

ELL P2SB

NOTES

Language, in general:

- Is a social practice because it creates social realities (When counselling, reassuring, pleasing, entertaining, breaking bad news etc. → all actions)
- Discourse: language + context → without context, language is meaningless
- All discourse is ideologically motivated to serve a particular agenda

Concept / Idea	What
Critical Discourse Analysis Approach Lazar, 2005	In terms of GENDER THEME , Discourse is analysed in order to show the complex and subtle ways in which taken-for-granted social assumptions and hegemonic power relations are discursively produced, perpetuated, negotiated and challenged.
Linguistic determinism Wittgenstein	Language determines our thought. What we can say will be what we can think. Language change will lead to social change but not the opposite, language precedes thought.
Sapir-Whorf hypothesis (Language relativity) Benjamin Whorf & Edward Sapir	Lang influences thought and non-linguistic behaviour

Linguistic reflectionism Fairclough	Language reflects our thought. What we can think will be what we can say, Or language = reality Assumes that social change will lead to language change but not conversely, as though precedes language
Subject Construction Fairclough, 1995 *seems to be constructed through the use of pronouns & referents	Subject positions determine the kind of relations that exist between the writer and reader, accounting for whether these are symmetrical or asymmetrical ones Who is the power skewed towards? Producer of the text or reader?
Reader- Response Theory Stanley Fish	Meaning adheres not in the text, but in the reader. Knowledge is not objective, but always socially conditioned. All that one thinks and knows is only made possible by the social context in which one lives. → Language choices often take into account the social culture in which the text will be situated in order to cater to the needs of the intended audience

The 5 Metaphors of language effects Phillip Wolff & Kevin Holmes	<ol style="list-style-type: none"> 1. Thinking for speaking: lang influences speaking when we think about how to express something 2. Meddler: linguistic representations conflict w/ non-linguistics representations 3. Augmenter: lang enables and extends certain kinds of thought 4. Spotlight: Directs attention to certain aspects salient in thinking 5. Inducer: lang as a priming mechanism to induce certain ways of thinking
Verbal hygiene Deborah Cameron, 1995	<p>Prescription and proscription about what constitutes as proper / correct / acceptable in a range of contexts</p> <p>Can be manifested in both prescriptivist and descriptivist attitudes bc it's the struggle to control language</p>
Euphemism Treadmill Steven Pinker, 2003	<p>When certain words begin as euphemisms to describe culturally taboo / sensitive matters, and end up being dysphemic, thus having to be replaced by other euphemisms.</p> <p>E.g. retard → spastic → mentally impaired → intellectually challenged → developmentally disabled</p>

Kommentar [1]: ?

<p>Labels of Primary Potency</p> <p>Gordon Allport</p>	<p>Classifying and labelling when describing people leads us to overlooking other features of an individual</p> <ul style="list-style-type: none"> - May lead to false assumptions (preconceived notions) - Can stigmatize a person or group, creating feelings of shame or disgrace - Reduces one to that single characteristic
<p>Social construct</p> <p>Berger & Luckman, 1966</p> <p>e.g. a kiss, which has no inherent meaning in its physicality, yet is perceived as romantic</p>	<p>A process of construction, deconstruction and reconstruction of meaning in something by wider society which is reproduced and disseminated, leading to make that meaning natural and inevitable within that society.</p>
<p>Social reality (some concepts)</p> <p>Nicola Woods, 2006</p>	<p>Language and social reality are intricately connected.</p> <p>We both construct and negotiate our way through the social practices of the world we live in.</p>
<p>Other</p> <p>Self</p> <p>Simone de Beauvoir, 1949</p> <p>For GENDER</p>	<p>Those whose identity is differentiated from and defined relative to a more dominant group</p> <p>Those whose identity is the norm upon which that of other less dominant groups are based</p>

