



AO1 TERMINOLOGY (GRAMMAR AND SPOKEN TERMS STILL APPLY TOO)...

Constraints: The ways in which powerful participants may block or control the contributions of less powerful participants.

Framing: When a speaker rewords a previous utterance as a way into the interaction.

Initiating: When a speaker begins an entirely new topic, usually unlinked to a previous utterance.

The definitions for the terms below are on the spoken language glossary:

Field-specific lexis/jargon	Latching on	Adjacency pairs	Epistemic/Deontic modality
Hedging	Overlapping	False starts	Modal verbs
			Discourse markers

Rhetorical devices:

Allioisis – Breaking down a subject into alternatives: *'You can either eat well or sleep well.'*

Anadiplosis – Repetition of the last word of one line or clause to begin another: *'We have worked hard to improve our policy on immigration. Immigration; an issue that requires further discussion.'*

Anaphora – Repetition of the same word at the beginning of successive clauses: *'Is is the most grievous consequence of what we have done in the last five years – five years of futile good intentions, five years of eager search for the path of least resistance...'*

Chiasmus – When the order in the second half of an expression reverses that of the first: *'When the going gets tough, the tough gets going.'*

Diacope – Repetition of a word or phrase with one or more words placed in between: *'Give me strength, O Lord, give me strength!'*

Epiphora – The opposite of anaphora. The word is repeated at the end of the successive clauses though: *'When I was a child, I spoke as a child, I understood as a child...'*

Occupatio – Emphasising a point by pointedly seeming to pass it over: *'I will not discuss his criminal record, his several jail terms, the daring escape...'*

Pathos – When a speaker appeals directly to the emotions of the audience.

Tapinosis – Debasing/mockling language. Perhaps calling a 'poet' a 'rhymester' or an 'air hostess' a 'trolley dolley'.



AO2 CONCEPTS/THEORIES...

Power asymmetry or an unequal encounter:

A marked difference in the power status of individuals involved in discourse. Within this, you will have a powerful participant and a less powerful participant.

Powerful Participant: the speaker with a higher status, who is able to impose a degree of power.

Less powerful participant: the speaker with less status, who is subject to constraints imposed by the powerful participant.

Instrumental power: This is power that is explicit. It is power exerted by the state and the operatives of the state: legal system, education system, business practices etc

Influential power: This power that is used to influence or persuade others. It is not always obvious.

Norman Fairclough:

Power in discourse – This is where we consider the language itself and how power dynamics are evident in the words and phrases used.

Power behind discourse – This is where we consider how our spoken interactions are shaped by power dynamics. If a speaker is a politician what they can say may be bound by political law, for example.

There are three broad categories of power (usually attributed to Shan Wareing, 1999):

- 1. Political** - power held by those working with the law e.g. lawyers, politicians, police.
- 2. Personal** - power as a result of occupation e.g. teacher, employee.
- 3. Social** - power as a result of membership of a group.

AO2 CONCEPTS/THEORIES CONTINUED...

When the maxims aren't followed:

- ***Flouting** – If a speaker flouts a maxim then they want the listener to notice that they have intentionally violated it.
- ***Opting out** – A speaker chooses not to adhere to a maxim but in a fairly courteous way.
- ***Unostentatiously** – If a speaker unostentatiously violates a maxim they are, perhaps doing it quietly or subtly through lying.

Quantity:

- *You should make your contribution as informative as is required.
- *Don't make your contribution more informative than is required.

Quality:

- *Don't say what you believe to be false.
- *Don't say what you lack adequate evidence for.

Relation:

- *Your contribution should be relevant to the topic.

Manner:

- *Avoid ambiguity (try to be as clear as possible).
- *Be orderly (present ideas in a logical/sequential fashion).
- *Don't speak excessively or unnecessarily.

1975

Grice's Maxims

Grice's maxims are based on the view that conversation is largely a cooperative process. The four maxims illustrate how this cooperation is typically achieved.

***Goffman (1955)**

- Face (a person's self-esteem or emotional needs).
- Positive face (the need to feel wanted, liked and appreciated).
- Negative face (the need to have freedom of thought and action and not feel imposed on).

***Brown and Levinson (1993)**

- Face-threatening act (an act that threatens a person's positive or negative face needs).
- Positive and negative politeness strategies (strategies that a speaker may use to mitigate or avoid committing a face-threatening act).

***Holmes and Stubbe (2003)**

- Repressive discourse strategy (an indirect way of exercising power and control through conversational constraints).
- Oppressive discourse strategy (linguistic behaviour that is open in its exercising of power and control).

In the 1970's, Howard Giles put forth the 'Accommodation' theory. This suggests that we adapt our speech to suit the person that we are speaking to.

However, we can adapt in 2 very different ways:

Convergence – We adapt our speech to be more like that of the person we are speaking to.

Divergence – We adapt our speech to distance ourselves from the style of another speaker.

if two speakers seem to come together and sort of compromise, we call that **mutual convergence**.

Coulthard and Sinclair 1992 –

They observed that classroom discourse usually displays an IRF pattern – initiation, response, feedback.

