain-specific and therefore can be used to construct an in-group identity within a community of practice - that is, the group of researchers or scientists who are working in the same field of study. The body of knowledge accumulates from previous research and becomes more sophisticated. In this process, specialized vocabulary and knowledge becomes a common language that is only mutually comprehensible among the people within the field. In the biology conference, the biologist Venter employs many technical jargons in the semantic field of biology when discussing his findings, for example, “the third organism we sequenced was *Methanocaldococcus jannaschii*, which has neither a

TCA cycle nor glycolysis” (C(ii), 36). This is a biology conference where the world’s most prominent researchers specialized in the field gather to share the latest findings. He presupposes prior knowledge among the audience who are experts in the field of biology, and hence uses biology jargons without explaining them. These specialized jargons become an in-group identity marker because they are readily understood by these researchers from the same community of practice (Eckert & McConnell-Ginet), i.e. Genetic biology. The audience identify with Venter through his use of these jargons because of their common research background. In this way, Venter establishes an identity for himself and the audience as experienced biologists. He also use exophoric reference when mentioning another scientist who challenged his idea by using the phrase “a well-known biochemist at Stanford University”(C(ii), 33). Although he does not state the name explicitly, chances are his audience know from experience who he is referring to. The common understanding of unstated reference forges a connection among the scientists. Thus scientific discourse in a conference can be unusual because it also serves as a chance for interaction among the scientists. In such interaction, language is often used to establish a common group identity through common understanding of specialized jargons and specific (implicit) references.

Scientific discourse can also be used to shape the readers’ perspectives so as to align the readers’ interpretation with that of the scientist. For example, Newton communicated his experiments “in a way meant to ensure that his interpretations would seem both logical and inevitable to readers” and “employed a host of rhetorical devices.” (C(i), 6) The pedagogy book construct science as argumentation, with a central objective to convince the audience of the scientific truth derived by the scientist through logical reasoning. In this case, to better convince the audience of his argument, Newton used scientific discourse to ‘angle’ his observations so that the audience could see things the way he did. In fact, in his earlier papers, a series of experiments resembling what Newton later labelled the experimentum crucis, is presented much after the conclusion of differential refraction. However, in his ‘New Theory’ article, he changed the sequence and concluded the differential refraction after describing the experiments. By rearranging his thoughts and ex-

periments, Newton shaped the occasion to create the appearance of the discovery of a naturally found object (Bazerman, 1988). This led his audience to think that he only made inference after having empirical observation. Hence, his audience would be more convinced by his interpretation and rationalization of a seemingly unexpected fact that is not influenced by any human intervention. Therefore, even the seemingly objective scientific discourse can be used to persuade the audience by influencing their perspective of observing and interpreting the ‘scientific truths’.

In scientific discourse, there is usually a clear distinction between facts and personal opinions, resulting in a mix of certainty and tentativeness in the text. When Venter delivered his findings to the conference attendees, he is highly certain of what he is saying. For example, “We find the presence of rhodopsin molecules in these organism” The mood of the sentence is declarative and hence conveys high certainty. ‘find’ is a material process with ‘we’ (the research team) foregrounded as the actor. Technical jargon is also used to communicate findings in the most accurate and precise way possible. In contrast, when he expressed his personal opinions and interpretations, he uses language of low certainty. For example, “Perhaps the first use of rhodopsin was to harvest energy.” “perhaps” is an adverb of medium certainty and possibility. Here, he is only suggesting one possible reason, but it might not be verified yet. “I don’t necessarily buy that there is a single ancestor” The use of first person singular pronoun highlights that the following is only his personal opinion on the question. “Don’t necessarily” is a hedge and signals less than total commitment to take a stand on whether the ‘single ancestor’ claim is wrong or right. Since this is a question of much controversy, he has to be careful in his claim, especially when he does not have enough evidence to prove he is definitely right. A mix of features of certainty and uncertainty is necessary especially in communicating ground breaking research pending verification. On the one hand, highly certain and precise language is needed to show the audience that what is said to them is hard facts. On the other hand, low certainty features signal some degree of personal interpretations that may not be true. This is important so that the scientist will not be accused of his casual claim that is later proved to be

false. It is also a widely accepted practice in scientific communication to admit what one knows and does not know.



OED Research

1. Word Origins and Coinages - Caribbean
2. Word Origins and Coinages - Australasia
3. Word Origins and Coinages - India

Word Origins and Coinages - Caribbean

Context:

The majority of the Caribbean has populations of mainly Africans in the French Caribbean, Anglophone Caribbean and Dutch Caribbean, there are minorities of mixed-race and European people of Dutch, English, French, Italian and Portuguese ancestry. Asians, especially those of Chinese and Indian descent, form a significant minority in the region and also contribute to multi-racial communities. Most of their ancestors arrived in the 19th century as indentured laborers.

(Wikipedia, 2016)

IN VARIOUS PARTS of the Caribbean area, as everyone knows, four European languages are official: in descending order of numbers of speakers, Spanish, English, French, and Dutch. It is also well known that the standard forms these languages are not spoken by more than a small fraction of the populations, and that since the period of colonization Creolized forms of these languages have come into existence, each of which differs from the European speech in at least three ways: first, through the nonacquisition¹ of grammatical complexities of the standard languages (such as inflection); second, through the effect of lexical, grammatical, and phonetic features African and other non-European languages carried over into each; and third, through regular local phonetic changes or through archaism.

The Caribbean, a broad, enclosed sea, is over a thousand miles wide, bordered on the west and south by the mainland almost wholly Spanish-speaking; on the north by the Antilles (Cuba, Hispaniola, Jamaica, Puerto Rico), and on the east Leeward Islands (including the Virgin Islands, British and American), Windward Islands, Barbados and Trinidad. In 1958 the English-speaking islands formed the Federation of the West

Above this ring to the north are the Bahama Islands, themselves a part of the Caribbean and may be left to the extreme west is British Honduras; to the Guiana; and next east, Surinam, where along with the Taki-taki, or Sranan. Finally, in the southwest off two small islands, Old Providence and St. Andrew, speaking for 330 years, though under the government half that time. Off the coast of Nicaragua and Honduras ments speaking English Creole. In this rather broad is now the official speech of

(Cassidy, 1959)

Case Studies:

1. Mojo /'mou,dʒoʊ/ Magical power, voodoo, the art of casting spells; a charm or talisman used in casting such spells. More generally, esp. in recent use: a power, force, or influence of any kind (often with sexual connotations). Freq. attrib. and in to have (also get) one's mojo working (chiefly fig. and allusive).

1994 R. Silverberg Hot Sky at Midnight 114 These are very sexually gifted women, and we who wander around looking for the solace of a little nookie are highly vulnerable to the mysterious mojo that throbs out at us from between their legs.

orig, and chiefly U.S. and Caribbean.

Etymology:

Origin uncertain. Perhaps of African origin: compare Gullah moco witchcraft, magic, Fulfulde moco'o medicine man.

Compare the (apparently reversed) form jomo, which is first attested slightly earlier (and continues to be found sporadically), but which probably shows an alteration of the present word:

1925 Afro-American (Baltimore) 4 July 8/5 Will Hollins is to spend six months in jail as a result of his failure to work any spell with his famous 'jomo' bags on the judge of the police court here.

Change:

- In the year 1926, when a black religious cult in the Caribbean would cast spells with a charm or an object like an inscribed ring or stone. **Mojo** was the magical power that they were known to possess.
- Was associated with magic and charms until about 1989 when C.S Murray released a book 'Crosstown Traffic' saying that **mojo** was something with manipulative capabilities. In 1994, R. Silverberg then released a book 'Hot Sky at Midnight' associating **mojo** with some form of sexual gratification women can provide, thus giving it a sexual connotation.
- Currently, **mojo** is rarely associated with magic, but more so with a kind of sexual appeal or talent [slang]. Losing one's **mojo** can be referred to losing one's powers or skills and capabilities or to lose one's sexual abilities or skills.

Explanation:

The word 'mojo' was formed possibly by borrowing (origin uncertain). It has undergone semantic shift where its meaning changes from 'magical power' to 'sexual appeal'. The original usage has become obsolete possibly because its association to black religious cult is no longer relevant today.

2. **Bad-John** A ruffian; a hooligan or miscreant.

1990 W. Chen in S. Brown Caribbean New Wave 54 He bad like crab and not only that, he know more badjohns than you.

Caribbean (orig. Trinidad).

Etymology:

Formed within English, by compounding. < bad adj. + John n., probably originally after Bad John, alias of John Archer, a notorious habitual criminal in Trinidad in the early 20th cent. Compare:

1907 Port of Spain Gaz. 26 Nov. 5 Archer alias Bad John was charged by Johnston with being armed with a weapon..for the purpose of committing a felony... [His] record is so well known that it was not asked for.

Change:

- In the year 1935, the term Bad John was used to refer to a criminal by the name of John Archer who was a notorious criminal in Trinidad in the early 20th century.
- From then onwards, bad-John has been used to describe someone who is a ruffian, hooligan and has something unlawful and wrong.

Explanation:

The word 'Bad-John' was formed by compounding the adjective 'bad' and the noun 'John'. It has undergone semantic widening from referring specifically to the criminal John Archer to referring to hooligans in general. The original usage is still preserved, but the usage is on the decline.

3. **Jerk** Cookery (orig. and chiefly Jamaican). Designating meat (esp. pork or chicken) which has been marinated in a spicy mixture of seasonings (typically prominently featuring allspice) before being smoke-cured or barbecued. Also: designating a seasoning or sauce used in this method of preparation.

1930 Daily Gleaner (Kingston, Jamaica) 10 May 9/6 You could also buy on the race course from the jerk pork men a quattie jerk pork with bread and mustard.

1993 L. Colwin More Home Cooking xxv. 123 He lives in New York City, where hummus, sushi, bagels and jerk chicken are all considered standard fare.

Etymology: Corrupted from American Spanish charque-ar in same sense, < charque , charqui , < Quichua (Peruvian) ccharqui ‘dried flesh, unsalted, in long strips’. The verb in Quichua was ccharquini ‘to prepare dried meat, to jerk’, whence perhaps the early cognate jerkin adj. The word is now used in all parts of Spanish America, and was apparently found by English navigators in Spanish use in the W. Indies. (See Skeat, Trans. Philol. Soc. 1885, 94.)

Change:

- In the 1930s in Jamaica, jerk was used to describe the cooking process of marinating meat in a spicy mixture then smoke - curing it or barbecuing it.
- However, the more popular use of the word jerk in present times is to describe someone (typically used on males) who is obnoxious and rude as a jerk. Use of this word is on the rise.

Explanation:

The word ‘jerk’ was formed by borrowing from American Spanish. It has undergone semantic shift from a cooking process to ‘someone obnoxious and rude’. Its original meaning is still in use today in the Caribbean, but the new meaning is far more widely used worldwide and this usage is on the rise.

4. **Snowball** U.S. and W. Indies. An ice-cream; a confection made of shaved or chipped ice covered in syrup, etc.

1953 H. P. Morrison in Caribbean Anthol. Short Stories 137 Customers of every age milled round to buy ‘snowball’—cool crushed ice in cheap glass tumblers with red, yellow or even green syrup oozing slowly through the crystalline mass.

Change:

- In the 1400s, it purely meant a ball of snow shaped by your hands.
- In the 17th century, a common phrase to use was ‘a snowball’s chance in hell’, to describe something that has a very slim chance of happening or will not happen.
- In 1818, phrases like ‘his army, increasing like a snowball’ were used, creating a kind of accumulative effect, which was also carried over, in the 1940s when it was used in the context of the game Bingo, hinting that the prize money was yet to be won and has been accumulated.

Explanation:

The word ‘snowball’ was formed by compounding the noun ‘snow’ and the noun ‘ball’, which are literal descriptions. It has undergone semantic widening, taken on different figurative meanings. The original usage is still prevalent today.

5. **Papa** U.S. (chiefly in African-American usage) and Caribbean. A male person; a fellow. Freq. as a form of address.

1903 G. Ade People you Know 166 She used to write to Harry and tell him about her callers and what Chumps they were, and let him draw his own conclusions as to who was the real white-haired Papa.

1982 B. Downey Uncle Sam must be losing War 99 ‘Learning, Papa,’ his name for everyone, ‘is like living better.’

Change:

- Borrowing from Latin, used as a term to refer to The Pope.
- In the 17th century, it was used to refer to one's father.
- In the Caribbean and American context, from the early to late 18th century, papa was used to address a male, who may not necessarily be one's father.

Explanation:

The word 'papa' has undergone semantic widening from only referring to The Pope to a way of addressing any male.

Another interesting words:

Ballyhoo Type of fast-sailing two-masted schooner. Also used as a term of contempt for a sluggish, slovenly, or ungainly vessel (cf. ballyhoo n.1, ballyhoo of blazesn.). Now rare.

Etymology:

Perhaps immediately after or via Spanish *balahú*, *balajú* small ship used in the Bay of Biscay, type of schooner common in the Antilles (although this is apparently not attested until later: 1831 or earlier), itself probably a transferred use of the fish name *baláou* (see *balao* n.), perhaps with allusion to the vessel's shape, speed, or lively movement in the water. Compare French *balaou* a kind of schooner used in the Caribbean (1793 or earlier) beside *balaou* as a fish name (1713 in Ray).