Other Edward Said For ETHNICITY If want to quote in general, use LEVINAS	Seeks to foreground how different / deviant non Westerners are in the eyes of the West. <ul style="list-style-type: none"> - Endocentric in nature (judge another culture using the norms and values of your own culture) - Ideological assumption that only your own culture is 'normal' and 'good' (His book, 'Orientalism', speaks of how the Middle East was being exoticised by the West)								
Hegemony Gramsci, 1971	Maintenance of social order not through physical violence, but through ideology in propagating and normalising values of the dominant class so that they become common sense to all in society. e.g. Racial harmony in Singapore- ideology propagated by the govt								
Enculturation	Learning of norms of society through its dominant institutions								
Interdiscursivity	A discourse overlaps or is embedded within another discourse								
Ideological Square Van Dijk, 1998	<table border="1"> <tr> <td>Ingroup</td><td>Ingroup</td></tr> <tr> <td>Emphasize good actions</td><td>Mitigate bad actions</td></tr> <tr> <td>Outgroup</td><td>Outgroup</td></tr> <tr> <td>Mitigate good actions</td><td>Emphasize bad actions</td></tr> </table>	Ingroup	Ingroup	Emphasize good actions	Mitigate bad actions	Outgroup	Outgroup	Mitigate good actions	Emphasize bad actions
Ingroup	Ingroup								
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Intertextuality Julia kristeva, 1966	Texts are dependent on other texts
Louise Rosenblatt, 1938	<i>The reader's role is an active, not passive one. The writer must select significant images that will stimulate this reader to undertake the process of sensuous and intellectual recreation.</i>
Wolfgang Iser, 1972	<i>The reader uses various perspectives offered to him by the text....(a) process which results ultimately in the awakening of responses within himself.</i>
Mooney et al, 2004	<i>We usually place the adjective expressing the most 'defining' characteristic closest to the noun.</i> <ul style="list-style-type: none"> Shows our 'default' way of thinking about what is being described à illustrates the pervasive influence of surrounding social constructs

AGE THEME

- Is a social construct
 - o Widely reproduced in pop culture both explicitly and implicitly
- There is in general a different discourse specific to each stage of life
 - o Can be reproduced or contested through language
 - o In bottom up (everyday interaction) or top down (by public institutions e.g. govt and media)

[CHILDHOOD]

Discourse of infancy → à cognitive, material and physical dependency on parents and society, which excludes them from public life

Discourse of childhood → à sense of innocence and purity

Both are monolithic views, where babies and children are seen in a simplistic and utopian light.

- Lack of Agency
 - o Often positioned as Object of a sentence w/ a dynamic verb OR Subject of a sentence w/ stative verb e.g. Give children a healthy start in life / Every child deserves a future.
- Absolute language
 - o 'every'
 - o 'whatever (it takes)'
- Interdiscursivity: discourse of childhood often overlaps w/ issues of
 - o Objectification of women
 - o Legitimizing male misbehaviour

Benevolent Paternalism	<p>Babies and children are seen as deserving of special protection given their helplessness and innocence.</p> <p>e.g. disproportionate horror towards suffering of children evident in media coverage of wars / major events à discourse of childhood utilised by govts and voluntary organizations to elicit empathy in the aftermaths</p>
Exploitative Paternalism	<p>Where the simplistic and utopian vision embodied in discourse is misunderstood or misused for less altruistic ends.</p> <p>e.g. foreign aid</p>
White Saviour Industrial Complex Teju Cole	Phenomenon of voluntourism , usage of the helplessness and innocence of children to up one's reputation

Kommentar [2]: why

Kommentar [3]: not necessarily to do w benevolent paternalism, but in media there seems to be more emotional rxn to news involving children

tendency to pity children / elderly more than adults in untoward situations

usage of "consonance" to play to reader's preconceived notions that perhaps children > adults and insinuate that this shld be the attitude towards the news

[YOUTH]

Discourse of adolescence → idealism, fearlessness

Discourse of young adulthood → Innovativeness, rebelliousness, entitlement, fragility

Defined by the search for identity.

Often intersected discursively with

- Discourse of economics: blame millennials for not participating in dominant social institutions of the day for example

<p>Progressive perspective</p>	<p>Youth seen as change-makers of tomorrow.</p> <p>Youth are often old enough to be aware of what is problematic about the adult world and unafraid to challenge the social order in hope that their generation does better than their parents'.</p> <p>Possess sense of right & wrong + not able to understand the many difficulties of challenging the status quo.</p> <p>e.g. #NeverAgain, United States</p>
<p>Conservative perspective</p> <p>Benevolent aspect</p>	<p>Youth could be perceived as</p> <ul style="list-style-type: none"> - ignorant of the realities of the adult world; youth's lack of knowledge V.S. adult's relatively greater knowledge - naïve; unable to distinguish fact from opinion - stubborn; not open to understanding adult perspectives - Selfish; wanting to change society out of self interest - Entitled and self-indulgent - Fragile <p>They are blamed for social decay in lacking the will, or physical or mental capacity to contribute to wider society.</p>

