abruptly as the need for it arises (cultural) adopting similar spelling system to vernacular language but town enters gradually via codeswitching

**Similar terms:**
- Codeswitching - words like town will eventually becoming borrowings, sometimes displacing original terms. Continuum - concurrent use of more than one language

**Centrifugal**

**Definition:**
- Diversifying and decentralising trends and forces, such as local or unofficial languages and discourses.

**Who coined it:**
Mikhail Bakhtin in 1981

**Example:**
- Due to influence of English language, there are a range of English dialects throughout the world - Scottish pronunciation of r (rhotic) or ch are examples of this

**Similar terms:**
- Centripetal - centralising or unifying trends and forces, such as official languages and discourses

**Centripetal**

**Definition:**
- Centralising or unifying trends and forces, such as official languages and discourses

**Who coined it:**
- Mikhail Bakhtin in 1981

**Example:**
- Recognising English as the official language of the UK over Mancunian dialect

**Similar term:**
- Centrifugal - diversifying and decentralising trends and forces, such as local or unofficial languages and discourses.

**Child Directed Speech**

**Definition:**
- Caregivers often modify their speech in various ways when talking to children - higher pitch, exaggerated intonation, slower delivery
- Also known as motherese - plays essential role in language acquisition but mainly in Western cultures. Parts of the world don't use it.

**Example:**
- Did you see the baa-baas? (sheep)
- Clifton Pye studies Quiche people of Central America - do not modify speech or even talk for the sake of stimulating linguistic development. No games or protoconversations
Britain

**Similar term:**
-Collocation and concordance

---

**Creole**

**Definition:**
-A stable, natural language developed from the mixing of parent languages. Nativised by children as their primary language becoming mother tongue
- The vocabulary of a creole language comes from dominant group where such stratification exists (e.g. Jamaican Creole and English)

**Example:**
-Patois 'Di boy no want it' compared to 'The boy doesn't want it' - Viv Edwards study

**Similar term:**
-Pidgin - precedents of creole - language that develops as no person has a shared language

---

**Critical Discourse Analysis**

**Definition:**
-An interdisciplinary approach to the study of discourse that views language as a form of social practice and focuses on the ways social and political domination are visible in text and talk
- Language and power are strongly linked
- Language as a type of social practice among many used for representation and signification.
Texts are produced by "socially situated speakers and writers."

**Who coined it:**
-Fairclough

**Example:**
"The chairman has advised me that" ..., The Chairman occupies first position and has the emphasis conveyed by that, in the equivalent passive clause "I have been advised by the Chairman that"... that emphasis now attaches to I.

**Similar term:**
-Corpus Linguistics

---

**Descriptive Approach**

**Definition:**
-The work of objectively analyzing and describing how language is spoken by a group of people in a speech community. Scholarly research wants to observe the linguistic world as it is, without the bias of preconceived ideas about how it ought to be.
- Recognising different varieties without imposing any value judgements as to relative merits of system

**Example:**
- "Who were you dancing with last night?" is a better question because this is how everybody
**Divergence**

**Definition:**
- Divergence describes how an individual shifts his speech patterns in various interactions so that they move further away from the speech patterns of his interlocutor(s).
- Can express distance and want to express individuality

**Example:**
- Romaine - Scottish boys switched variety of language - private school children switched to vernacular when talking to other peers

**Similar term:**
- Audience design - linguistic style-shifting occurs primarily in response to a speaker's audience.

**Emergent Literacy**

**Definition:**
- Children who live in a literate community are in the process of becoming literate almost from birth in world of environment print
- Even without reading or writing in a traditional sense, children interact with books
- Gradual process that some parents fail to notice

**Who coined it:**
Marie Clay

**Example:**
Nephew Alejandro pretends to write shopping lists - influenced by mother - scribbles on page and announces what each item is

**Similar term:**
Literacy and environmental print

**Estuary English**

**Definition:**
- A variety of modified regional speech that mixes non-regional and local south-eastern English pronunciation and intonation. Grouped between RP and London speech
- New non-localised accent for the UK
- Decrease in RP but with some features remaining and increase of people moving across UL

**Who coined it:**
- David Rosewarne

**Example:**
- Milk with a vocalised /l/ for miwk and glottal stops rather than /t/ in utterances like partly or quite nice

**Similar term:**
- Accent levelling - group of people with all different accents come together and drop features of their own accent to fit in
that are distinctive in spoken language: phonemes, intonation, and the separation of words and syllables.