Observation:

This word is one of the many words whose origins are closely linked to Spanish and French, which is possibly due to the large number of Spanish and French speakers in the Caribbean regions.

buddy, n. colloq. (orig. Caribbean, now chiefly U.S.). Used as a familiar form of address to a man or boy, sometimes one whose name is not known. Occasionally with overtones of sarcasm or aggression

Caribbean and U.S. (chiefly south. and Midland) colloq. A brother.

Etymology:

Origin uncertain. Probably representing a regional pronunciation of *brother* n. (compare regional forms with medial u at that entry), with the ending perhaps influenced by association with -y suffix6.

Compare later *bud* n.3 Perhaps compare also the Scots variants with medial u of *body* n. (compare *body* n. 11), and later *buttn*.1 1.

The following earlier examples of *Buddy* as a term of endearment show a different formation (< *bud* n.1 3b + -y suffix6):

1676 T. Shadwell *Virtuoso* iii. 42, I shou'd be weary of the world for the vices of it, but that thou comfort'st me sometimes, Buddy.

1697 T. D'Urfey *Cinthia & Endimion* iii. i. 13 How is't Buddy, hah. How dost do Chick.

1724 Mr. Sandford *Female Fop* iv. 50 Nay, but Buddy, dear, sweet Buddy! only a little Recreation mun, for the Consolation of the outward Man.

Word Origins and Coinages - Australasia

Context:

Australian English is a distinctive variety of global English. The influence of Aboriginal culture and language; the early penal settlement established in the late 18th century; the influence of regional dialects brought by early settlers from the UK; the distinct and diverse range of fauna, flora, and geographical features: all of these factors have shaped a distinctive Australian English vocabulary. Australian English is often noted for its informality, colloquialisms, and the way this is seen to reflect a particular Australian sense of humour and disdain for authority, but Australian English is more than this – it reflects the diverse nature of Australian society and Australian experiences.

1. Shop-dropper n. Austral. colloq. rare = dropper n. One who delivers goods, liquor, etc., from market or store to retailers; a ‘shop-dropper’. local Austral. and N.Z. colloq.

1949 F. Sargeson *I saw in my Dream* ii. xv. 255 [The Police] reckoned they'd got her [sly-grogging] this time, because they'd found out a dropper had been through the town a few nights before on his lorry.

1957 *Courier-Mail (Brisbane)* 26 Nov. 2 A shop owner has only to telephone an order to a ‘dropper’ and within a few hours it is delivered to his door.

1957 *Courier-Mail (Brisbane)* 26 Nov. 2 ‘Shop-droppers’ are truck owners who buy large quantities of fruit and vegetables at the market and sell them to shopkeepers in and around Brisbane.

1967 *Sunday Mail (Brisbane)* 12 Feb. 18 The suppliers—known as ‘shop-droppers’—have beplaylunchen operating for several years.

2. Playlunch n. Austral. and N.Z. a snack taken to school by children to eat during the morning break; (also) the break itself.

1960 N. Hilliard *Maori Girl* 13 The family shared one schoolbag and fought over who was to open it and give out the play-lunches.

1982 N. Keesing *Lily on Dustbin* 120 The Queensland coal mining town of Blair Athol gave the world ‘eleveners’—the morning break, or recess in a school day or ‘playlunch’ as it might be called further south.

2002 Heidelberg Leader (Austral.) (Nexis) 6 Nov. 3 East Ivanhoe Preschool has all the features that make up the ideal recreational hangout for children. It has the playground, the face painting and the plates of apples and oranges for morning playlunch.

3. **Nasho** Austral. slang. Now hist. A person doing national service. Also: national service itself.

1962 'C. Rohan' Delinquents 52 They..had supper with a couple of national servicemen... 'I'm not keen on Nashos,' she said.

1966 B. Beaver You can't come Back (1968) 5 Sam, the new one, was just eighteen and due for his Nasho training.

1966 Bulletin (Sydney) 23 Apr. 12/3 The bulk of the Nashos—how the Army loathes that term—have little time for the 'protests'.

1981 Q. Wild Honey Wind 85 One of the worst things..was something that happened in nasho..before there was any fighting or anything.

2001 Townsville Bull. (Nexis) 15 Aug. 2 Mr. Whelan said the weekend looked like bringing together a lot of former 'Nashos'.

Etymology: < nash-, representing the first syllable of national service n. or national serviceman n. + -o suffix.

4. **Journo** colloq. (orig. Austral.) A journalist, esp. a newspaper journalist. Also attrib. or as adj.

1967 Kings Cross Whisper (Sydney) No. 35. 6/3 Journo, journalist.

1973 Nation Rev. (Melbourne) 31 Aug. 1444/5 He will be reinstated at the level of an A grade journo, and not as executive producer of TDT.

1981 C. Wallace-Crabbe Splinters 50 Smashed out of his mind he was when some creeping journo got onto him.

1984 Listener 10 May 23/3 Rupert Murdoch once said, if the journos don't like it they can always get out; there are plenty more journos on the street.

1984 M. Delahaye Third Day 27 He was being set up by Matzliah and his 'journo' friends.

1987 Daily Tel. 11 Apr. 9/6 Women reporters have exposed the secrets of the changing rooms... One lady journo tells us that women players shower in the nude.

1994 Guardian 27 June ii. 12/3 Stan was put on this Earth to reassure those people who think all journos are alcos, defiantly churning out copy while two and a half sheets to the wind.

Etymology: Abbrev. of journ- (in journalist n.) + -o suffix.

5. Little house Orig. Sc. Now also Eng. and U.S. regional, Austral., and N.Z. A room or building used as a toilet, a privy, esp. one without plumbing or situated outside (in later use in contrast to a plumbed-in or inside toilet).

1579 in D. Masson Reg. Privy Council Scotl. (1880) 1st Ser. III. 320 In the constabellis chalmer at the yett [of Dumbarton Castle] ane stand bed with ane little hous for ane dry stule.

1743 Proc. Old Bailey 23 Feb. 99/1 She wanted to go to the Little-house, but the Constable would not let her.

1769 J. Wesley Let. 24 Apr. in Sel. Lett. (1956) 143, I particularly desire wherever you have preaching..that there may be a little house.

1859 Ohio Cultivator 1 Jan. 7/1 If your privy vault is too deep to be cleaned out, run off the little house at once, and fill up the old sink hole.

1939 F. Thompson Lark Rise i. 10 Later, the place of honour in the 'little house' was occupied by 'Our Political Leaders', two rows of portraits on one print.

1941 S. J. Baker N.Z. Slang vi. 53 Other expressions..to make a sale, to vomit; little house, a privy;..poled for stolen.

1966 Kings Cross Whisper (Sydney) No. 26. 3/1 Rural and outer suburban areas where little houses, commonly known as thunder boxes, are most popular.

2005 H. Bollinger Outhouses iv. 71 The mere thought of a late-night run to the little house out back sends chills up the spines of those who have had to make it in the pitch-black darkness.

Origin: Formed within English, by compounding. Etymons: little adj., house n.1

Etymology: < little adj. + house n.1

Word Origins and Coinages - India

1. Juggernaut

- In Indian English, 'juggernaut' refers to a title of Kṛishṇa, the eighth avatar of Vishṇu in Hindu mythology. Kṛishṇa is the uncouth idol of this deity at Pūrī in Orissa, annually dragged in procession on an enormous car, under the wheels of which many devotees are said to have formerly thrown themselves to be crushed. Figuratively, it refers to an institution, practice, or notion to which persons blindly devote themselves, or are ruthlessly sacrificed.
- The word was formed by borrowing from the Hindi/Sanskrit, Jagannāth/Jagannātha, meaning 'lord of the world'.
- The borrowing of this word into the English lexicon indicates the spread of Hinduism globally, probably due to migration. Nowadays, however, it is widely used in gaming, comics and commercial branding, as a symbol of strength or super power.

2. Pundit

- In India: a learned or wise person; a person with knowledge of Sanskrit and Indian philosophy, religion, and law; (also) a Hindu priest or teacher. Sometimes used as a title of respect. In extended use: an expert in a particular subject or field, esp. one frequently called upon to give his or her opinion to the public; a commentator, a critic.
- The word was a borrowing from Sanskrit, meaning 'learned man'.
- The initial meaning reveals to us that in Indian traditional culture, the studies of Sanskrit, and Indian philosophy, religion and law were once considered prestigious, even 'superior' to other domains of knowledge. In addition, teaching and preaching are respectable job in Indian society. In modern usage, it can refer to anyone who is learned or wise. Hence, it has undergone semantic widening over time. This change in meaning can be said to be a result of society's changing attitudes towards different fields of knowledge.

3. Jungle

- In India, 'jungle' originally mean, as a native word, Waste or uncultivated ground (= 'forest' in the original sense); then, such land overgrown with brushwood, long grass, etc.; hence, in Anglo-Indian use:

Land overgrown with underwood, long grass, or tangled vegetation; also, the luxuriant and often almost impenetrable growth of vegetation covering such a tract

- The word is a borrowing from Hindi and Marathi 'jangal', meaning 'desert, waste, forest' / Sanskrit 'jāngala', meaning 'dry, dry ground, desert'.

- The change in Anglo-Indian use may be a result of semantic shift from a waste or unenclosed tract to one covered with wild wood. In the transferred sense of jungle there is apparently a tendency to associate it with tangle.

4. **Lootie**

- ‘Looties’ applied, in India, to a body of native irregulars whose chief object in warfare was plunder. In wider sense, a band of marauders or robbers.

- The word ‘lootie’ was borrowed from Hindi *lūṭī*.

- It is also related to the word ‘Loot’, which was borrowed from Hindi *lūṭ* / Sanskrit *lōtra, lōptra*, meaning ‘booty, spoil’. The root *lup* = *rup* ‘to break’; others refer it to Sanskrit *lunt*, ‘to rob’.

5. **Avatar**

- In the Hindi Mythology, ‘avatar’ means the descent of a deity to the earth in an incarnate form.

- The word is a sanskrit borrowing from *avatāra* (‘descent’), which in turn is a coinage from the sanskrit root ‘*ava*’ (‘down’) and ‘*t'r-, tar-*’ (‘to pass over’).

- It has undergone semantic widening and it now can mean ‘manifestation or presentation to the world as a ruling power or object of worship’.

- In the context of the Internet and gaming subculture, avatar can also refer to a person’s ‘nick name’ in a forum or in a multi-player video game.



Useful Quotes

Language/discourse is shaped by social reality, but language in turn also shapes/reinforces social reality. (Norman Fairclough)

'The objects that we use and consume cease to be mere objects of use; they become carriers of information about what kind of people we are, or would like to be.' (Vestergaard and Schroder)

Whites are 'the non-defined defier of other people.' (Frankenberg)

The idea of the nation and national identity, according to Ram, is therefore a narrative 'which people tell about themselves in order to lend meaning to their social world.'

Discourses are structures of possibility and constraint. (Foucault)

'The strongest form of power may well be the ability to define social reality, to impose visions of the world.' And such visions are inscribed in language. (Susan Gal)

We want to express our identity through language and we want to communicate intelligibly through language. We want to be different and we want to be the same. (David Crystal)

New Englishes are 'transplanted varieties with their own distinct ecologies, contexts and functions.' (Kachru)

The chief difference between standard and non-standard varieties is not in their 'superior' or 'inferior' linguistic structures, but in the different levels of social acceptability accorded to them and in the fact that non-standard varieties are not extensively codified or officially prescribed. (Milroy & Milroy)

To conquer English may be to complete the process of making ourselves free.
(Rushdie)

Ideology works by disguising its ideological nature. (Althusser)

Nationality is a narration, a story which people tell about themselves in order to lend meaning to their social world. (Uri Ram)

When you learn another tongue, you learn the way another people see the world, the universe (from the novel *Languages of Pao*)

Oh
Bossy Women Gossip
Girlish Women Giggle
Women natter, women nag
Women niggle-niggle-niggle
Men Talk
(Liz Lochhead, Dreaming Frankenstein)

‘The Personal is Political’

Also termed ‘The private is political’ is a political argument used as a slogan of student movement and second-wave feminism from the late 1960s. It underscores the connections between personal experience and larger social and political structures. I.e. The experiences, feelings, and possibilities of our lives are not just a matter of personal preferences and choices but are moulded, and defined by the broader political and social setting. The term ‘political’ therefore meant that our personal lives are in considerable part politically delimited and determined so that improving our personal experiences and well-being meant we must collectively address political relationships and structures.

Related Glossary Terms

5. P2SB

Index

[Find Term](#)

*Accommodation Theory (Giles):

Speech convergence refers to speakers converging their speech to locutors they are speaking to where the speakers have a vested interest in pleasing others, putting them at ease, or winning their trust and confidence. If speech convergence takes place genuinely out of accommodation, it is a speech strategy.

Speech divergence is where a deliberate attempt to diverge from the speech style, accent and even the language of the person addressing them. This is sometimes done to exhibit cultural distinctiveness or establish one's social membership. When divergent forms are prestigious, speech divergence can be positive as speakers are admired and this benefits the diverger.

Related Glossary Terms

*Crossing (Rampton), 1. Language Variation

*Code Switching

Code-switching is changing back and forth between two languages or varieties of the same language, especially in a single conversation.

- Intra-sentential

- Inter-sentential

Speakers only code-switch because they are confident or proficient in both languages. When monolingual speakers code-switch, that is considered a mistake instead.

Related Glossary Terms

*Crossing (Rampton), 1. Language Variation, 5. P2SB, Code Mixing, Style Switc

*Collective Consciousness (Durkheim)

The values and beliefs held by the majority that shape individual action. With time, this sense of collective consciousness can eventually be **normalized** and become a **social fact** - that is, "manners of acting, thinking, and feelings external to the individual, which are invested with coercive power which they exercise control - **favorable to the elites' interest**.