Emerging adulthood / Extended Adolescence	<p>Those who have reached the age of adulthood but may have not undergone its rites of passage, e.g.</p> <ul style="list-style-type: none"> - Finding a full time job - Financial independence - Marriage - Home ownership <p><i>'Emerging'</i> & <i>'extended'</i> presupposes that there is a socially acceptable age for one to do certain things. Not doing it means no progression past that life stage, creating social stigma and age-shaming</p>
Precariat - neologism, see above interdiscursivity	<p>Blends proletariat + precarious</p> <p>Describes those who might hold a job yet find themselves in financially vulnerable positions</p> <p>Therefore blaming millennials' financial insecurity could be to obscure the failings of neoliberalism and modern capitalism by shifting responsibility away from broader macroeconomic factors.</p>

Kommentar [4]: meaning?

Kommentar [5]: nope - too wordy ?

Kommentar [6]: structural unemployment refers to the 3-4% who r always out of a job in the economy for a range of reasons
+ milenials stereotype of being lazy and still wanting success

[ELDERLY]

Discourse of early retirement → increasing physical, cognitive, material dependency

Discourse of late retirement → near total physical, cognitive and material dependency

- Increased possibility of elderly participating and playing a wider role in society today. I.e. ageing of the baby-boomers, a 'silver tsunami' effects:
 - Expected strain on the welfare system
 - Managing needs of this generation of elderly who are wealthier, better educated and healthier than before → greater ability and more desire to continue participating in public life

Dependent Perspective	Elderly perceived almost entirely as unable to take care of themselves.
Knowledge Perspective	Perceived instead by the wisdom they are thought to possess given their life experience
Inclusivity	Elderly feel as they are a key part of society Involvement of broader society where people of all ages can participate fully
Council for Third Age, Singapore	"Third agers can self-discover and enhance their different dimensions of wellness in journey of positive ageing"

[ADULTS]

- Metonym for v wide range of things, e.g.
 - Acting like an adult
 - Adult films
 - Adult matters
 - Adulthood*
 - § Conversion from N to V: adulthood no longer seen as a fixed state, but a dynamic spectrum and process.
 - § Change from a self-evident inevitability to fluid set of social practices

- Can take on a multiplicity of positive or underappreciated qualities
- Adults become unmarked
 - o As it can encompass a wide variety of meanings but is intuitively specific in a particular context

MODERN MEDIA THEME

Generally,

- Power of the media as a principal social institution capable of moulding public opinion
 - Influence of media despite one's political inclination
 - Macro-rules of discourse
- New / modern media undermines the previously unchallenged legitimacy of traditional media
- And undercut its established economic model by driving away advertising revenue and print subscriptions
- Newsworthiness today is seemingly reduced to what has potential to generate the most revenue = profit

Kommentar [7]: see below

<u>Aspect</u> + change	<u>Traditional</u>	<u>New</u>
Primary medium	Print	Digital
Audience	Adults	Youth
Access	Paid	Free
Revenue	Subscription	Advertising
Barriers to entry	High	Low
Primary aim* Traditional is shifting towards more profit-oriented model	Public service	Profit
Focus* Traditional > coverage of soft news New > coverage of hard news	Hard news	Soft news

→ balance of conventional journalism with content aggregation (material from external source)		
Editorial control	Yes	No
Material* Traditional becoming more receptive to user-driven material E.g. Straits Times Online Mobile Print, AKA STOMP	Producer-driven	User-driven

