

# language

week 3 (4th March 2020)

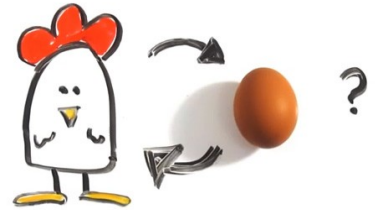
**the importance of the language...**



- the importance of language for culture
- which came first - culture or language?
- multilingual / multicultural idioms and proverbs
- degree of formality
- phrasal verbs versus non-phrasal verbs
- academic word-list
- E.Hall: low-context versus high-context cultures



**a hen or an egg? a culture or a language?**



**“It’s all Greek to me...”** (“Je to pro mě španělská vesnice...”)

1.

2. Говориш ми на патагонски

3. 雞腸

4. C'est de l'hébreu pour moi

5. За мене тоа е шпанско село

6. ?

7. Þetta er hebreska fyrir mér

8. Ez nekem kínai

9. Dat is Chinees voor mij

# “It’s all Greek to me...” (“Je to pro mě španělská vesnice...”)

- |                                |                      |
|--------------------------------|----------------------|
| 1.                             | 1. <i>Arabic</i>     |
| 2. Говориш ми на патагонски    | 2. <i>Bulgarian</i>  |
| 3. 雞腸                          | 3. <i>Chinese</i>    |
| 4. C'est de l'hébreu pour moi  | 4. <i>French</i>     |
| 5. За мене тоа е шпанско село  | 5. <i>Macedonian</i> |
| 6. ?                           | 6. <i>Punjabi</i>    |
| 7. Þetta er hebreska fyrir mér | 7. <i>Icelandic</i>  |
| 8. Ez nekem kínai              | 8. <i>Hungarian</i>  |
| 9. Dat is Chinees voor mij     | 9. <i>Dutch</i>      |

# “It’s all Greek to me...” (“Je to pro mě španělská vesnice...”)

- |                                |                      |  |
|--------------------------------|----------------------|--|
| 1.                             | 1. <i>Arabic</i>     | 1. Am I speaking Hindi?                |
| 2. Говориш ми на патагонски    | 2. <i>Bulgarian</i>  | 2. You're speaking to me in Patagonian |
| 3. 雞腸                          | 3. <i>Chinese</i>    | 3. it's like chicken intestines        |
| 4. C'est de l'hébreu pour moi  | 4. <i>French</i>     | 4. It's Hebrew to me                   |
| 5. За мене тоа е шпанско село  | 5. <i>Macedonian</i> | 5. That's a Spanish village to me      |
| 6. ?                           | 6. <i>Punjabi</i>    | 6. Am I speaking Farsi?                |
| 7. Þetta er hebreska fyrir mér | 7. <i>Icelandic</i>  | 7. This is Hebrew to me                |
| 8. Ez nekem kínai              | 8. <i>Hungarian</i>  | 8. This is Chinese to me               |
| 9. Dat is Chinees voor mij     | 9. <i>Dutch</i>      | 9. That's Chinese for me               |

**“It’s all Greek to me...”** (“Je to pro mě španělská vesnice...”)

<https://www.omniglot.com/language/idioms/incomprehensible.php>



# **multilingual / multicultural idioms and proverbs**

your examples...

**register / degree of formality**

# register

When daffodils begin to peer,  
With heigh! the doxy, over the dale,  
Why, then comes in the sweet o' the year;  
For the red blood reigns in the winter's pale.

Hey Bunny, you are my  
little Easter baby...



Oh man, this sucks. I have this running nose and keep like sniffing and sneezing! I have this like allergy. And the doc is a real weirdo. He's nuts! I Hate spring. It's only March now! Weeks to go. Oh man...

Spring is beautiful, but it's also a key time of year for **seasonal allergies**. As plants release **pollen**, millions of people with **hay fever** start to sniffle and **sneeze**. There's no cure but you can take steps to curb **springtime allergies**, from **medication** to household habits.

The spring season associated with the vernal equinox, called astronomical spring, takes place around March 20 in the Northern Hemisphere, however meteorologists recognize March 1 as the first day of meteorological spring, which is based on annual temperature cycles and the Gregorian calendar. Leap years and the elliptical shape of that orbit around the sun affect when the astronomical seasons, or summer/winter solstices and vernal/autumnal equinoxes, occur.

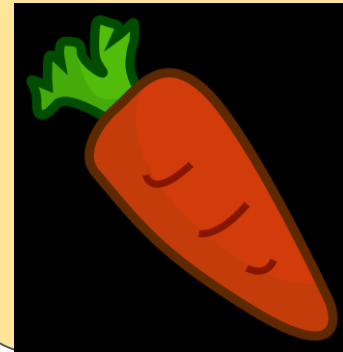
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Hey Bunny, you are  
my little Easter  
baby...