The state (which fosters patriotism and nationalism), **news and popular media** (which spreads all kinds of ideas and practices, from how to dress, to who to vote for, to how to date and be married), **education** (which molds us into compliant citizens and workers), and **the police and judiciary** (which shape our notions of right and wrong, and direct our behavior through threat of or actual physical force), among others.



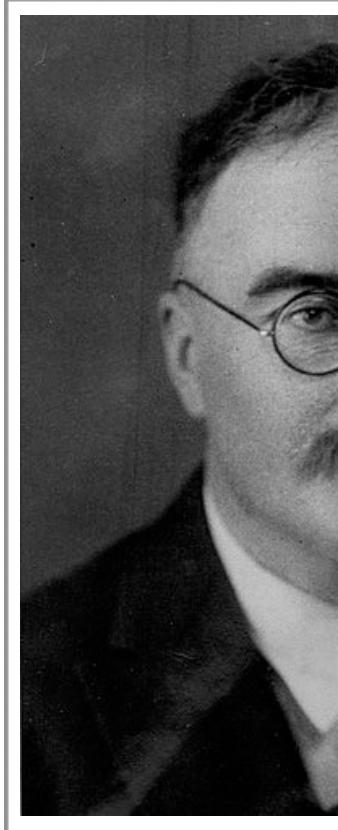
Rituals that serve to reaffirm the collective conscious range from parades and holiday celebrations to sporting events, weddings, grooming ourselves according to gender norms, and even shopping (think Black Friday).

In either case—primitive or modern societies—collective consciousness is something "common to the whole of society," as Durkheim put it. It is not an individual condition or phenomenon, but a social one. As a social phenomenon, it is "diffused across society as a whole," and "has a life of its own." It is through collective consciousness that values, beliefs, and traditions can be passed down through generations. Though individual people live and die, this collection of intangible things, including the social norms connected to them, are cemented in our social institutions and thus exist independent of individual people.

Most important to understand is that collective consciousness is the result of social forces that are external to the individual, that course through society, and that work together to create the social phenomenon of the shared set of beliefs, values, and ideas that compose it. **We, as individuals, internalize these** and make the collective consciousness a reality by doing so, and we reaffirm and reproduce it by living in ways that reflect it.

*Collective Memory (Halbwachs)

The aim of perpetuating a shared public discourse is to emphasize the common history, involving the **selective remembering** and **forgetting** of events important to the group. This is meant to forge a connection between the abstraction of national identity and the concrete practice of everyday life.



Related Glossary Terms

*Collective Consciousness (Durkheim)

*Communities of Practice (Eckert & McConne Ginet)

Am aggregate of people who come together around **mutual engagement** an endeavor. Ways of doing things, ways of talking, beliefs, values, positions- in short, practices - emerge in the course of this mutual endeavor.

As a social construct, a community of practice is different from the national community, primarily because it is **defined simultaneously by membership and by the practice** in which that membership engag

Related Glossary Terms

5. P2SB

*Crossing (Rampton)

The deliberate use of a language variety that is generally associated with another ethnic group to which the speaker does not belong.

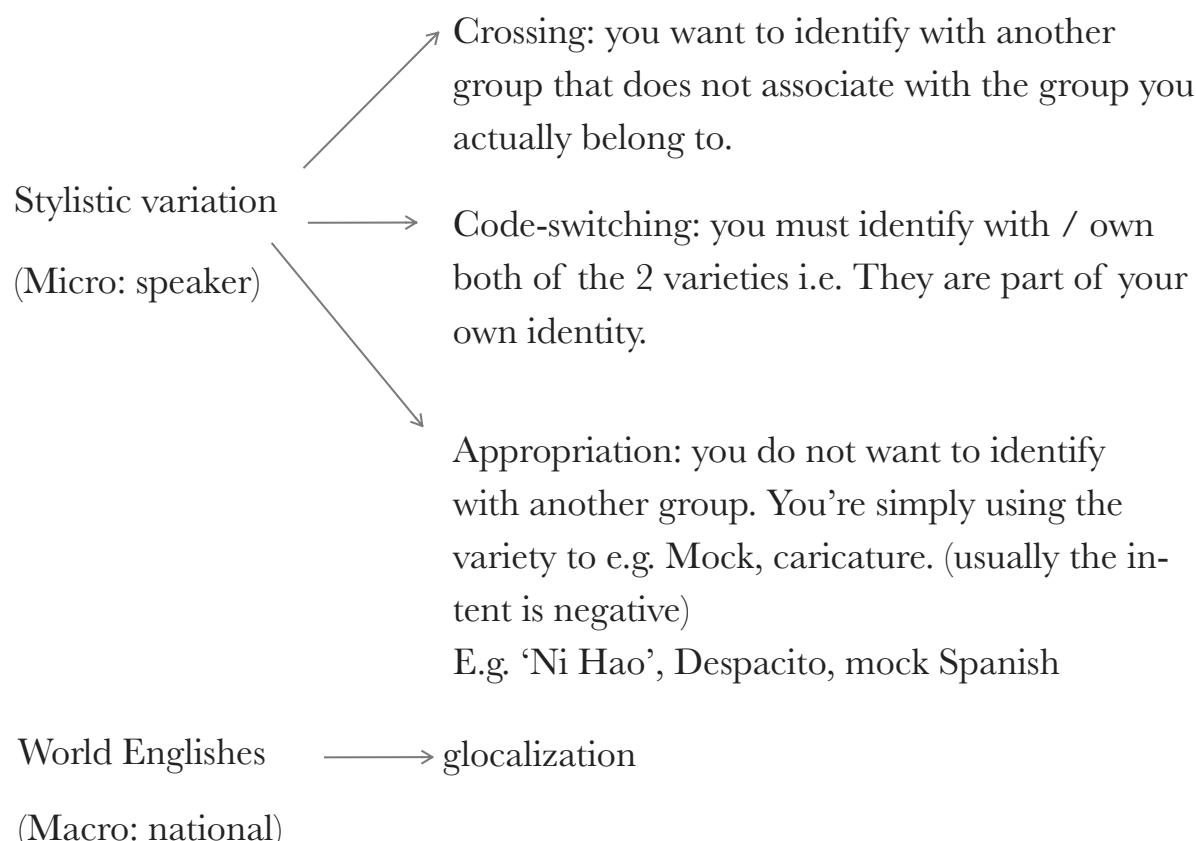
Realized in two forms:

- The out-group use of a prestigious minority code such as the use of AAVE by white teenagers
- The pejorative use of secondary foreigner talk such as the use of a British or Russian accent by a villain such as Scar in The Lion King and Ivan Drango in the Rocky series respectively.

Our concerns:

- How and why individuals are motivated to employ the language variety of a different ethnic group
- How language might reveal some change(s) in how we construct our identity

Difference between Crossing, Code-switching, Appropriation, and Glocalization



*Descriptivism vs Prescriptivism

Descriptivism says what or how a language **is**. Prescriptivism tells us what or how language **should** be.

On one hand, prescriptivism is the belief that a language variety is more ‘appropriate’, ‘correct’, or ‘superior’ to any other language variety. By implication, this language variety should as such serve as the standard and provide the norms of use for broader society. This is informed by linguistic purism, which is the practice of defining a language variety as being ‘purer’ than another language variety.

On the other, descriptivism is the belief that no language variety is more ‘appropriate’, ‘correct’ or ‘superior’ to any other language variety. This would conversely mean that no language variety should - or even can - serve as the standard and set the norms of use for broader society as none is necessarily ‘better’ than the others in a linguistic sense.

Dictionary-makers may have a descriptive **approach or methodology**, but dictionaries serve a prescriptive **function or purpose**.

Related Glossary Terms

1. Language Variation, 4. Language Policy and Planning, Linguistic Purism

*Diglossia (Charles Ferguson)

Diglossia refers to the co-existence of two languages, two dialects or of the same language used complementarily in a community.

These two varieties are functionally differentiated -- one is regarded (H), and the other is low (L). Both the **H variety** and the **L variety** are used in different domains to serve distinct purposes.

Diglossia is a characteristic of speech communities rather than individual speakers. Nonetheless, individuals may therefore be bilingual and diglossia is sometimes described as “institutionized bilingualism”.

Related Glossary Terms

*Prestige (Labov), 1. Language Variation, 4. Language Policy and Planning, Vernacular

*Dynamic Model of Postcolonial Englishes (Schneider)

This model frames the evolution of the English language in an Outer nation, most likely an ex-British colony, in five phases:

1. Foundation
2. Exonormative Stabilization
3. Nativization (Singlish, involves identity, becomes an identity marker
there is some controversies)
4. Endonormative Stabilization (no problem using the new variety
usually due to prestige e.g. Tok Pisin due to nationalism)
5. Differentiation

Related Glossary Terms

- 3. World Englishes, 4. Language Policy and Planning

*Euphemism Treadmill (Pinker)

Euphemism treadmill is the linguistic phenomenon that certain words and expressions which begin as euphemisms because they describe culturally offensive matters, **end up being dysphemic** (taboo or offensive), and can be **replaced by other euphemisms**.

Euphemisms on this ‘treadmill’ - turning into taboo words themselves undergo a semantic change known as pejoration.

Related Glossary Terms

*Political Correctness, *Sapir-Whorf Hypothesis, 5. P2SB

*Haugen's Language Planning Model

The process of standardization is meant to establish consistency in the usage of a language as well as to promulgate these norms. This, the linguist, is done to ensure that a standard language will have:

- minimal variation in form - there will be uniformity in lexis, morphology, phonology, and syntax.
- Maximum variation in function - it will be used by as many people in many communicative contexts as is possible.

	Form	Function	Place
Society	Selection	Implementation	Social
Language	Codification	Elaboration	Communicative

Related Glossary Terms

*Hornberger's Language Planning Model, 4. Language Policy and Planning

*Hegemony (Gramsci)

The ideology of the dominant and powerful ruling group in society - the attitudes, values, and perceptions of the elites - decide what a dialect is, and what a language is. This ideology is also known as hegemony. (P2SA Definition)

The ability of the **dominant** class to persuade the **subordinate** class to act in its interest and act against their self-interest.

Dominant groups have to work at staying dominant. They attempt to secure domination:

1. By constructing a 'ruling group' through building and maintaining political alliances
2. By generating consent ('legitimacy') among the population
3. By building a capacity for coercion through institutions such as the police, the courts and the legal system, prisons and the military to create 'authority'. The more legitimacy dominant groups have, the less coercion they need to apply.

Hegemony is simply rule by persuasion, so that people accept the dominant ideology willingly.

Hegemonic power is the result/outcome. Manufacturing of consent is the process.

E.g. More acceptable for women to say 'hot guy' than men saying 'hot girl'
--> due to hegemonic power of feminism: its ok for women to objectify the opposite sex because men also do that; but its not ok for men to do the same

*Hornberger's Language Planning Model

1. Status planning

- a. Selection and implementation
- b. Government makes the rationalizations and decisions

Status planning is concerned with the social aspect. This is as, according to Hornberger, it will involve the government (re)allocating the standard language to various functional domains and therefore affect the status of the standard language.

The concept of language status is defined by Kloss as the position or the standing of a language variety vis-a-vis others.

Status planning is concerned with prestige and linguistic capital - whether a variety is designated as H/L variety

If there is a diglossic situation, status planning is more useful

2. Acquisition planning

- a. Medium of instruction and other curriculum policies
- b. MOE

Roughly correspond to the focusing stage of Haugen's language planning model as it is said to be undertaken primarily through the education system and/or non-governmental organizations (e.g. Media)

Re-creation of resources to be disseminated to encourage/discourage the use of certain language varieties e.g. Ban on dialects

3. Corpus planning

- a. Graphization or orthography
- b. Standardization / codification
- c. Modernization due to post-colonialism and globalization
- d. Linguists and grammarians are consulted

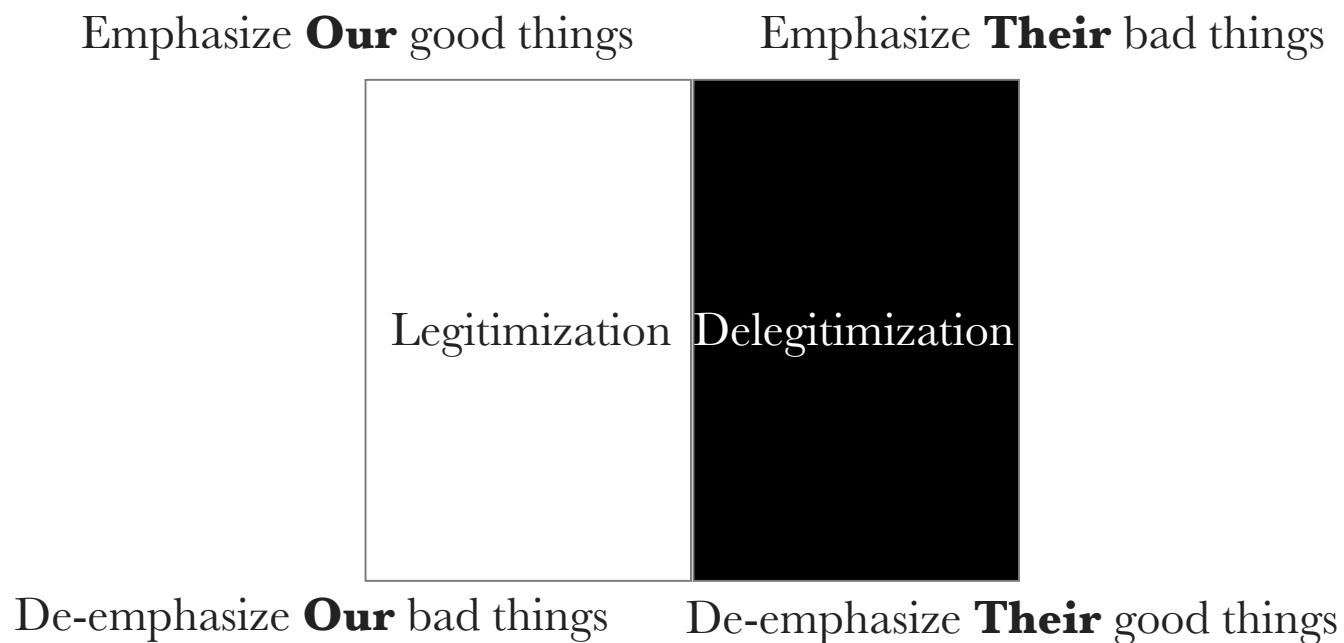
Corpus planning is concerned with the linguistic aspect. This is what Hornberger referred to in the prescriptive regulation of the lexis, morphology, orthography, phonology, and/or syntax of the standard language.