Roles of the media

* note roles are not mutually exclusive

Objective: The non-ideological dimension of the media as a reflection of society as it is But, complete objectivity is difficult	Subjective: The ideological dimension of media as it shapes society according to its vision
Information provider <ul style="list-style-type: none"> - Objective & balanced observer (particularly in the West) - Reports truth as it is - Facilitates public discourse by providing a common basis in objective facts which everyone can agree on → impartial party mediating discussion E.g. <i>British Broadcasting Corporation, New York Times</i> - tend to have illustrious history with vast resources therefore do not have to rely on sponsors / audience to sustain it	Agenda-setter <ul style="list-style-type: none"> - Principal gatekeeper of public discourse by setting what public should / can even talk about - Inherently finite nature dictates a degree of selectiveness - Media will focus on particular narratives consistent w/ their interests • Recent technological advancements resulting in concepts such as newsfeed: unprecedented influence on public discourse E.g “
Public watchdog <ul style="list-style-type: none"> - Idealized notion - Offer another set of checks and balances as safety net for the other Three Estates - Ensures accountability of State by making public any potential abuse of 	Consensus-builder <ul style="list-style-type: none"> - Presentation by media is a selective interpretation of reality created through editorial control - General public can be persuaded into accepting what is not their preference / self interest

<p>power</p> <ul style="list-style-type: none">Investigative journalism <p>E.g <i>Boston Globe's</i> expose of sex abuse in the Catholic Church, <i>Washington Post's</i> coverage of Watergate scandal</p>	<ul style="list-style-type: none">Collective consciousness eventually normalized to become social fact, i.e. manners of acting thinking & feeling favourable to interests of the elite <p>E.g Propaganda</p>															
<p>Voice of the people</p> <ul style="list-style-type: none"><i>Vox populi</i>Provide reflection and mouthpiece for popular opinionOne job in articulating concerns, interests and needs of publicOvertly populist <p>E.g. tabloids like <i>The New York Post</i>, <i>The New Paper</i></p>	<p>Infotainment</p> <ul style="list-style-type: none">Engaging news tends towards sensationalism + attention-grabbing means1. Interpellation2. Idols of consumption3. Pseudo-familiarity <p>Differences between tabloid & broadsheet:</p> <table><tr><td>Focus</td><td>personal</td><td>impersonal</td></tr><tr><td>Framing</td><td>emotional</td><td>factual</td></tr><tr><td>Lexis</td><td>subjective</td><td>objective</td></tr><tr><td>Language</td><td>simple</td><td>complex</td></tr><tr><td>Style</td><td>informal</td><td>formal</td></tr></table>	Focus	personal	impersonal	Framing	emotional	factual	Lexis	subjective	objective	Language	simple	complex	Style	informal	formal
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Kommentar [8]: see rhetoric of glamor below

The objective roles of the media are <i>basic</i> and <i>rarely questioned</i> duties of the media in democracy	Scammell, 2000
The media serves as a <i>witness ambassador</i>	Muhlmann, 2008
Ability of media to engender specific dispositions to feel, think, and act	Chouliaraki, 2008
Media's ability to influence public discourse as a <i>bubble or echo chamber</i> <ul style="list-style-type: none"> Metaphorical Enclosed space meaning a set boundary of public discourse 	Silver, 2017
<i>Manufacturing of consent</i> (to describe media as consensus builder)	Herman & Chomsky, 1988
" (above) could be employed for the greater	Lippmann, 1922

Kommentar [9]: impt

Kommentar [10]: impt

good to create a <i>pseudo-environment</i> more conducive to the common interest of broader society	
Gossip- <i>mundane events</i> in the lives of the famous or <i>bizarre events</i> in the lives of the ordinary people	Levin et al, 1986
<i>The lack of populist irreverence of tabloids might suggest lack of deference and tendency towards trivialisation with regard to socio-political norms</i>	Conboy, 2001
<i>News values are not independent but cumulative</i> <ul style="list-style-type: none"> > news values, > newsworthy Absence of a news value can be compensated by another 	Galtung & Ruge, 1965

Kommentar [11]: meaning the skewed portrayal of tabloids towards what the ppl wanna see?

Kommentar [12]: purposely talking abt sensational news that could be negative / unpleasant / ugly stuff catering to base tendencies of humans e.g. sex scandals

The Fourth Estate (link to below) Edmund Burke	
The Tripartite System / The Three Estates Baron de Montesquieu	Judiciary: write and enforce laws Legislature: passes bills into laws Executive: leadership of the country, the broader overview
Collective consciousness of society Durkheim, 1893	Values and beliefs held by the majority which shapes individual action
Social fact Durkheim, 1985	Manners of thinking, feeling and acting external to the individual, invested w/ coercive power (by virtue of the exercise of control over another) that are favourable to elite's interests
Rhetoric of glamour Breeze, 2009	When the 'star' status of a celebrity is foregrounded despite it being redundant Usage of - Noun modification

