Psycholinguistics: is the study of how a listener recognize words and utterances, or how damage to our brains results in certain kind of language disorders.

Applied Linguistics

A branch of linguistics where we study how to learn and to teach different languages.

Sociolinguistics

The study of the relation between language and society and the different varieties of language people use

Artificial intelligence:

The study of how to make computers more sophisticated

Language is a systematic way of combining smaller units into larger units for the purpose of communication

Phonemes: the sounds of our language. E.g. /k/, /t/, etc.

Lexical items: the words of our language. E.g. Help, homework, etc.

Syntax: grammatical rules which determine how words can be combined into phrases and sentences

Power is The ability of its holders to force compliance or obedience of other people to their will.

- Langue is 'our [innate] knowledge of the systematic correspondences between sound and meaning which make up our language (including the knowledge of what utterances are possible . . . and what utterances are not).

2- Parole: is the actual use of language in both speech and writing

Signifier: the sound sequence which makes up a label

Signified: is the meaning or concept associated with the signified.

Sign: is the correspondence between signifier and the signified. It is the association that binds the signifier and the signified together.

 A. **Linguistic relativity**

Languages of different cultures involve distinct systems of representation which are not necessarily equivalent.

B. Linguistic determinism

- language affects the thought processes of its speakers.

-the language you speak determines the way that you will interpret the world around you.

-Our language determines how we see the world (we can't see things another way)

language and its structures limit and determine human knowledge or thought

-individuals experience the world based on the grammatical structures they habitually use

Politics:

 is concerned with **power**: the power to **make decisions**, to **control resources**, to **control other people's behavior** and values.

Ideology:

Any set of beliefs which, to people who hold them, appear to be logical and natural.

 Presupposition and Implicature :

These are two main tools that can lead the hearer **to make assumptions** about the existence of information that is not made explicit in what is actually said.

Presupposition

Presupposition is the background assumption embedded within a sentence or a phrase.

Implicature

Implicature leads the listener to infer something that was **not explicitly asserted** by the speaker.

Rhetoric: is the art of using language so as to persuade or to influence others"

Rhetoric : is group of rules that speakers/writers adhere to so that they express themselves with eloquence (using language to best effect).

Metaphor: is a way of comparing two different concepts

Simile: asserts that something is similar something else.

Personification is a rhetoric device that entails giving human characteristics to inanimate objects or abstract ideas.

Euphemism is a rhetorical device which uses mild or inoffensive language to make something seem more positive than it actually appears.

Ethnic cleansing / **forcible removal of civilians** :
The term is used to hide the fact of forcing civilians to move out of their homes
because they belong to specific ethnic group.

The rule of Three: a rhetorical device where a statement is divided into three parts or points.

Parallelism: A rhetorical device which expresses several ideas in a series of similar structures.

Pronouns : is a device which can be used by either to emphasize or to obscure responsibility and agency.

Linguistic representation :

is a level of language use which is concerned with the relation between how a story is told and how this can lead to different view or versions of the same story or event.

Discourse : is used in linguistics with a range of meanings .It can refer to
   a. Any piece of connected language which contains more than one sentence.
   b. It refers to conversations.

Commonsense Discourse :

The prevailing way that a culture talks about or **represents something is called the dominant discourse**

Received Pronunciation (advanced RP):

refers to the accent used by the educated and the wealthy. It gave no indication of what part of the country the speaker came from

BBC English:

A pronunciation of British English based on the speech of the upper class of southeastern England

Mainstream (RP):

An accent which sounds less formal than advanced RP and is the one that most people in Britain generally hear when they listen to newsreaders on national television.

What is Register?

Register is the way that language can systematically vary according to the situation in which it is used.

Field: refers to the subject matter of the discourse

Tenor: *refers to the role being* played by the speaker

Mode: refers to the medium of communication, e.g. speech or writing.

Netiquette (short for network etiquette)

Netiquette :

refers to the rules that attempt to control social interaction in the virtual world (cyberspace).