**Who coined it:**
- International Phonetic Association

**Example:**
- Father written in IPA is /faðər/

**Similar term:**
- Phoneme - smallest segmental unit of sound employed to form meaningful contrasts between utterances

**Interpersonal meaning**

**Definition:**
- Establishing social relationships between speakers and their chosen topic
- Interactivity and how we act upon each other through language determines interpersonal meaning.
- Conversation’s setting constructs language used
- Shaped by tenor, field and mode

**Who coined it:**
- Michael Halliday

**Example:**
- J: greetings Helen!
  H: hello Julian, are you well?
  J: yes thank you for asking (.) are you fruit this week?
  H: yes, I think so, thanks

**Similar term:**
- Ideational meaning - information conveyed through conversations

**Intertextuality**

**Definition:**
- Intertextuality is the shaping of texts' meanings by other texts. It can include an author’s borrowing and transformation of a prior text or to a reader’s referencing of one text in reading another.
- The modern view is that no text is unique - all are influenced by a previous text.
- Various conversations are woven into a single multi-stranded web of discourse which knits the diverse participants together into a discourse community
- Readers knowledge of other text comes into play in their interpretation of what the current author is saying

**Example:**
- Dickens' Little Dorrit uses 'the British name' and 'All parts of the civilised globe' - draws on a ceremonial speechmaking style

**Similar term:**
- Heteroglossia
**IRF Exchange**

**Definition:**
-Persistent and common features of classroom talk is the interaction between a teacher and a pupil known as an Initiation–Response–Follow-up (or ‘Feedback’) exchange
- The dominance of this exchange pattern of question-and-answer seriously limits the kind of participation that a student can have in classroom discourse, and that its use is really a reflection of teachers’ need to control classroom events, rather than being justifiable for pedagogic reasons.
- Others feel that IRF exchanges can be used to carry out a range of different kinds of interaction, within which a teacher’s questions may be used to elicit many other kinds of responses, such as explanations about what students have done or plan to do, their reasons for holding particular opinions, and their reflective comments on their own understanding

**Who coined it:**
-Sinclair and Coulthard

**Example:**
Teacher: Why did you choose the word 'dimension'?
Students: Don’t know...
Teacher: Right, because it seemed to fit with what...the fantasy flavour?
Students: Yeah
Teacher: Ok, now why do they go through the maze?

**Similar term:**
Registers and genres

**Language variety**

**Definition:**
-A specific form of a language or language cluster. This may include languages, dialects, accents, registers, styles or other sociolinguistic variation, as well as the standard variety itself.
-Allows linguistics to avoid the need to specify what they are talking about in particular
-This is an idealisation - what counts as identifiably distinct or distinguishes English from another language is likely to be decided on social or political grounds
-The colonialism of English has led to different language varieties throughout the world

**Example:**
-Singlish, RP, Scots

**Similar term:**
-Dialect, accent, register

**Levelling**

**Definition:**
-The idea that when many accents are introduced to the same area people begin to adopt attributes from each one leading to a new accent being created and a decrease in the usage
Vector
Definition:
-Lines which lead the eye to an image - may be formed by objects or parts of objects or by angles set up in the image, or by such elements as the direction of a person’s eye.
- Vectors can play an important part in portraying transitivity in images - who is doing what to whom.
- If in a photograph a line is being sent out from one person or object to another, we can say something about the relationship being depicted.
Example:
- In words, we use the 'verb' love to let us know that John loves Mary but in visual English, this has to be done in a different way
- We can use a picture of them staring at each with a line drawn from eye to eye
- Similarly with throwing a ball, we can have one camera shot of the ball in mid-air or we can break away to two shots - one of the man holding the ball and the second of the girl catching it

Similar term:
-Transitivity

Voice
Definition:
-Used particularly in advertisement - a series of voices can used to transmit different messages about a product
-Significant contribution to emotion & impact of Ad
- In academic texts, voice shows the impression the writer gives on their position and relationship to a particular topic - adopting a disciplinary position
- Foreign students may struggle with this aspect of writing as they feel the identity they have to adopt is very different from their own
Example:
- Packaging of a wine bottle - Graddol - obvious signs of company’s voice - benefits of fine and personal verbs such as we and legal side explaining dangers of drinking and very formal impersonal tones - clear juxtaposition of contradicting themes
- Lillis’ study of Mary, a black student, felt that she didn’t know who she was when she was writing - felt she had two personalities

Similar term:
Ideal reader