	<ul style="list-style-type: none"> - Apposition - Semantic inflation to foreground salient background information
Interpellation Althusser, 1970	Construction of the celebrity as an incredible and near-mythical figure out of reach of the average person
Other-ed Levinas, 1974	As a result of elevation by tabloids
Essentialised Conboy, 2001	Tabloids can reduce reality to a finite set of archetypal characters = limited preset characters E.g. the jock, boss, bimbo, etc.
Idols of consumption Baudrillard, 1970	Framing of celebrities in a way that celebrates consumer values in order to seduce the reader → invitation to participate in & therefore identify w/ consumerist ideology
Broad principles that shape the media's representation of news stories Bell, 1991	<ol style="list-style-type: none"> 1. Attribution: how much provenance the sources in the story has 2. Consonance: how aligned the story is to reader's preconceptions 3. Eliteness: how prominent key actors in the story are 4. Facticity: how detailed 5. Negativity: damaging / offensive 6. Novelty: how unusual / unexpected 7. Personalization 8. Proximity: geographical distance 9. Recency 10. Relevance 11. Superlativeness: how exceptional / unprecedented 12. Unambiguity: definite / indisputable
News process values - practical constraints affecting time / effort / complexity Bell, 1991	<ol style="list-style-type: none"> 1. Continuity: similarity to prev news stories 2. Competition: how exclusive story is to the media organization 3. Co-Option: how story is related to other larger stories 4. Predictability

Kommentar [13]: not writer's?

Kommentar [14]: no. influence the reader by playing to her preconceptions bc then she will agree w u write in a way that resonates w the reader

	5. Prefabrication: how much existing material the news story can simply incorporate
Macro-rules of discourse Van Dijk, 1977	R/ship between the micro-structure in the textual and the linguistic into the macro-structure in the meta-textual and the discorsal
News schemata [anatomy of new story] Van Dijk, 1988	The syntax of news stories which provide formal categories into which news can be analysed + r/ship to each other established <ol style="list-style-type: none"> 1. Summary 2. Story 3. Comments
Imagined audience Van Dijk, 1998	wott

Kommentar [15]: what ??? pg28 media notes

Kommentar [16]: text + relate to the whole discourse, e.g. masculinity in advertising (the bigger factors)

Kommentar [17]: fill in at later time

Kommentar [18]: fill in

ADVERTISING THEME

In general, ads

- Are a pervasive and omnipresent cultural form
- Largely based on current consumer capitalist economic models of growth
- Recently in 20th / 21st centuries
 - Diversity of services & products based on more specialized niches according to income, age, gender, locality
 - Diversity of media outlets
- Influence can be very subliminal (below individual's threshold for conscious perception)

<i>Ads are common culture in a way that even the most popular books or movies are not.</i>	Greg Meyers, 1994
<i>The need for context... is the cornerstone of discourse analysis as a method of discursive</i>	Cook, 1992

<p><i>interpretation</i></p> <p><i>Ads may involve many voices, though they tend to be dominated by one</i></p>	Cook, 2001
<p><i>Advertising is the linchpin upon which the survival of the press and commercial broadcasting depends.</i></p>	John Eldridge, 1997
<p>Advertising persuasion techniques<i>can be considered a privileged form of social discourse that has unparalleled rhetorical force.</i></p>	El-daly, 2011
<p>Power relationships in ads are important because they may <i>mimic real social connections</i></p> <p>→ reveals the kind of values held by diff groups in society</p>	Goffman, 1979
<p>Language is used in adverts to <i>implant images or ideas into the mind.</i></p> <p>Images are remembered, while words themselves are forgotten.</p>	Dyer, 1982 1986?
<p>Mass media...can be seen as <i>a celebration of (these) common experiences, of socially shared dreams and hopes</i></p> <p>-which are validated by the celebration</p>	Vestergaard and Schroder, 1985
<p><i>Promotes a consumer culture and perpetuates the ideology that creates apparent need for products</i></p>	Gonzalez, 2002
<p><i>In providing us with a structure in which we and those goods are interchangeable, they are selling us ourselves.</i></p>	Williamson, 1978
<p>Ads undergo a careful process of <i>selection and transformation whereby</i></p> <ul style="list-style-type: none"> - <i>Scenes are refined</i> - <i>Relationships stylized</i> - <i>People and sets beautified and perfected</i> 	Freitas, 2012
<p>The values added by advertising can be real values</p>	Myers, 1999