FAQ (frequently asked questions)

Flaming (aggressive verbal behavior)

spamming (sending unwanted long messages)

Sex refers to biological category, which is usually fixed before birth.

Gender refers to social category, which is associated with certain behavior.

Sexist language represents women and men unequally, as if members of one sex were somehow **less completely human**, or **had fewer rights** than members of the other sex.

Marked means noticeably unusual.

Definitions of sociolinguistics

Marked terms refer to anything which deviates from the norm and this deviation is signaled by additional information

Unmarked
linguistic forms are neutral in so far as they represent the 'norm', and carry no additional information.

Semantic Derogation.
Semantic is a linguistic term referring to meaning; *deroge* means 'to cause to seem.

Sexism is sometimes located not in specific **words** but in the discourse, i.e. in a whole utterance or sentence

Explicit means clear or obvious = direct examples of sexism

Back channel support is the verbal and non-verbal feedback listeners give to speakers.

Hedges are linguistic forms which **'dilute'** an assertion.

Dominance Theory: takes the difference in power between women and men as the main cause of discoursal **variation**.

Difference theory
It suggests that women and men develop different styles of talking because they are segregated at important stages of their lives.

What is ethnicity?
The attribution, or claim, to belong to a particular cultural group on the basis of genetics, language, or other cultural manifestations.

Ethnic majority is *a* group which has a socially dominant culture.

Ethnic minority Refers to members of minority groups

Prejudice refers to preconceived, usually unfavorable, judgments toward people because of gender, social class, age, disability, religion, sexuality, race/ethnicity, language, nationality or other personal characteristics.

Reclamation is when members of ethnic minorities sometimes attempt to **reduce, or remove**, the power of derogatory ethnic labeling by **using those terms** among themselves, as positive markers of group identity.

Child Directed Language (CDL)
(CDL), sometimes called 'Baby Talk' or 'Motherese

Child Directed Language is a special style used in speech to young children.

Accent: refers to features of speakers' **pronunciation** that can signal their regional or social background. The pronunciation of words is associated with a certain geographical area.

Dialect: refers to a variety of a language that can signal the speaker's **regional or social background**. Unlike accents which differ only in **pronunciation**, dialects differ in their grammatical structures.

Identity is something which we are constantly building and negotiating through our interaction with others.

Identity is multifaceted (having many aspects, abilities).
People shift into different identities at different times in different situations.

Representation is how the speaker chooses to refer to something or someone by categorizing them as belonging to a social group.

Ingroup is a social group to which the speaker belongs.

outgroup comprises people who do not belong to that group.

style-shifting people do not always talk in the same way. They can shift their speech styles and this can involve using different words, pronunciations or even grammatical forms.

Audience design
refers to notion that speakers will take into account whom they are addressing and alter their speech style accordingly.

Linguistic convergence
is a process in which speakers change their speech to make it more similar to that of their hearer,

Linguistic maintenance
is a process in which speakers may choose not to converge, but instead to maintain their own variety.

Linguistic divergence

is a process in which speakers choose to move away from **the Linguistic norms** of their hearer in order to emphasize the difference between themselves and the person or people they are talking to.

Codification of Standard English

_ is a process where scholars analyze and record the vocabulary and grammatical patterns of a language.
 For English, much of this codification took place in the eighteenth century.
_The vocabulary and grammatical patterns that were written down in dictionaries and grammar books then became '**rules**'.

Linguistic variation

The style of language you use depends on the **formality** of the context and the **amount of planning** that is involved.
 African American Vernacular English (AAVE)

Country bumpkin refers to a person, usually from a rural area, who speaks or behaves in a manner that indicates a lack of sophistication.

Matched guise experiment is a method of investigating people's attitudes to different languages.
It involves informants listening to several recordings of the same 'script' spoken by the same speaker. The informants are then asked to judge each speaker's personal characteristics based on what they hear.