Standardization, eliminate inconsistencies, regularization

Related Glossary Terms

*Haugen's Language Planning Model, 4. Language Policy and Planning, Language Status (Kloss)

*Ideological Square (van Dijk)



Such an ideological or political square combines strategies of positive self-presentation and negative other-presentation by polarizing in-groups and out-groups through a double process of emphasis and mitigation.

Political discourse or propaganda typically focusses on the preferred topics of 'our' group or party, on what we have done well, and associate political opponents with negative topics, such as war, violence, drugs, lack of freedom, etc.

Political leaders need to legitimize oneself (positive self-presentation) and delegitimize their opponents (negative self-presentation)

E.g. D. Trump called the ISIS terrorists 'losers'. It might be a good strategy in view of the winning-losing dichotomy.

Related Glossary Terms

5. P2SB, Social Representations (van Dijk)

*Ideological State Apparatus (ISA) (Althusser)

As opposed to Repressive State Apparatuses (RSAs) that ‘rule by force’ the legal system and the police force.

ISAs are distinguished by their use of persuasion - rather than by force social norms.

Related Glossary Terms

*Hegemony (Gramsci), *Manufacturing of Consent (Herman & Chomsky), 5. P29
Telling

*Imagined Community (Anderson)

The nation is what Anderson termed an imagined community, which of people who might not have face-to-face interaction on a daily basis are convinced that they belong to that group.

Related Glossary Terms

5. P2SB

*Innovation, Deviation and Mistake (Kachru)

Kachru distinguishes between **innovation**, **deviation** and **mistake**.

An **innovation** is concerned with creativity which the gatekeepers of English in the UK have been reluctant to accept.

A **deviation** involves a comparison with another variety, normally the Inner Circle.

A **mistake or error** relates to acquisitional deficiency.

Related Glossary Terms

Drag related terms here

*Interpellation (Althusser)

The process through which an individual can become a subject through the reproduction of ideology in them.

Interpellation is the constitutive process where **individuals acknowledge and respond to ideologies**, thereby **recognizing themselves as subjects**.

The term interpellation was an idea to explain the way in which ideas get into our heads and have an effect on our lives, so much so that cultural ideas have such a hold on us that we believe they are our own. Interpellation is a process, a process in which we **encounter** our culture's values and **internalize** them.

Interpellation and institutional identities:

The texts produced by the institutions map out a role for the subject.

Recognizing your role confers identity on you as an individual, but also subjects you to their authority.

The fact that these rules become internalized and come to be regarded as obvious, unquestioned commonsense shows the latent naturalized ideology of the institution.

*Labelling (Goffman)

One's description of someone else is said to create a self-fulfilling prophecy. This will either cause or reinforce their identity to be as such.

Related Glossary Terms

*Labels of Primary Potency (Allport), 5. P2SB

Index

Find Term

*Labels of Primary Potency (Allport)

Many of the definitions we impose on people are formed by **negative types** that have developed over time.

Language makes categorizing people possible but, due to the differentiations available, our use of words become labels, and these labels may an individual's character by creating or associating negative stereotype

You may correctly say that a certain man is human, a philanthropist. A C physician, an athlete. A given person may be all of these; but the chance Chinese stands out in your mind as the symbol of primary potency. Yet neither nor any other classificatory label can refer to the whole of a man's nature.

Gordon Allport (1954) *The Nature of Prejudice*

E.g. OITNB “*inmates*”

Related Glossary Terms

*Labelling (Goffman), 5. P2SB

*Language Reflectionism (Fairclough)

Language will reflect our thought. What we can think will be what we

Related Glossary Terms

Drag related terms here

*Language Relativism (Sapir & Whorf)

Language/discourse is shaped by social reality, but language in turn also shapes/reinforces social reality. (Norman Fairclough). It is therefore clear that language can both reflect and construct society's attitudes and values.

Essentially political correctness is an attempt to change social reality by changing language.

Not everyone agrees about the benefits, value, or legitimacy of political correctness. The disagreements tend to centre on the contextual application of political correctness, rather than the notion of 'political correctness' itself.



Language will guide our thought. What we can say will be part of what we can think.

Related Glossary Terms

*Leaky Diglossia (Fasold & Gupta)

Elements of L occurring in otherwise H utterances.

‘One variety “leaks” into the functions formerly reserved for the other variety.’

Related Glossary Terms

*Lectal Continuum (Platt), 1. Language Variation, 3. World Englishes

Index

Find Term

*Lectal Continuum (Platt)

A 'lect' is a social or regional variety of speech having a sociolinguistic or functional identity within a speech community.

Speech continuum:

↑ Acrolect: most identical to the prestige standard (English) => High educational attainment level; upper socioeconomic class

Mesorelect: increasingly decreolised => Moderate educational attainment level; middle socioeconomic class or status

Basilect: most conservative version of the creole (Singlish) => Literacy or very low educational attainment level; poor socioeconomic class or status

This linguistic continuum is presented as a social continuum that takes education as its measure of social ranking. Each speaker, then, is seen to have at his disposal an acrolect that is commensurate with his position on the social scale, as well as the basilect Singlish, and all varieties existing between the two.

Therefore, speakers have at their disposal a certain range of continuum, the breadth of which depends on their location on the educational continuum, which they can choose from for the purposes of stylistic variation.

Help you to understand when you deal with variety arising from language contact

Useful in illustrating some non-standard varieties similar to standard but not exactly

E.g. Singlish derived from basilect: sotong, walao

Singlish derived from acrolect: pattern more than badminton

Singlish derived from both: blur like sotong (both basilectal influence, which cannot be understood by the standard English speakers and acrolectal influence)

*Linguistic Capital (Bourdieu)

Bourdieu described linguistic capital as being acquired through one's mastery of a dominant and valued language variety and cultural capital as being a reflection one's socioeconomic status.

Linguistic capital is a form of cultural capital that can enable social mobility belonged to economic capital*. Both can either share a direct relationship or an inverse relationship.

*Economic capital is simply the fundamental/material capital one might possess.

The association between the ability in a prestige language (in this case English) and economic opportunity have been theorized by the sociologist Bourdieu using the metaphor linguistic capital. Linguistic resources are differentially distributed among members of society and that possession of certain linguistic resources gives access to improved social opportunity which can then be transferred into actual economic capital.

In many parts of the world, English is regarded as a language of power, success and prestige.

Link to P2SB Lang & Biz:

International linguistic marketplace (Bourdieu 1997) where particular language varieties hold greater linguistic capital and covert prestige vis-a-vis others

Related Glossary Terms

*Prestige (Labov), 1. Language Variation, 2. Language Change, 3. World Englishes, 4. Language Policy and Planning, 5. P2SB, Linguicide, New Capitalism

*Manufacturing of Consent (Herman & Chomsky)

The term refers to a general sense to the ability of **social institutions** to **shape public opinion**.

Chomsky refers to the ‘manufacturing of consent’ through political discourse when he critique American politics, and the role of the mass media in ‘manufacturing consent’ of its foreign policy.

Related Glossary Terms

*Hegemony (Gramsci), *Ideological State Apparatus (ISA) (Althusser), 5. P2SB

*Mutual Comprehensibility (Smith & Nelson)

Comprehensibility involves the capacity to assign meanings to what we read, and, conversely, to choose the elements that will most nearly express our intentions.

Related Glossary Terms

*Mutual Intelligibility (Smith & Nelson), *Mutual Interpretability (Smith & Nelson), Englishes

*Mutual Intelligibility (Smith & Nelson)

The conveying or exchange of information is one of the principle functions of human language. Indeed, some people consider it the primary function. And necessary component of communication in these terms is intelligibility.

The participants in a conversation need to be able **to understand the meaning of those with whom they are speaking**, and **to respond such a way** that their interactions have a successful outcome.

Related Glossary Terms

*Mutual Comprehensibility (Smith & Nelson), *Mutual Interpretability (Smith & Nelson), World Englishes

*Mutual Interpretability (Smith & Nelson)

Another important aspect about effective communication is knowing what a particular expression means in a particular social or cultural context or what Smith refers to as ‘interpretability’.

It is not sufficient to understand the literal meaning. One also needs to have knowledge about how to use language appropriately depending on the social context.

The reason there is a difference between simply knowing the literal meaning of a phrase and the functional meaning it has in an actual conversation is that the way we interpret an utterance is always informed by the circumstances in which it is used.

Pragmatics = contextual meaning + linguistic meaning

E.g. Different politeness strategies across different cultures

Related Glossary Terms

*Mutual Comprehensibility (Smith & Nelson), *Mutual Intelligibility (Smith & Nelson), Englishes

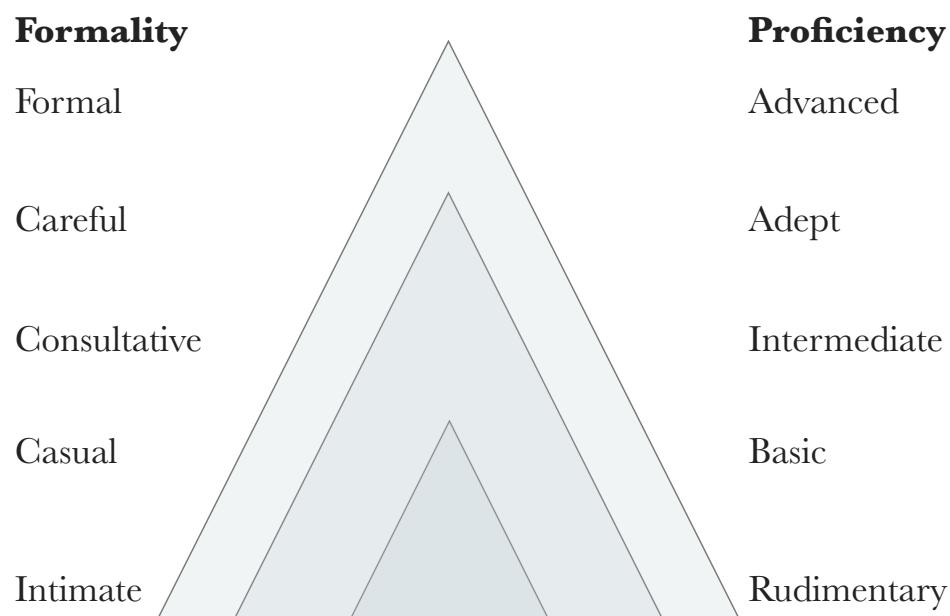
*Othering (Levinas)

Essentialism: reduce certain group to a single homogeneous group. This is meant to create a common enemy.

Related Glossary Terms

5. P2SB, Orientalism (Said), Social Representations (van Dijk)

*Pakir's Expanding Triangles of Expression



The cline of formality indicates that SSE belongs to the upper end whereas CSE is delegated to the lower end. SSE is used for formal contexts and CSE for informal settings. Therefore, one could say that SSE and CSE are two different registers.

Regarding the cline of proficiency, Pakir says that it measures the number of years a speaker has had in learning (presumably) Standard English:

- the most advanced speakers have the largest triangles of expressions and can move effortlessly up and down the formality cline where they may code-switch or style-switch between SSE and CSE.
- The lower educated speakers are confined to the smallest triangle of expression, with only CSE as their working language.

More concerned with the functions of a variety of english

Able to move up and down --> Code-switching

If you are proficient: you can code switch easily from H and L domain

If you are not proficient, you are restricted to the L domain (informal)

Most useful for question on Singlish

For Outer Circle mainly: because in expanding circle, english is not so widely used, hence not much need to use standard English

*Political Correctness

Political correctness refer to language ideas, or policies that address perceived or actual discrimination against politically, socially, or economically disadvantaged groups. This term usually implies that these considerations are excessive or purely ‘political’ nature. These groups most prominently include those discriminated by gender, race, religion, ethnicity, sexual orientation and disability.

Related Glossary Terms

*Euphemism Treadmill (Pinker), *Verbal Hygiene (Cameron), 5. P2SB, Gender Politics (Butler)

*Power/Knowledge (Foucault)

Asymmetry in knowledge will lead to asymmetry of power.