→ therefore ads aren't fully responsible for creating false needs	
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Slogo Cook, 2001	A phrase that attaches to a product on all its ads; a permanent marker that distinguishes a whole company Blending of 'slogan' and 'logo'
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[TYPES OF ADS]

1. **Short copy:** More pictures, less words. Used when there is enough info to convince ppl to take action
2. **Long copy:** more words than pictures. Preferred form for technical products and high value items so consumers better understand it and are given reasons for its purchase
3. **Advertorial:** an advertisement in the form of editorial content, promoting interests of a corporate sponsor.

[PARTS OF AN AD]

- Slogan: phrase identifying certain lines of the ad campaigns
- 'Slogo': permanent marker / identifying sign to distinguish a whole company
- Hook: Initial attention-seeking intro to draw reader in (emotional / cognitive appeal)
- Copy: main body of ad's text

[IDEOLOGY OF ADVERTISING]

- Appeal to people's needs + prove how it can play a role in their lives
- To reach as many target audience as possible
- To make an impact
- **Positioning the viewer and projecting an identity onto addressee [ads construct, reinforce, and reflect identities and realities]**
 - Aiming to define who we are or who we want to be
 - Projecting imaginary situations / worlds which cause audience to identify with desirable properties displayed inside (convincing them to buy the product)
- **Feeding into existing stereotypes + creating new ways of viewing the world [constant change and meaning creation]**
 - Ads influence the construction of our ideas about the world; e.g. it can represent aspects of life as problems which a product can solve, both of which may be illusory
- **Branding strategies**

- Aimed at selling XX in order to benefit originator of ad
- Or, to inform / plead / warn etc.
- Increase familiarity and goodwill towards name and image of company

[METHODS / TECHNIQUES]

1. Glittering generalities: in slogans
2. Symbols: cultural symbolism of advertising figures is connected to deep seated ideals that ppl invest in goods
3. Transfer: associating people's feelings about one topic to another
4. Testimonials
5. Scientific language
6. Card-stacking: only including facts that make their product look good, excluding all negative points (overlaps with political discourse)
7. Slogans
8. Appeals: use of fear, humor, rationality, sex, bandwagon propaganda

Kommentar [19]: how or why

Kommentar [20]: interpreting advertising figures as spokespeople, cultural symbolism (values & qualities) from that person will be transferred to the marketed product

[LINGUISTIC DEVICES commonly used]

1. Interpersonal meaning
 - a. Contact
 - b. Regulating behaviour
 - c. Writer, narrator, participants
2. Formality
 - a. Colloquial expressions and slang
 - b. Ellipsis
 - i. Minor sentences / sentence fragments → emphasize and draw attention to certain parts and can be usefully vague , e.g. 'New U by Kotex'
3. Semantics { process types, lexical choice, cohesion }
 - a. Personal pronouns creates identities
 - b. Cohesion devices communicate positive qualities that consumer acquires from consumption of product
 - c. Specific lexical items convey qualities that are unreserved, vivid, and / or concrete, e.g 'single best tasting...' , 'a diamond is forever'
 - d. Hyperbole
 - e. Neologisms, e.g. 'Heinz' 'Kleenex' 'Pampers'
 - f. Long noun phrases
 - g. Short sentences (slogans)
 - h. Ambiguity- double meanings
 - i. Semantic, e.g. puns
 - ii. Syntactic, i.e. grammatical structure
 - i. Literary devices - metaphors, similes, personification etc!

4. Connotations
5. Comparatives / superlatives
 - a. Weasel words - words that suggest meaning without actually being specific, e.g. 'better'. Better than what?
6. Euphemism / taboo
7. Resemblance to speech
8. Onomatopoeia
9. Multimodality

ETHNICITY THEME

Race: biological basis determined by physical attributes; natural

Ethnicity: social basis determined by cultural factors

- A continual process of construction, deconstruction and reconstruction and macro-levels of nation / culture and micro level of individual.
- End product of top-down and bottom-up process