- **FROZEN** literally “frozen” in time and form
- **FORMAL** impersonal, complete sentences, no slang, may use technical or academic vocabulary, used for scientific publishing
- **CONSULTATIVE** used when consulting an expert such, formal register in conversation
- **CASUAL** conversational tone, among and between friends; general words, rather than technical; may include slang and colloquialisms
- **INTIMATE** private conversations, restricted to families, bedrooms etc.



- **FROZEN** - *archaisms, unusual word forms...*
- **FORMAL** - *scientific and academic language, facts and exact data, words of Norman and Latin origin (long words), long complex sentences that link ideas together (linking words)*
- **CONSULTATIVE** - *neutral language, proper words, to the point*
- **CASUAL** - *colloquialisms, contracted forms, emotions, unfinished sentences, cursing*
- **INTIMATE** - *very emotional, nicknames, diminutives...*

# register and synonyms



nobility / aristocracy

clergy

commoners / peasants

# register and synonyms



**nobility / aristocracy**

French (Norman)

**clergy**

Latin

**commoners / peasants**

English (Anglo-Saxon) - <https://www.youtube.com/watch?v=MDs71AgphkI>



# phrasal verbs

# academic word-list

<http://www.uefap.com/vocab/select/awl.htm>

# Edward Hall

HIGH CONTEXT CULTURE

LOW CONTEXT CULTURE

<https://www.youtube.com/watch?v=9oYfhTC9IIQ>

# Edward Hall

## HIGH CONTEXT CULTURE

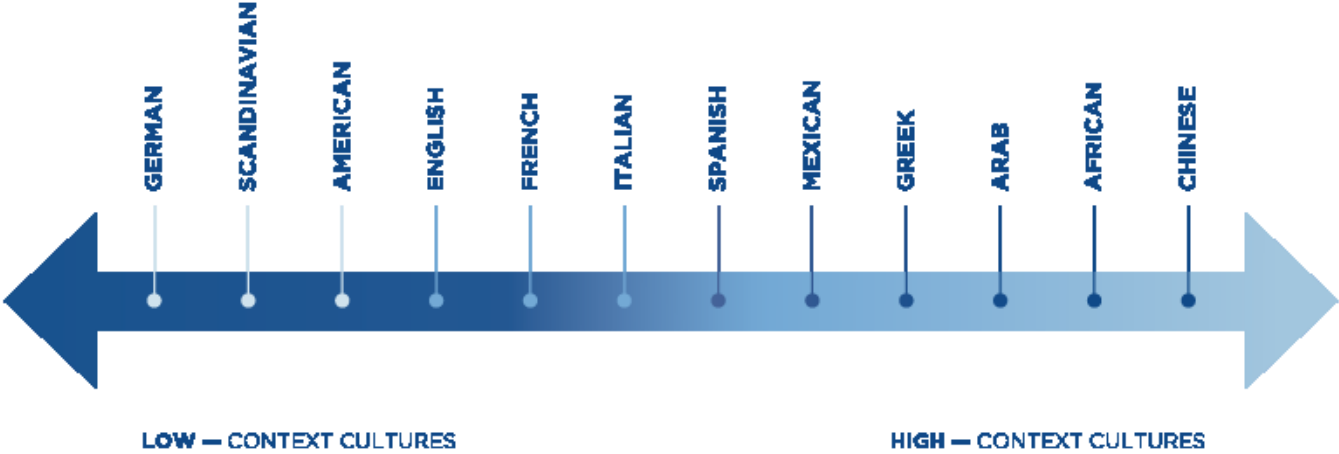
- high level of shared context
- Implicit language
- significance of non-verbal elements in communication
- relationships built on trust and developed slowly
- centralization of social structure and authority
- people sensitive to signs of disagreement
- space is communal, sharing space ok
- difficult to schedule time
- time belongs to others and to nature
- change is slow
- groups are preferred
- accuracy is valued in performance

## LOW CONTEXT CULTURE

- low level of shared context
- explicit and precise language
- disagreement is depersonalized
- addressing of the issues is direct
- relationships begin and end quickly
- decentralization of social structure
- privacy is important
- scheduling tasks
- Time is “owned” by an individual
- focus on individual orientation
- speed and achievements are valued

From <https://online.seu.edu/articles/high-and-low-context-cultures/>

# Edward Hall



From <https://online.seu.edu/wp-content/uploads/795x400-InternationalBusiness-Chart-SEU.png>

# HW for next week

- 1) Choose a genre (tweet, email, facebook post...)
- 2) Write it in formal and informal English
- 3) Bring the two texts to our next class
- 4) Keep them in your portfolio...