E.g. In institutions expert vs non-experts

Related Glossary Terms

5. P2SB

*Prestige (Labov)

Overt Prestige: status that is generally recognized as ‘better’ or more valued in the larger community, in contrast to covert prestige.

Covert Prestige: the status of a speech style or feature s having poss but which is ‘hidden’ or not valued similarly among the larger commu
trast to overt prestige

Related Glossary Terms

*Diglossia (Charles Ferguson), *Linguistic Capital (Bourdieu)

*Register

A register is a variety of a language used for a particular purpose or in a particular social setting.

Related Glossary Terms

*Pakir's Expanding Triangles of Expression, 1. Language Variation

*Sapir-Whorf Hypothesis

Strong version (Language Determinism, Wittgenstein): language determine thought and that linguistic categories limit and determine cognitive categories.

Weak version (Language Relativism, Fairclough): language relativism, linguistic categories and usage influence thought and certain kinds of non-linguistic behavior.

Example: Newspeak in George Orwell's 1984

In today's context, newspeak has come to mean propagandistic language marked by euphemism, circumlocution, and the inversion of customary meanings.

There have been other words coined such as Nukespeak, Politspeak, Dip speak, on analogy of Orwell's famous Newspeak on the assumption that if one could manipulate or limit what was possible in language then one could manipulate or limit what was possible in thought. Controlling language in this way implies an attempt to control the minds and thoughts of people.

Related Glossary Terms

*Euphemism Treadmill (Pinker), *Language Relativism (Sapir & Whorf), 5. P2SB

*The Other to The Self (de Beauvoir)

The marked Other and the unmarked Self.

Apply to Lang and Age:

Children and the elderly are the Other to the Self of adults. Both are situated and defined in relation to adults, who serve as the norm and the standard upon which children and elderly are understood. Hence, neither has a self of their own.

Related Glossary Terms

5. P2SB, Orientalism (Said), Social Representations (van Dijk)

*Three Circles Model (Braj Kachru)

- The Inner Circle represents the native speakers. (ENL) --> 'norm-providing'
- The Outer Circle consists of second language speakers in countries like India. Many of such countries were former colonies of Britain and USA. English was retained after decolonization as an official language, so there is a co-existence of English with other languages. Private interactions do not usually take place in English for the majority, but public domains like law, education, politics and business often use English. (ESL) --> 'norm-developing'
- The Expanding Circle represents the number of people learning English as a foreign language where the use of English is usually in a non-English-speaking region. E.g. China, Japan, Russia, Sweden, Denmark, Netherlands. English has no official status in these countries. (EFL) --> 'norm-dependent'

The three circles represent the types of spread, the patterns of acquisition, and the functional allocation of English in diverse cultural contexts.

Related Glossary Terms

3. World Englishes

*Verbal Hygiene (Cameron)

Verbal hygiene is essentially prescription or proscription about what counts as ‘proper’, ‘correct’, and ‘acceptable’ usage in a range of contexts, to gauge language as a political weapon.

Related Glossary Terms

*Political Correctness, 5. P2SB

Index

Find Term

1. Language Variation

Related Glossary Terms

*Accommodation Theory (Giles); *Code Switching, *Crossing (Rampton), *Descriptivism, *Descriptive Prescriptivism, *Diglossia (Charles Ferguson), *Leaky Diglossia (Fasold & Guptas), *Discourse Continuum (Platt), *Linguistic Capital (Bourdieu), *Pakir's Expanding Triangles of Communication, *Register, Accent, Appropriation (Hill), Code Mixing, Communicative Competence, Communicative Economy, Complementary Principle (Grosjean), Dialect, Face (Goffman), Language Contact, Language Death, Language Revival, Language Shift, Lexicalization, Phatic Communion (Jakobson), Pidgin, Pluricentricity of English (Jenkins), Sociolinguistics, Standardization (Labov), Style Switching, Substrate, Superstrate, Abstrate (Ascoli), Vernacular, World English.

2. Language Change

Related Glossary Terms

*Linguistic Capital (Bourdieu), Borrowing, Communicative Competence, Comm
Economy, Conventionalism, Dialect Leveling, Language Contact, Language Los
guage Shift, Loan Translation, Semantic Change: Amelioration, Semantic Chan
tion, Semantic Change: Semantic Narrowing, Semantic Change: Semantic Wid
formation: Acronyms, Word-formation: Affixation, Word-formation: Backformati
formation: Blending, Word-formation: Borrowing, Word-formation: Clipping, Wo
formation: Coinages, Word-formation: Compounding, Word-formation: Convers
formation: Folk etymology, Word-formation: Initialism, Word-formation: Levelling

3. World Englishes

Related Glossary Terms

*Dynamic Model of Postcolonial Englishes (Schneider), *Leaky Diglossia (Fasold), *Lectal Continuum (Platt), *Linguistic Capital (Bourdieu), *Mutual Comprehensibility (Smith & Nelson), *Mutual Intelligibility (Smith & Nelson), *Mutual Interpretability (Smith & Nelson), *Pakir's Expanding Triangles of Expression, *Three Circles Model (Braj Kachru), Policy and Planning, Cultural Orientation Model (COM) (Alsagoff), Domain Loss, Death, Language Loss, Language Ownership (Widdowson), Language Revival, Shift, Linguicide, Linguistic Imperialism (Phillipson), Linguistic Rights, Platt's Crisis, New English, Pluricentricity of English (Jenkins), Status of an Innovation (Bamgani)

4. Language Policy and Planning

Usually an argument in the context of world Englishes

Related Glossary Terms

*Descriptivism vs Prescriptivism, *Diglossia (Charles Ferguson), *Dynamic Model of colonial Englishes (Schneider), *Haugen's Language Planning Model, *Hornberger's Language Planning Model, *Linguistic Capital (Bourdieu), 3. World Englishes, Communicative Competence, Communicative Economy, Dialect Leveling, English-knowing bilinguals (Kachru & Pakir), Internationalism, Language Revival, Linguistic Assimilation, Linguistic Competence, Linguistic Purism, Vernacularization

5. P2SB

Language shapes and reflects society.

Related Glossary Terms

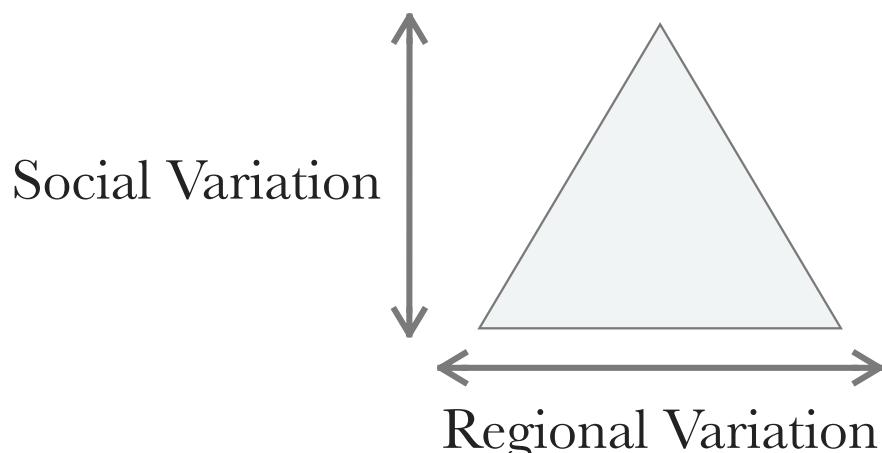
'The Personal is Political', *Code Switching, *Collective Consciousness (Durkheim), *Communities of Practice (Eckert & McConnell-Ginet), *Euphemism Treadmill (Pinker), *Hegemony (Gramsci), *Ideological Square (van Dijk), *Ideological State Apparatus (ISA) (Althusser), *Imagined Community (Anderson), *Interpellation (Althusser), *Labelling (Goffman), *Labels of Primary Potency (Allport), *Language Relativism (Sapir & Whorf), *Linguistic Capital (Bourdieu), *Manufacturing of Consent (Herman & Chomsky), *Othering (Levinas), *Political Correctness, *Power/Knowledge (Foucault), *Sapir-Whorf Hypothesis, *The Other to The Self (de Beauvoir), *Verbal Hygiene (Cameron), Advert: AIDA Advertising Model, Advert: Attention, Interest, Memorability (El-daly), Agar's Definition for Institution, Analytical Resistance (van Dijk), Angle of Telling, Appropriation (Hill), Business: Discourse of 'Teamwork' (Fairclough), Commodity Racism (McClintock), Compassionate Consumption (Richey and Ponte), Enterprise Culture (Keat and Abercrombie), Ethnocentric, Functions of Metaphors (Goatly), Gender Performativity (Butler), Gender: Gender-neutralization (Pauwell), Gender: Gender-specification (Pauwell), Gender: Patriarchal Dividend (Connell), Gender: The Difference Approach (Tannen), Gender: The Dominance Approach (Lakoff), Gender: The Performance-based Approach (Cameron), Gender: Women and Men as Language Users and Regulators (Pauwell), Gender: Women's Language (Lakoff), Ideal-typical Enterprising Self (Heelas), Idols of Consumption (Baudrillard), Institutional Talk as Strategic Discourse (Habermas), Interdiscursivity (Fairclough), Intersectionality (Crenshaw), Intertextuality (Kristeva), Lifestyle Politics (Bennett), National Ideology of Singapore, Neoliberalism, New Capitalism, Orientalism (Said), Pseudo-intimacy (O'Keefe), Re-appropriation / Reclamation, Re-contextualization, Scale of Prejudice (Allport), Social Conscience (Cook), Social Representations (van Dijk), Style as Audience Design (Bell), Subpolitics (Beck), Teleological Discourse (Scheue), The New Elderly (van Dyk & Lessenich), The Rhetoric of Glamour (Breeze), Three-dimensional conception of discourse (Fairclough)

Accent

A particular way in which a group of people collectively pronounce a language. There may be regional, social, ethnic or individual differences in the way language is pronounced. Each distinguishable type of pronunciation is called an accent.

Peter Trudgill is a British sociolinguist. He believes that attitudes towards accents are based more on social connotations and prejudices surrounding the location or social group associated with that accent than on the sound itself.

Peter Trudgill's accent variation:



Related Glossary Terms

1. Language Variation
-

Advert: AIDA Advertising Model

Attention, Information, Desire, Action

Related Glossary Terms

5. P2SB, Advert: Attention, Interest, Memorability (El-daly)
-

Index

Find Term

Advert: Attention, Interest, Memorability (El-)

Attention Most advertising is designed to be intrusive, in that an intruding message is one that is one that is hard to ignore. Advertising that grabs attention often intriguing, novel, unusual, or surprising.

Interest has an element of curiosity, concern or fascination bonding to the message. Interest happens when a message is relevant to people and addresses them with something they care about. However, interest is often temporary and dies when attention shifts. An ad is successful when it stimulates interest in order to maintain interest and make the viewer want to know more.

Memorability refers to how ads have ‘sticking power’. They are effective because they stay with the viewer, anchoring the product firmly in their memory and hence are able to influence the viewer’s purchasing choices in the long term.

Related Glossary Terms

5. P2SB, Advert: AIDA Advertising Model

Agar's Definition for Institution

Agar defines an ‘institution’ as ‘a socially legitimated expertise together with those persons authorized to implement it’.

This suggests that institutions are not restricted to physical settings and can refer to any powerful group, such as the government or the media.

Agar’s definition also includes the conception of institutions as involving asymmetrical roles between the ‘expert’ or institutional representative, vested with institutional authority or institutional norms and objectives.

Related Glossary Terms

5. P2SB

Analytical Resistance (van Dijk)

Analysis of discourse which shines up the workings of power that sustains social structures/relations is itself a form of ‘analytical resistance’ and contributes to ongoing struggles of contestation and change.

Related Glossary Terms

5. P2SB

Angle of Telling

An ‘angle of telling’ is the interpretive lens adopted by the text produced. In other words, the angle of telling reflects the perspective of the speaker. The angle of telling also reveals the ideological position of the teller. The angle of telling merely manifests this ideological position.

Related Glossary Terms

*Ideological State Apparatus (ISA) (Althusser), 5. P2SB

Anti-language (Halliday)

A means of communication within a minority speech community that excludes the main speech community.

Related Glossary Terms

Drag related terms here

Appropriation (Hill)

Appropriation refers to the ways in which many communities in diverse world contexts now perceive the language as an element of their own culture, and consider the variety that they speak to be a legitimate form of the language in its own right.

Perform a language variety that is not from your own speech community with/without the intent of indexing solidarity.

Usually having negative intent: take a word and change its meaning

E.g.

- Men's rights: Meninism

Flip the meaning of 'gender equality' (which doesn't really make sense given the patriarchal nature of today's society)

- 'witchhunt' appropriated by Trump

He is powerful, but flips the meaning of the word and position himself as the victim instead

- 'free speech' appropriated by the neo-nazis and the alt right

- 'Safe space'

Seemingly donates free from offensive language, but actually means censorship --> not really 'safe' per se, simply 'block out'

- political correctness

Originally means inclusive language, sensitive towards the minorities, now being appropriated to mean being overly sensitive

Borrowing

Borrowed words are loanwords. These lexical items from the source language which are adopted into the receiving language, now function in the usual grammatical processes, with nouns taking plural and/or possessive form, while verbs and adjectives receive native morphemes.