Commodity Racism McClintock, 1995	When racist remarks are used in advertising
Labelling Goffman, 1961	Often used by the majority Self to make the minority Other(s) marked as being distinct from the norm
Melting pot V.S. salad bowl approach to multiculturalism in Singapore -	<p><u>CMIO race classification model</u> acts as the cornerstone of racial harmony in SG.</p> <p>Paradoxical, but the singular SG'ean identity is dependent on each of the 4 major ethnic groups maintaining its own distinct and complementary identities.</p> <p>2011; SG allowed the double barrelled race option for mixed race children, e.g. Chinese-Indian</p>
Scale of Prejudice Allport, 1954	<p><u>Antilocution</u>: Freely spread a neg image of Other. Seen as harmless by Self</p> <p><u>Avoidance</u>: Actively avoid other w/out necessarily intending to cause physical harm,</p>

	<p>but could induce psychological harm from this deliberate social exclusion and isolation</p> <p>Discrimination: consciously realize prejudice against Other by denial of opps & services + obstruction of interests</p> <p>Physical attack</p> <p>Extermination</p>
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<p>Whites are the <i>non-defined definers of other people</i>.</p> <p>Whiteness is seen as the norm, a neutral and unmarked category.</p>	Frankenberg, 1993
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[RACIST DISCOURSE]

1. Directed at ethnically different Others. → usually w/ members of dominated groups like ethnic minorities
2. About ethnically different Others. → usually addressed to other dominant group members, ranging from informal everyday convos to written multimedia types

By:

- Emphasizing the difference of Others and hence their distance
- Emphasizing the deviant behaviour of Others (they do not, but should adapt to us)
- Portraying that the Other is a threat to us

- Homogenisation
- Essentialism
- Differentiation
- Normalisation / deviation
- Idealisation
- Devaluation

Disclaimers (all have BUTS in them):

- Apparent Denial --- *apparent* bc the first positive part functions for face-keeping and impression management while the rest focuses on neg characteristics of the Other which contradicts the beginning
- Apparent Concession

Kommentar [21]: aren't these 2 points similar if not the same

Kommentar [22]: one encourages mutually exclusive view of someone as a simple binary, creating distance.

the other encourages normative judgement that someone shouldn't do that smth, focusing on necessary correction

- Apparent Empathy
- Apparent Ignorance
- Apparent Excuses
- Reversal
- Transfer, e.g. 'I don't mind, but my clients..'

* ANGLE OF TELLING

NATIONAL IDENTITY THEME

Is made up of

1. Common, related emotional attitudes shared amongst citizens
2. Similar behavioural dispositions within groups

The nation is an <i>imagined community</i> .	Anderson, 1988
Idea of nation and national identity is a <i>narrative which people tell about themselves in order to lend meaning to their social world.</i> (top-down or bottom-up)	Ram, 1994
People in that community participate in the idea of the nation as represented in its national culture. Shared experiences reflect our concerns, challenges, triumphs....and lends meaning and security to monotonous existence and ties everyday life to a <i>national destiny</i>	Hall, 1996

Collective memory Halbwachs, 1980	The selective remembering and forgetting of past events important to the group → forge a connection between abstraction of national identity and concrete practice
Imagined Community	People who might not have face to face interaction on daily basis, yet are convinced

Anderson, 1991	they belong to the same group
Social imagination -	Where generalizations are used to reflect a common attribute / feature which binds all citizens SG context: <ul style="list-style-type: none"> - Love for durian - Choping w tissue packet - Singlish
Singapore's Shared Values (a national ideology) Govt, 1991	<ul style="list-style-type: none"> ★ Nation > Community, society > self ★ Family as basic unit of society ★ Community support & respect for the individual ★ Consensus NOT conflict ★ Racial and religious harmony Ideology was based on Asian values discourse and sought to strengthen strong hierarchical foundations of society.

GENDER THEME

Sex: biological features

Gender: refers to socially expected characteristics of each sex.

- Not a given, not unalterable and pre-defined
- Is culturally constructed and malleable
- Biological binary (male / female) + cultural binary (masculine / feminine) → born one sex, but socialised into gender roles

Sexist language: language that embodies, affirms, reinforces discrimination against women or patriarchal subordination of women to men, therefore representing men and women unequally, as if one sex were less human, less complex and has fewer rights than the other.