Related Glossary Terms

2. Language Change, Conventionalism

Index

[Find Term](#)

Business: Discourse of ‘Teamwork’(Fairclough)

- epitomized by buzzwords like ‘participation’, ‘empowerment’, ‘co-operation’
- Partnership, democratic values
- Pseudo autonomy
- Egalitarianism
- However, this does not mean that companies are genuinely committed towards a more ‘horizontal workplace’

Related Glossary Terms

5. P2SB, Business: The Discourse of ‘Flexibility’ (Fairclough & Harvey)

Business: The Discourse of 'Flexibility' (Fairclough Harvey)

A flexible and datable workforce is preferred - what is termed the gig economy which in times of economic downturn can be downsized and increased on-demand basis.

Workers are expected to acquire an ever-widening set of skills so that they can form a broader range of tasks with different responsibilities.

The demand for flexibility might be a pretext to demand that employees work more for less.

Related Glossary Terms

Business: Discourse of 'Teamwork'(Fairclough)

Code Mixing

Linguists tend to use the two terms ‘code switching’ and ‘code-mixing’ interchangeably.

The subtle difference is that code mixing is really a mixed language lect. In other words, it is a grammaticalised form which emerges from switching.

Related Glossary Terms

*Code Switching, 1. Language Variation, Style Switching

Commodity Racism (McClintock)

“Commodity racism” is a term that refers to the way in which race and commodities mutually inform one another. The concept was first proposed by Linda McClintock, who argued that, from the late nineteenth century, racism was turned into commodities and their advertising campaigns was a key tool in the project of colonization and empire. More broadly, commodity racism encompasses racist modes of the commodification of people – most importantly – as well as commodities in which racism is embedded. Evidenced in fields as diverse as advertising, toys, sex tourism, and sports, racism is essential to the world of commodities across the globe

Related Glossary Terms

- 5. P2SB

Communicative Competence

Ability to be understood, regardless of use of non-standard varieties

Related Glossary Terms

- 1. Language Variation, 2. Language Change, 4. Language Policy and Planning, Native Economy, Linguistic Competence

Communicative Economy

The ability to be understood with the minimum words used.

Efficiency of communication is prioritized

Reasons:

- NCT character limit
- Singlish end particles, 'see, no touch'
-

Related Glossary Terms

1. Language Variation, 2. Language Change, 4. Language Policy and Planning, tive Competence, Linguistic Competence

Compassionate Consumption (Richey and Poole)

The phenomenon where consumers are enjoined to purchase goods from brands like Levi's, Versace, the Gap or Armani on the grounds that a percentage of the proceeds will be donated towards a global fund for fighting AIDS or malaria.

The participating organization's decision is often made in order to raise their Corporate Social Responsibility (CSR) profile without substantially changing their normal business practices.

The consumers engage in low-cost heroism without meaningfully impacting the lives of those affected by their awareness of global production-consumption relations or the struggle of people living with HIV.

Related Glossary Terms

5. P2SB

Complementary Principle (Grosjean)

“Bilinguals use their languages in different situations, with different purposes in different domains of life, for different purposes.”

Related Glossary Terms

1. Language Variation

Conventionalism

Conventionalism is a gradual process in which a foreign word becomes a native word.

Related Glossary Terms

2. Language Change, Borrowing

Cross-modality (Baron)

One mode of communication, be it written or spoken, can significantly shape the other. For example, plays and poems, while initially meant to be read or delivered aloud, sometimes publicly.

This is particularly important in computer-mediated communication, where the absence of linguistic regulation means that users can and develop their own styles of communication.

Related Glossary Terms

Drag related terms here

Cultural Orientation Model (COM) (Alsagoff)

COM proposes that Singlish and Standard English are extremes at the continuum of cultural orientation, where Singlish indexes a localist orientation, whereas Standard English indexes a globalist orientation.

	International Singapore English	Local Singapore English
1	Economic capital	Socio-cultural capital
2	Authority	Camaraderie
3	Formality	Informality
4	Distance	Closeness
5	Educational attainment	Community members

Inter-variety or inter-register switches accommodated by the COM
stylistic variation in language use, as a form of performativity in one's speech

Related Glossary Terms

3. World Englishes

Dialect

A dialect is a variety of a language which is distinguishable by its grammar or vocabulary.

Related Glossary Terms

1. Language Variation

Dialect Leveling

Differences between dialects decrease.

Related Glossary Terms

2. Language Change, 4. Language Policy and Planning

Domain Loss

In a diglossic situation the H variety may be used for official functions variety is reserved for more familiar discourse e.g. With family, friends

As the dominant language grows in prestige, the H variety usually gradually eliminating the L varieties from all its former domains resulting main loss. As a result of its restricted usage, it may undergo loss of domain registers, when the H variety replaces the L variety even in informer contexts

Related Glossary Terms

3. World Englishes

English-knowing bilingualism (Kachru & Pak)

It refers to proficiency in English as the first language whereas an ethnically defined mother tongue is taught as a second language in schools.

Related Glossary Terms

4. Language Policy and Planning

Enterprise Culture (Keat and Abercrombie)

- The assimilation of universities to the commercial enterprise and the ‘appeal to consumer sovereignty’ as ‘politically double-edged’, since the ‘inequalities’ of ‘consumer-power’ generated by the free market are at odds with the supposed equality of democratic citizens.’

What was previously a ‘right’ has now become a commodity with all its implication for justice and equality.

- The enterprise culture also defines the conduct of the individual, who should develop and exhibit ‘enterprising’ qualities (aka ‘values’) such as personal responsibility, independence, resourcefulness and self-discipline, all regarded as ‘human’ and ‘moral values’ in an enterprise (as opposed to moral values of compassion, kindness)
- The ideology of an enterprise culture also shifts responsibilities from state to the individual. People are one expected to work on their selves to make themselves happier, healthier, more productive and successful. (**Self**-help books). To make them more enterprising, people also have to receive training in these ‘enterprising’ qualities.
- The enterprise culture also represents a culture change within business from bureaucratic to ‘entrepreneurial’ styles of management.

Related Glossary Terms

Ethnocentric

Using his own culture, language and nationality as a benchmark or reference point to compare and evaluate members of other ethnicities.

Related Glossary Terms

5. P2SB

Index

Find Term

Face (Goffman)

Cooperative conversation:

- Protect the positive face of the addressee by expressing agreement with association for and/or approval of them
- Avoid threatening the negative face of the addressee by not imposing individual freedom

Related Glossary Terms

1. Language Variation, Gender: Women's Language (Lakoff)

Fossilization

Implicit in attitudes held towards new varieties of English is the belief that Englishes is the result of a process known as fossilization. The learner English is said to have ceased (or ‘fossilized’) some way short of the target competence, with the target being assumed to be either Standard British or Standard American English.

Many regard English spoken in the Outer Circle as interlanguage (language that has not yet reached the target) or fossilized language.

--> Non-native Englishes as ‘deficit’

Related Glossary Terms

Drag related terms here

Framing (Goffman)

Framing

Source: Framing theory attributed to Erving Goffman (1974), drawing on work in economics.

Premise: Media provide a focus and environment for reporting a story, influencing how audiences will understand or evaluate it.

Evidence: Framing theory deals with social construction on two levels:

- Perception of a social phenomenon by journalists presenting news
- Interpretation of that phenomenon by audiences

Framing provides a rhetorical analysis of the text (an issue, or the reporting of the issue) to identify perception and/or interpretation. It involves the use of metaphor, spin, story telling, jargon, word choice, other narrative elements.

Framing has been called an exercise in power (who tells the story first) and persuasion (manipulation of audiences).

Example: Through initial reporting, the media may present the facts of a story in such a way that the audience is given a particular point of view or frame of reference and interpretation. The media may report that a political candidate has extreme views on an issue, that a budget proposal is harmful to a particular group, that a new medicine is of questionable safety, and so on. By such reporting, the media thus have presented a frame through which the story is interpreted by audiences. It also sets the baseline for future reporting on the issue.

Questions for Discussion:

- In a given situation, how have the media framed a story?
- Is there "good guy and a "bad guy"?
- Whose version of facts gets top billing?
- Which version becomes the standard against other points of view inherent in the story?
- What is the "meaning" of the story?
- What can a public relations practitioner do to re-frame a story or counter a negative frame?

Functions of Metaphors (Goatly)

1. Explanation
2. Ideological restructuring
3. Cultivation of intimacy
4. Expressing/hiding emotions

The function of metaphors to transform our perception of the world and to take a different ideological position is probably the most used function of metaphor in political discourse.

Related Glossary Terms

5. P2SB
-

Gender Performativity (Butler)

Social practices must be performed in certain ways and times in order to ‘count as’ a particular identity. The actions performed must be interpretable to others. Identities must be recognizable from context to context and licensed by cultural ideologies or discourses. Cultural discourses are flexible and identities are constantly negotiated.

Gender is not essentially what we are, but what we do. In other words, our maleness or femaleness is performed, and style is a form of performativity. Our use of language can help us ‘do’ masculinity or femininity, heterosexuality or homosexuality.

‘Performance’: 1) active process 2) not based on objective reality --> social construct (imagined)

To construct identity for yourself: identity marker

Gender:

- politeness strategy
- WL

Ethnicity:

- adopt AAVE

Related Glossary Terms

Gender: Gender-neutralization (Pauwell)

- Feminists have campaigned to discontinue the use of marked forms
- Elimination of female occupational nouns with suffixes such as ‘-ess’;
- Unmarked, generic terms like ‘actor’, ‘doctor’ are used in order to ‘neutralize’ or ‘minimize’ the linguistic expression of gender and/or gender marginalization to human referents.
- Social effectiveness of these campaigns is difficult to measure or assess; these feminist language campaigns have contributed to raising awareness of gender bias in language, and also casting women in the new role as linguistic norm-makers.
- Whether or not this new awareness can successfully bring about a change in gender ideologies and power relations beyond the linguistic realm is still a question mark.

Related Glossary Terms

5. P2SB, Gender: Gender-specification (Pauwell)

Index

[Find Term](#)

Gender: Gender-specification (Pauwell)

- Refers to the ‘explicit and symmetrical marking of gender in human
- For e.g. Using ‘he or her’ instead of the generic ‘he’
- However, it is also true that some terms which can apparently refer to both females and males, such as surgeon, doctor, professor and nurses, are in fact sometimes used as if they really only apply to one gender.

Related Glossary Terms

- 5. P2SB, Gender: Gender-neutralization (Pauwell)

Gender: Patriarchal Dividend (Connell)

Ideology that justifies and naturalizes male domination

Although, as individuals, people may deviate from the archetypes of manhood and femininity pertinent to a community, this nonetheless occurs against the logical structure of gender that privileges men as a social group, giving what Connell terms a ‘patriarchal dividend’, in terms of access to symbolic, political and economic capital.

Related Glossary Terms

5. P2SB

Gender: The Difference Approach (Tannen)

The difference approach compares gender communication with intercommunication. Gender differences in language use, as well as gender communication, can be attributed to the different socialization patterns. Because girls basically grow up in different cultures, so they learn different ways of talking.

Women are more cooperative than men in conversation. In other words, women have a ‘cooperative discourse style’ and men have a ‘competitive discourse style’.

Related Glossary Terms

5. P2SB, Gender: The Dominance Approach (Lakoff), Gender: The Performance Approach (Cameron)

Gender: The Dominance Approach (Lakoff)

Our use of language embodies attitudes as well as referential meaning. ‘Woman’s language’ has as foundation the attitude that women are marginal to the serious concerns of life, which are pre-empted by men. The marginal powerlessness of women is reflected in both the ways women are expected to speak, and the ways in which women are spoke of.

Challenges:

- Lacked empirical evidence, only based on her intuitions
- Assumed a straightforward form-meaning correspondence, too simple
- Erased differences within gender groups
- Biased cultural bases: white middle-class women in the US

Related Glossary Terms

5. P2SB, Gender: The Difference Approach (Tannen), Gender: The Performance Approach (Cameron)

Gender: The Performance-based Approach (Cameron)

- Men and women learn both masculine and feminine styles, then produce their linguistic behavior in light of the meanings attached to these styles.
- Performing masculinity and femininity involves the use of different strategies in different settings.
- Women's language should be seen as an 'ideological construct' i.e. 'women's language' is an ideological resource made up of various linguistic features laden with social meanings. This resource is made available to all speakers, male or female.
- Gender interacts with other social factors (e.g. Age, ethnicity, education) in producing linguistic differences.
- Cameron's performance-based approach treats the structural fact of gender hierarchy not as something that must inevitably show up in surface features of discourse, but as something that participants in any particular conversation may or may not treat as relevant to the interpretation of utterances.
- Furthermore, it insists that where assumptions about gender and power are relevant, they take a form that is context-specific and connected to local forms of social relations.

Related Glossary Terms

5. P2SB, Gender: The Difference Approach (Tannen), Gender: The Dominance Approach (Lakoff)

Gender: Women and Men as Language Users Regulators (Pauwell)

- Traditionally, men were the norm makers, language regulators, and planners.
- Women were given some authority in language regulation as norm enforcers both as mothers and as school teachers (especially in elementary education) where women were to ensure that children learned to use language according to prescribed norms.

Related Glossary Terms

5. P2SB

Index

[Find Term](#)

Gender: Women's Language (Lakoff)

Related Glossary Terms

5. P2SB, Face (Goffman)

Ideal-typical Enterprising Self (Heelas)

- turned for production, this figure is portrayed as highly motivated and energized, competitive, ambitious, goal-setting and strongly oriented towards market rewards;
- The value attached to wealth creation authorizes the systematic commodification of the figure (self). Thus profit is the main yardstick of success as a human being; and success depends on the person functioning as a 'business', tending to psychological life - initiative, personal drive, vitality, - as a means for obtaining these financially measurable rewards.
- The blurring of boundaries between domains of business and the personal (tertexuality) has enormous repercussions for individual human conduct. One overarching ethos is now constitutive of all human activity. Thus, 'market dependency' implies the reconfiguration of human conduct around one universal appropriate benchmark or principle, that principle is enterprise.

Related Glossary Terms

5. P2SB

Idols of Consumption (Baudrillard)

Frame celebrities as ‘idols of consumption’ whose extravagant lifestyle celebration of consumer values. This therefore can be seen as an invitation to participate vicariously and hence identify with consumerist ideology.

Related Glossary Terms

5. P2SB

Institutional Talk as Strategic Discourse (Habermas)

Habermas described institutional talk (IT) as ‘strategic discourse.’ Strategic discourse is power laden and goal/task-oriented.

This could result in IT being less fluid, or open-ended than ordinary discourse. It follows a predictable structured and sequenced macrostructure.

Related Glossary Terms

5. P2SB

Institutional Talk: Scripting

Scripting is one manifestation of how organizations style themselves, linking the control and regulation of styling to the micro-level activities of employees.

Related Glossary Terms

Drag related terms here

Interdiscursivity (Fairclough)

The use of one discourse taps on another discourse.

Difference between interdiscursivity and intertextuality:

Intertextuality - across genres (focus on genre conventions)

Interdiscursivity - across domains

Related Glossary Terms

5. P2SB, Intertextuality (Kristeva), Recontextualization

Internationalism

Results in the adoption, or maintenance, of an international language communication in an official capacity.

In contrast with vernacularization, internationalism has a pragmatic economic participation at an international level.

Related Glossary Terms

4. Language Policy and Planning, Linguistic Assimilation, Vernacularization

Intersectionality (Crenshaw)

It argued that our multiple identities - for example, age, class, ethnicity

When a group is discriminated against (oppressed), they are never
against because of only one aspect of identity.

Related Glossary Terms

*Interpellation (Althusser), 5. P2SB

Intertextuality (Kristeva)

Intertextuality is the shaping of the texts' meaning by other texts. It can also be seen as a reader's referencing of one text in reading another.

'Any text is constructed as a mosaic of quotations; any text is the absorption and transformation of another' (Kristeva)

Related Glossary Terms

5. P2SB, Interdiscursivity (Fairclough), Recontextualization

Language Attrition

Language attrition is the decline of proficiency in a language by individuals.

‘First language attrition’ refers to the gradual decline in native language proficiency among migrants.

Related Glossary Terms

Language Loss

Language Contact

Language contact takes place when two or more languages or varieties interact and influence on another. Language contact, therefore, tends to take place in multilingual communities.

Related Glossary Terms

1. Language Variation, 2. Language Change

Language Death

When a language has no native speakers or is not taught and acquired as a mother tongue, a language has died.

Related Glossary Terms

1. Language Variation, 3. World Englishes, Language Revival, Language Shift

Language Loss

This happens as a result of the dominance of one language over another. Individuals shift to the use of another language at the expense of their language. This leads to language attrition or loss of linguistic proficiency at an individual level. For example, as a consequence of English as a global language, individuals now shift to the use of English, causing a loss of their own language, mother tongue. (example of Chinese immigrant in video Mummy W...

Related Glossary Terms

2. Language Change, 3. World Englishes, Language Attrition

Language Ownership (Widdowson)

In his plenary address, entitled “The Ownership of English,” Widdowson also used the term ownership to refer to the ways in which speakers appropriate English for their own use.

- NSs (Native Speakers) no longer have sole authority over which forms are grammatical because norms and standards are no longer only created by communities of speakers from mother-tongue contexts.
- He criticizes the application of exonormative standards to international varieties of English for measuring speakers’ proficiency and describes individual appropriation as an alternative way of viewing mastery over the language.

Widdowson (1994) states, “You are proficient in a language to the extent that you can possess it, make it your own, bend it to your will, assert yourself through it, and communicate with others through it rather than simply submit to the dictates of its form” (p. 384).

Related Glossary Terms

3. World Englishes

Language Revival

Language revival is also known as language revitalization. When the decline of a language is severe, the language may be endangered, moribund or extinct. Language revival serves to recover at least the spoken use of the language.

Frequently seen in situations of language obsolescence, where the language may be an integral part of reversing language shift and preventing language death.

Related Glossary Terms

1. Language Variation, 3. World Englishes, 4. Language Policy and Planning, Language Death, Language Shift

Language Shift

Language shift is the gradual progressive process where a speech community's language shifts to speaking another language. Language shift is sometimes known as assimilation, where bilinguals shift allegiance, usually, to the new language.

Related Glossary Terms

1. Language Variation, 2. Language Change, 3. World Englishes, Language Death, Language Revival

Language Status (Kloss)

The concept of language status is defined by Kloss as the position or ranking of a language variety vis-a-vis others.

Related Glossary Terms

*Hornberger's Language Planning Model

Lexical Diffusion

Sound changes spread through different words one by one.

Related Glossary Terms

1. Language Variation

Lifestyle Politics (Bennett)

In this climate of multiple uncertainties, new forms of political expression have arisen, often concerned with lifestyle and consumer choices and described as 'lifestyle politics'. (link this to intertextuality and recontextualization of New Capitalism)

The organization of public life around lifestyle-oriented service and consumer activities has also shaped conceptions of political representation.

As Bennett points out, many politicians in Western countries have 'shifted away from old rhetorics of sacrifice and collective political projects in favor of projects that emphasize greater personal choice in basic policy areas such as health and education'.

This has happened against the neo-liberal backdrop and the development of a public issue discourse which advocate personal choice and responsibility.

Related Glossary Terms

5. P2SB, New Capitalism, Subpolitics (Beck)

Linguicide

A neologism modeled on concepts such as homicide, infanticide - is coined to describe the killing of language.

In this characterization, English is responsible not only for creating ‘monoculture’ variously described as the ‘McDonaldization’, Disneyization, even Coca-Colonization, but also actually killing other languages and sion, other cultures.

Related Glossary Terms

*Linguistic Capital (Bourdieu), 3. World Englishes

Linguicism (Lippi-Green)

Ideologies, structures, and practices which are used to legitimate, effect, and reproduce an unequal division of power and resources (both material and symbolic) between groups which are defined on the basis of language. Linguistic imperialism is seen as a sub-type of linguicism.

Related Glossary Terms

Linguistic Imperialism (Phillipson)

Linguistic Assimilation

Policies that seek to achieve linguistic assimilation ensure that all members of the speech community have the ability to use the dominant language.

The concept of ‘dominant language’ should be understood in the context of what domains this language is employed in. (other definitions include standard, written variety; the language with socioeconomic value or prestige; language spoken by the numerical majority etc.)

Linguistic assimilation often causes the needs of linguistic minorities who wish to maintain or gain official recognition for their native tongues, to be ignored.

Related Glossary Terms

4. Language Policy and Planning, Internationalism, Vernacularization

Linguistic Competence

The ability to adhere to the standard variety

Related Glossary Terms

4. Language Policy and Planning, Communicative Competence, Communicative

Linguistic Glocalization (Pakir)

Pakir holds the view that English is going glocal i.e. Going global while retaining local roots.

Outer circle countries adapt English to use in local context

Bring in the concept of identity marker

Nativization: distinct from

Nigerian English, Singlish, Accra English, African English

Related Glossary Terms

*Crossing (Rampton)

Linguistic Imperialism (Phillipson)

The dominance of English is asserted and maintained by the establishment and consolidation of structural and cultural inequalities between English and other languages. *structural* refers broadly to material properties (e.g. Institutions, financial systems) and *cultural* to immaterial or ideological properties (e.g. Attitudes, aesthetic principles). English linguistic imperialism is one example of *linguistic imperialism*.

English takes over domains and crops out native language because people believe that it is superior/prestigious --> possibly lead to language death

Related Glossary Terms

3. World Englishes, Linguicism (Lippi-Green)

Linguistic Purism

The promotion of an ‘ideal’ that exists in the written form (and is sometimes estranged from the variation that characterizes everyday speech).

To language purists, there is an ‘essence’ which is inherent or intrinsic to the language that we must protect and preserve.

E.g. Academy Francis: courier electronic

Japanese resist English borrowing, making it sound like Japanese R
Kohi for coffee

Chinese government does not want to borrow too many English abbreviations e.g. GDP

Related Glossary Terms

*Descriptivism vs Prescriptivism, 4. Language Policy and Planning

Linguistic Rights

One strategy for countering the threat of linguistic diversity caused by the spread of English is through the notion of linguistic rights. This is the argument posed by certain activists.

Related Glossary Terms

- 3. World Englishes

Loan Translation

A more complex form of lexical borrowing is loan translation. They are known as calques. Calques are literal morpheme-for-morpheme translation of an idiom, figurative expression or phrase from another language.

Related Glossary Terms

2. Language Change

National Ideology of Singapore

Known as ‘shared values’, this ideology was based on the Asian values and sought to strengthen the strong hierarchical foundations of the society.

These are:

- Nation before community and society before self
- Family as the basic unit of society
- Community support and respect for the individual
- Consensus, not conflict
- Racial and religious harmony

Related Glossary Terms

5. P2SB

Nativization/Localization

The language develops new resources to carry and express new meanings and viewpoints; adapted to handle new objects, relationships, expressing uniqueness in geographical circumstances, biodiversity, lifestyle, mythological tradition, history, etc. The language now adopts language features of its own sounds, intonation patterns, sentence structures, words and expressions.

Related Glossary Terms

Drag related terms here

Neoliberalism

Neoliberalism is a policy model of social studies and economics that attempts to shift control of economic factors from the public sector to the private sector through the corporatization of the state.

According to the neoliberal view, the role of government is primarily to guarantee and extend the reach of the market - hence the need for deregulation, privatization, marketization and competition in areas of life which were seen as the preserve of the state.

Related Glossary Terms

5. P2SB, New Capitalism, Subpolitics (Beck)

New Capitalism

Capitalism in modern days characterized by neoliberalism.

Related Glossary Terms

*Linguistic Capital (Bourdieu), 5. P2SB, Enterprise Culture (Keat and Abercrombie), Politics (Bennett), Neoliberalism, Subpolitics (Beck)

New Communication Technology (NCT)

The only similarity between the NCTs - in a loose but nonetheless crucial way - is their chimaeric nature in being both semi-written and semi-spoken.

Related Glossary Terms

Drag related terms here

Orientalism (Said)

The identity of the West - that is, the Occidental - was formed in opposition against that of the East especially in the 18th and 19th century. This involved creating a clear dichotomy between the mystical and undeveloped East and the rational and developed West, which served to illustrate Western superiority and correspondingly, Oriental inferiority.

A specific form of othering:

Western belief of the east: mystified, exotic

E.g.

- Western perceptions of Asian women: gender roles, submissive
- Singapore Airlines' 'Singapore Girl'
- The 'Arab World' although there is Iran and Israel that are not Arabic countries (Iran - Persian)
- The 'Far East': distant, fantasy, mystical

Related Glossary Terms

*Othering (Levinas), *The Other to The Self (de Beauvoir), 5. P2SB

Phatic Communion (Jakobson)

A phatic expression is one whose only function is to perform a social transaction, as opposed to conveying information.

Small talk is a form of phatic communion. It is an informal type of communication that does not cover any functional topics of conversation or any transaction that need to be addressed. The ability to conduct small talk is a social skill. Conducting small talk is some type of social communication, a bonding ritual and a way for managing interpersonal distance.

Related Glossary Terms

1. Language Variation
-

Pidgin

A pidgin is an auxiliary language created by people with no language in common. The primary lexifier of a pidgin is the dominant language or language the ‘oppressor’ since it was most of the vocabulary, whereas the minority languages or languages of the ‘oppressed’ contribute to its grammar.

E.g.

Pidgins: Cameron pidgin English, Hawaii pidgin

Creoles: Tok Pisin, Jamaican English, Singlish

[**Difference between Creole and Pidgin:**](#)

1. Creole is more established/standardized than pidgin. It tends to have undergone some degree of codification
2. Creole can be someone’s mother tongue, but not pidgin

Related Glossary Terms

1. Language Variation

Platt's Criteria for New English

1. It has developed through the education system.
2. It has developed in an area where a native variety of English was not the language spoken by most of the population.
3. It is used for a range of functions among those who speak or write it in the region where it is used.
4. It has become 'localized' or 'nativized' by adopting some language features of its own.

Related Glossary Terms

3. World Englishes
-

Pluricentricity of English (Jenkins)

Countries in outer and expanding circle are capable of developing their indigenous or localized varieties of the English language.

Related Glossary Terms

1. Language Variation, 3. World Englishes

Pseudo-intimacy (O'Keefe)

Commonly used by politicians to create ‘common ground’ and to build with the audience.

Related Glossary Terms

5. P2SB

Re-appropriation / Reclamation

Dyke, bitch, hoe, nigger, drag queen, fruit cake

Related Glossary Terms

5. P2SB, Appropriation (Hill)

Recontextualization

Hybrid discourses.

The concept of recontextualization allows us to show how the discourses of one social practice are ‘recontextualized’ i.e. Drawn upon and incorporated into another.

The incorporation of managerial discourses into the university and public institutions can be seen as a recontextualization of managerialism in the wider new capitalist and neo-liberal order.