Gendered ideology:

- Is a structure which divides people into two classes (men or women) based on hierarchical relation of domination & subordination

- Imposes a social dichotomy of labour + human traits for women and men
- Hegemonic bc it does not appear as domination, but seems largely consensual and acceptable to most in a community
 - Obscures the power differential and inequality at work
- Structural and systematic bc it is enacted and renewed in society's institutions and social practices, which mediate b/w individual and social order
- Contestable- see feminist movement

Men	VS	Women
Norm makers, lang regulators, lang planners Signalled authority in lang through <ul style="list-style-type: none"> - dictionary-making process - writing of normative grammars - establishment of lang academies - involvement in lang planning activities 		Norm enforcers Given some authority in lang regulation as mothers and/or school teachers Only to ensure that children used lang in the prescribed norm. <input type="checkbox"/> ACTIVISM * women's movement in 1970s: 1st major women's challenge to male dominance in lang regulation & planning, to show how they are discriminatory and damaging to women. ROLES changed to become norm breakers who subverted lang norms and rules. e.g. German new word of ' <i>Herlein</i> ', meaning 'little man' to match ' <i>Faurlein</i> ', 'little woman' or Miss

Patriarchal Dividend Connell, 1995	The ideological structure of gender that privileges men as a social group in terms of access to symbolic, social, political and economic capital.
Hegemonic Masculinity (existence of a dominant form of masculinity)	The pattern of practice that allows men's dominance over women to continue. <ul style="list-style-type: none"> - Often white, middle class masculinity - Achieved by consent (hegemony) embedded in real life factors such as mass media / religious doctrine / wage

Kommentar [23]: or always?

	structures, etc.
Language Reform -	Directed at achieving social change, esp to enable greater equality, equity and access.
LP Process -	<ul style="list-style-type: none"> - Fact finding - Planning - Implementation - Evaluation and feedback
The Dominance Approach Lakoff	<p>Marginality and powerlessness of women are reflected in both the ways women are expected to speak and the ways women are spoken of.</p> <p>Language works against treatment of women as serious persons w individual views.</p> <p>However, this doesn't take into account the socialization of genders to account for differences in language.</p>
The Difference Approach Tannen	<ul style="list-style-type: none"> • Women- cooperative discourse style <ul style="list-style-type: none"> ◦ Ask more qns ◦ Facilitate flow of convo ◦ Pos minimal responses 'mm hmmm', 'right' ◦ Strategy of silent protest ◦ > use of 'you' and 'we' to acknowledge the other speaker • Men- competitive <ul style="list-style-type: none"> ◦ Control topic of convo ◦ Challenge ◦ Ignore comments of other speaker ◦ Interrupt ◦ > direct declarations of fact <hr/> <p>In same-sex peer grps,</p> <ul style="list-style-type: none"> • Girls <ul style="list-style-type: none"> ◦ Create and maintain close and equal r/ships ◦ Criticize others in acceptable

	<p>ways</p> <ul style="list-style-type: none"> ○ Interpret accurately the speech of other girls <ul style="list-style-type: none"> ● Boys <ul style="list-style-type: none"> ○ Assert one's position of dominance ○ Attract and maintain an audience ○ Assert oneself when other speakers have the floor <p>However,</p>
<p>The Performance-based Approach</p> <p>Cameron</p>	<p>Men and women learn both masculine and feminine styles, then produce their linguistic behaviour in light of the meanings attached to these styles.</p>

[REPRESENTATION]

Kommentar [24]: not sure how to format, finish up later

[SEXIST LINGUISTIC DISCOURSE]

- Symmetry & Asymmetry: in salutations, much more info is revealed about woman compared to the man
- Unmarked & Unmarked terms: suggests terms for females differ from 'standard', making them seem inferior
 - Gender neutralization (Anne Pauwel) → using generic terms (like actor and doctor) to minimize linguistic expression of gender
 - Gender specification → explicit, symmetrical marking of gender; i.e. 'he and she' rather than just 'he' making women more visible
- Semantic derogation: process of words acquiring demeaning or sexual connotations
 - Women tend to lose status or be referred to in a sexual capacity
 - Represent women unequally
 - Contributes to perceptions by men and women which increases women having less power over their own lives & other resources than men.

Kommentar [25]: but aren't these the asymmetrical terms? like the male form, idgi

Kommentar [26]: terms that encompass both male and female --> existing terms or come up w neologisms, brand new words e.g. chairperson, police officer