Related Glossary Terms

5. P2SB, Interdiscursivity (Fairclough), Intertextuality (Kristeva)

Scale of Prejudice (Allport)

Scale	Description
Antilocution	The Self will freely purport a negative stereotype/image of the Other, for example, ethnic-based humor or hate speech. It will generally be seen as being harmless but might eventually facilitate the expression of more prejudiced behavior.
Avoidance	The Self will actively avoid the Other without necessarily intending physical harm although indirect psychological harm might eventually result from the Other's deliberate isolation and social exclusion.
Discrimination	The Self will consciously realize their prejudice against the Other through denial of opportunities and services as well as the obstruction of their interests.
Physical Attack	The Self will perpetuate actual physical violence against the Other.
Extermination	The Self will seek to eliminate or remove the Other.

Related Glossary Terms

5. P2SB

Semantic Change: Amelioration

It is the process by which a word's meaning improves or becomes elevating to represent something more favorable than it originally referred to; the word acquired positive connotations.

Related Glossary Terms

2. Language Change

Semantic Change: Pejoration

It is the process by which a word acquires negative connotations.

Related Glossary Terms

2. Language Change

Semantic Change: Semantic Narrowing

The opposite of widening, where a lexeme becomes more specialized in meaning.

Related Glossary Terms

2. Language Change

Semantic Change: Semantic Widening

Also known as semantic broadening, extension or generalization when it widens its meaning. This occurs when a word with a specific or limited meaning is widened.

A word's meaning is extended when it was formerly used to describe a specific concept, and over time comes to refer to a more inclusive concept.

Related Glossary Terms

2. Language Change

Social Conscience (Cook)

Advertising appears to act as a ‘social conscience’ and there are observable changes in the way attitudes towards contemporary problems are represented in the ads. E.g how recent ads tend to show ecological and environmental issues and may explicitly champion gender equality etc.

Cook suggests three different judgements on ads:

1. Advertising can influence society: for good as well as for bad.
2. Advertising is amoral and merely reflects states and changes in society whether good or bad.
3. The apparent social concern and progress professed in some ads is fraudulent, and ads are always bad.

Related Glossary Terms

5. P2SB

Social Representations (van Dijk)

Ideology is a set of beliefs or attitudes shared by members of a particular social group. The beliefs shared by a group are also called social representations. Ideologies represent one of the dimensions of the social identity of groups which would be characterized by their identity, actions, goals, norms and values, positions and resources.

E.g. White racists represent society in terms of a conflict between whites and non-whites, in which the identity, goals, values, positions and resources of whites are seen to be ‘threatened’ by the Others. They do so by representing the relations between themselves and the Others essentially in terms of us versus them (position) in which we are associated with positive properties and they are associated with bad properties. Racists focus on self-identity, superiority of their own group, and hence on inequality (value), while at the same time advocating the primacy of their own group and the privilege of preferential access to value social resources (goal).

Related Glossary Terms

*Ideological Square (van Dijk), *Othering (Levinas), *The Other to The Self (de Beauvoir), 5. P2SB

Social Stratification (Labov)

Social stratification is concerned with the hierarchical structure of society around socioeconomic inequality.

The organization of society can be understood from either the perspective of one's social network or social stratification - that is, either on a horizontal or vertical basis respectively. On one hand, one's social network is concerned with the solidarity between people on an everyday basis. On the other, social stratification is concerned with the hierarchical structure of society built around socioeconomic inequality.

Related Glossary Terms

1. Language Variation
-

Status of an Innovation (Bambose)

Another way of looking at a New English is to consider the status of its norms and the extent to which its innovative use of the language are accepted despite their differences from native English norms.

- The demographic factor: how many speakers of the acrolect, or standard variety, use it?
- The geographical factor: how widely dispersed is it?
- The authoritative factor: where is its use sanctioned?
- **Codification:** does it appear in reference books such as dictionaries and grammars?
- The **acceptability** factor: what is the attitude of users and non-users towards it?

Bambose points out that of these five, codification and acceptability are the most crucial as, without them, any innovation will be regarded as an error rather than as a legitimate form characteristic of a particular New English variety.

An innovation is seen as an acceptable variant, while an error is simply a mistake, or uneducated usage. If however innovations are seen as errors, a non-native variety can receive any recognition.

Related Glossary Terms

Style as Audience Design (Bell)

Stylistic choices are primarily motivated by the speaker's assessment of certain ways of speaking will have on particular addressees.

Initiative styleshift: the individual speaker makes creative use of language resources of ten from beyond the immediate speech community.

Stylization: taking on a voice which is recognizably different from the normal or expected voice.

Related Glossary Terms

*Crossing (Rampton), 5. P2SB

Style Switching

Style switching is using different varieties or registers of the same language a speaker may use both SSE and CSE within the same conversation.

Related Glossary Terms

*Code Switching, *Crossing (Rampton), 1. Language Variation, Code Mixing

Style-shifting (Labov)

In the speech of a particular individual it suggests that change spread from one style to another (e.g. From more formal speech to a more casual speech), at the same time it spreads from one individual to another within a social group, and subsequently from one social group to another.

Prestige and stigma, then, have come to be the primary social meaning associated with variables, and formality brings a focus on prestige and an attempt to avoid stigma. With social meaning located in demographic categories, style agency emerged in variation studies as a means of tempering one's appeal of category membership.

Using this model we would trace the spread of prestigious post-vocalic pronunciation in NY.

E.g. 1: NY departmental store

E.g. 2: Martha's Vineyard

Related Glossary Terms

Drag related terms here

Subpolitics (Beck)

People are actively and increasingly engaged in what has been described as subpolitics i.e. Grassroots social movements such as protests against nuclear power, globalization (Occupy Wall Street), universal suffrage (Occupy Central), the destruction of the environment, same-sex marriages.

Related Glossary Terms

5. P2SB, Lifestyle Politics (Bennett), Neoliberalism, New Capitalism

Substrate, Superstrate, Abstrata (Ascoli)

A substrate is a language which has lower power or prestige than another language. A superstrate is the language that has higher power or prestige. An adstrata is a language that is without having identifiably higher or lower prestige.

If speakers of the two languages consider themselves of equal prestige or power, then the languages are adstrata in relation to each other. In addition, borrowing tends to be bi-directional.

Related Glossary Terms

1. Language Variation

Teleological Discourse (Scheue)

A teleological discourse is characterized by a strong orientation toward the future so that the speaker comes across as showing initiative and forward-looking.

In contrast, a circumstantial discourse portrays the speaker as a “bystander,” that is, as one who is relatively passive, lacks deliberation and initiative, and prefers to leave things to chance.

Scheuer's study suggests that the more successful applicants tend to use teleological discourse whereas their less successful counterparts tend to use circumstantial discourse.

Related Glossary Terms

5. P2SB

The New Elderly (van Dyk & Lessenich)

Those who are more wealthy, better educated and more healthy than fore. In short, this group has greater ability and more desire to participate in public life than their predecessors.

Related Glossary Terms

5. P2SB

The Rhetoric of Glamour (Breeze)

The rhetoric of glamour necessitates that the ‘star’ status of the celeb is grounded despite it being redundant.

E.g. “Emma Watson, star of the upcoming live-action remake of the Disney film *Beauty and the Beast* and feminist icon.”

Related Glossary Terms

5. P2SB

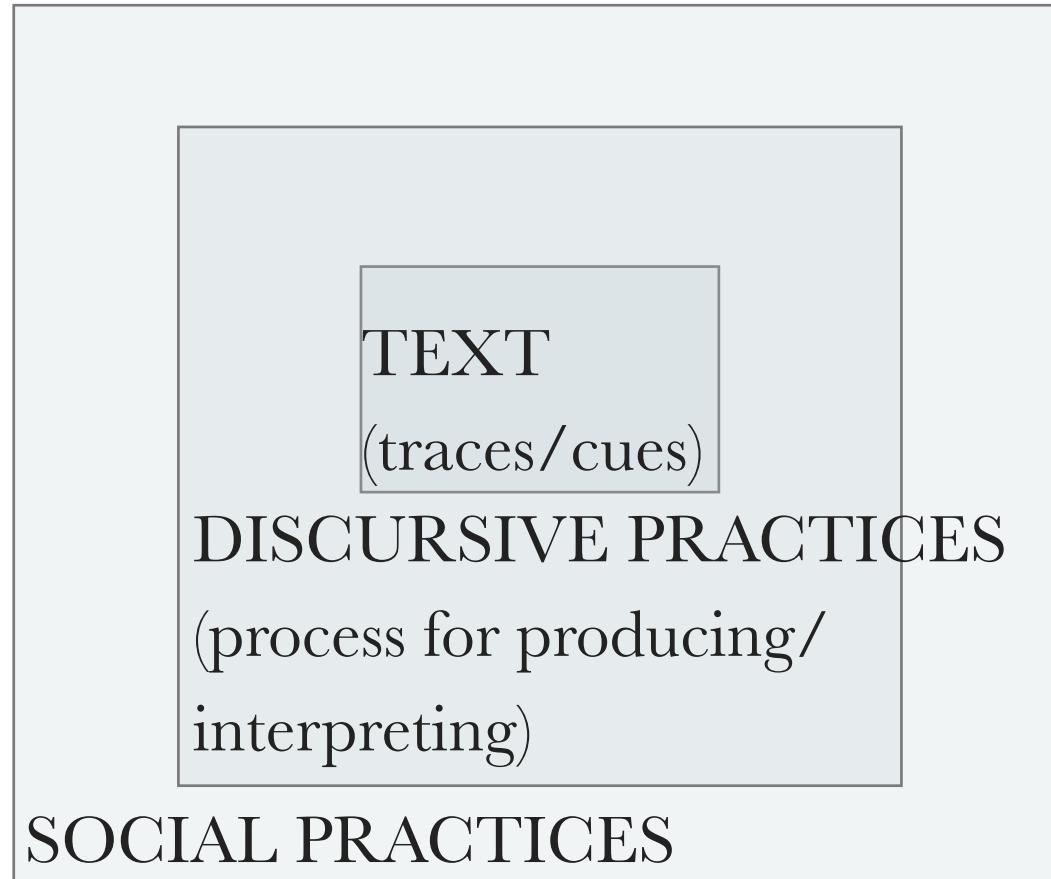
Three Aspects of Style (Irvine)

1. The correlation between **form and function**: to examine the relationship between how the language looks like and what its intended effect or purpose is.
2. Its sign or index of **social formations** (such as demographics, context of practice, institutional practices etc.)
3. **Aesthetics**, which is often personal and always subjective, yet, ironed into a convention or recognizable genre.

Related Glossary Terms

Drag related terms here

Three-dimensional conception of discourse (Fairclough)



Related Glossary Terms

5. P2SB

Vernacular

Vernacular is the ordinary, everyday speech of a particular community noticeably different from the standard form of the language. Linguists consider the vernacular as a speaker's native dialect or variety.

Related Glossary Terms

*Diglossia (Charles Ferguson), 1. Language Variation, Vernacularization

Vernacularization

A vernacular is the native language or native dialect of a specific population, as opposed to a language of wider communication that is not native to the population, such as an inter-ethnic lingua franca. A common understanding of the vernacular is that of a ‘socially disfavored’ variety.

Vernacularization accords official recognition to indigenous languages, and/or those that are widely known in a speech community, instead of or alongside an international language of wider communication.

Vernacularization tends to be motivated by nationalism and the need to establish a distinctive national identity (especially former colonies).



Related Glossary Terms

4. Language Policy and Planning, Internationalism, Linguistic Assimilation, Vernacular

Word-formation: Acronyms

A collection of initials that are pronounced as a single word ie initialis are pronounced as single words.

Related Glossary Terms

2. Language Change

Index

Find Term

Word-formation: Affixation

Adding affixes to form another word. The major change in English at time has been expansion due to the acquisition of affixes from other la

Related Glossary Terms

2. Language Change

Word-formation: Backformation

Deriving a shorter word from a longer one by deleting an imagined afformation is often preceded by misanalysis.

E.g. Orientate, burgle, edit

Related Glossary Terms

2. Language Change

Word-formation: Blending

A word which is made out of the shortened forms of two other words fusing of elements of two other words together.

Related Glossary Terms

2. Language Change

Word-formation: Borrowing

Where one language takes lexemes from another. The new words are called loan words or borrowings.

Related Glossary Terms

2. Language Change

Word-formation: Clipping

The shortening of a longer word (usually by removing syllables).

Related Glossary Terms

2. Language Change

Word-formation: Coinages

Coinages are words that are created without using any of the methods above and without employing any other word or word parts already in use ie they are created out of thin air.

Related Glossary Terms

2. Language Change

Word-formation: Compounding

The process of combining two words / free morphemes to form a new word.

Related Glossary Terms

2. Language Change

Word-formation: Conversion

Where a word of one part of speech is converted into another part of conversion of the word class of lexemes

Related Glossary Terms

2. Language Change

Word-formation: Folk etymology

New words by ‘mistake’ - coming to the wrong conclusion about the origin of words, particularly the meaning of words. The driving force behind the process of folk etymology is also misanalysis.

The process of altering otherwise incomprehensible words, in order to give them a semblance of meaning, is called folk, or popular, etymology.

Related Glossary Terms

2. Language Change

Word-formation: Initialism

Where the letters are spoken as individual letters

Related Glossary Terms

2. Language Change

Word-formation: Levelling

Or ‘proportional analogical change’.

The process where one form of a language becomes more like another which it is somehow associated. Analogical change involves a relationship; it can be considered as internal borrowing.

Related Glossary Terms

2. Language Change